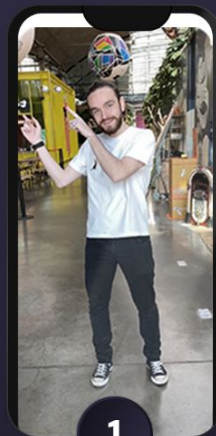


# Humanize the Metaverse

Henri Mirande  
*Co-founder & CTO*  
*Angoulême 23/11/2022*

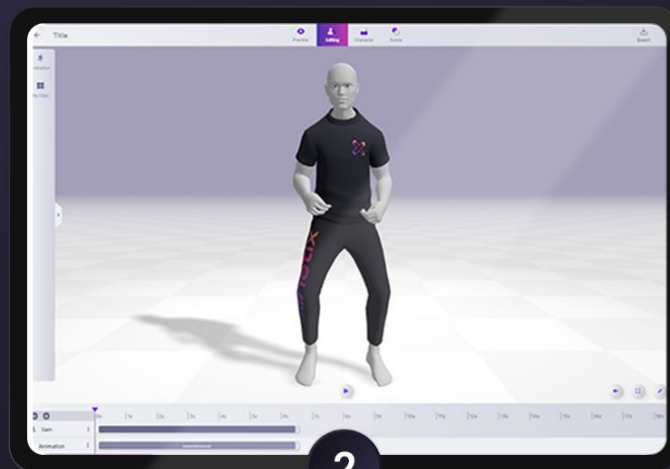




1

## Create

Import a video from your device or social channels



2

## Animate

Our AI transforms it into a 3D animated avatar



3

## Share

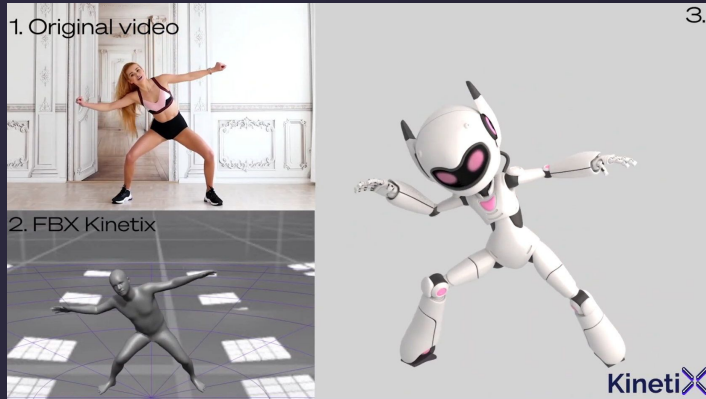
Connect it with any Metaverse and Web3 games



Main fields of study :

- Rotations accuracy
- Facial animation
- Hands animations
- Motion accelerations
- Root translations
- Respect of contacts

1+ years ago



Kinetix Beta official launch for video games



...

+6m ago



Les Echos  
**ENTREPRENEURS**

Métavers : la start-up Kinetix lève 11 millions

ACCUEIL BUSINESS ENTREPRENEURS STARTUP FINANCEMENT

02 MINUTES

# Métavers : la start-up Kinetix lève 11 millions

ADRIEN LELIEVRE | Le 07/05 à 12:00 | [Twitter](#) [Facebook](#) [LinkedIn](#) [Email](#) [Print](#)

# Vision: Enable self-expression in virtual worlds



10 Bn emojis are used everyday, animations are already booming in Fornite and poised to be the next big thing!



## Hieroglyphs

Share concepts with symbols in physical world



## Emoji

Share concepts with symbols in digital world



## Emoticons

Represent emotions with human-like icons in digital world



## Memoji

Represent your emotions with 3D custom icons in digital world



## User-Generated Emotes

Expressing yourself with rendered 3D animations in virtual worlds

# Story: A multidisciplinary team



## R&D 12 FTE

- CTO
- Lead R&D
- Senior R&D engineers
- R&D Engineers
- 3D engineer
- ML engineer

## Platform 9 FTE

- Head of engineering
- 3D Engineers
- Senior FE devs.
- Senior BE devs.
- Cloud Architect

## Business 13 FTE

- CEO
- Head of marketing
- Head of partnerships
- Marketing manager
- Head of Ops
- Community manager
- Exec assistant
- Senior Product manager
- Head of creation
- UX Designer
- Brand Designers
- Business intern

## Performance 6 FTE

- Head of Performance
- Senior 3D animators
- 3D animators

## Experience 6 FTE

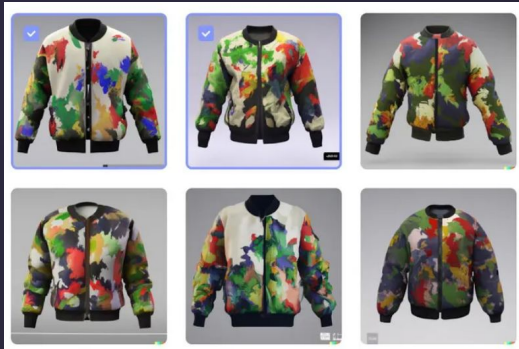
- VP Experience
- Game producer
- Senior game dev
- 3D generalist
- Junior game devs.

X Covered position

+ Opened position

# Improvements of generative AI

Ex : DALL-E, Stable Diffusion, mid journey, magic 3D (Nvidia), Human motion diffusion model ...

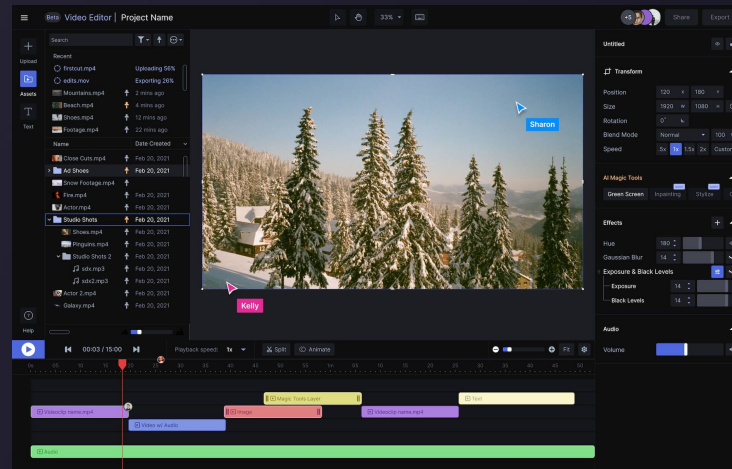




# Some few applications



Photoshop + Stable Diffusion

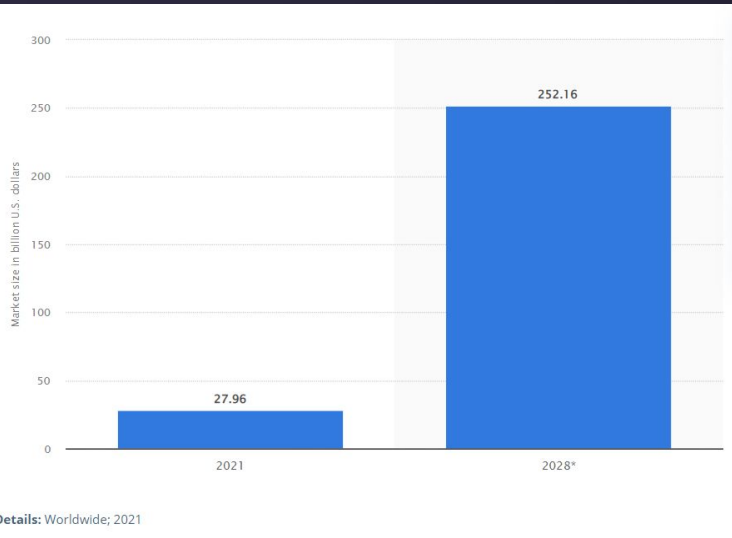


Runway



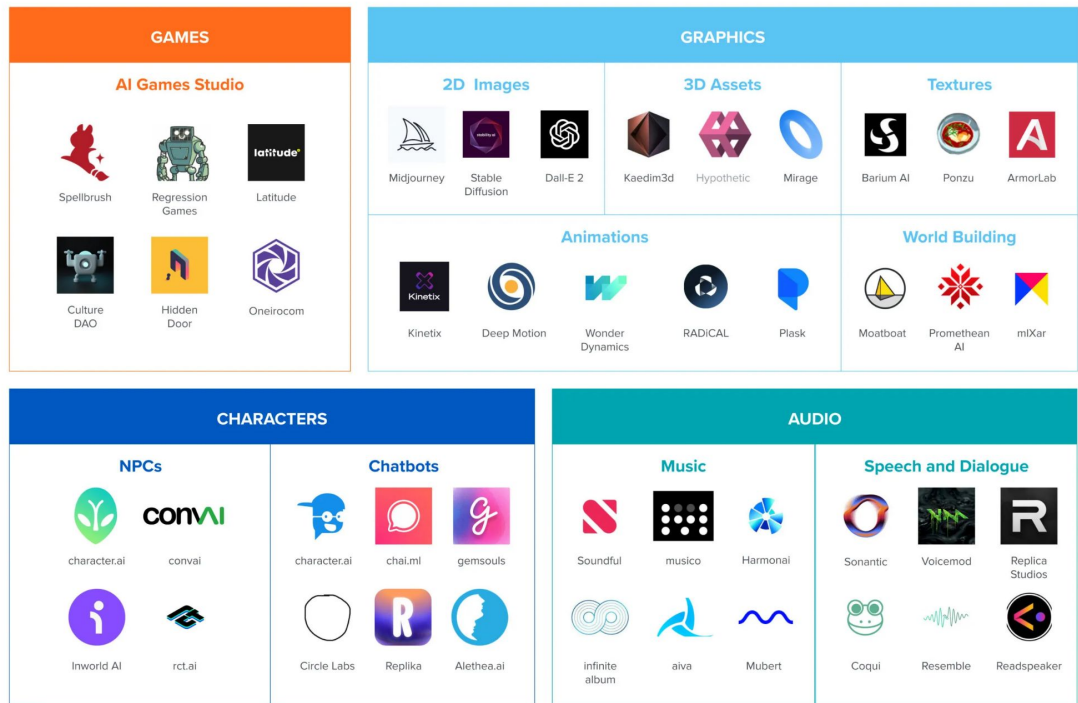
Next step is 3D assets

# AI in 3D assets



Source : Statista, Augmented reality (AR), virtual reality (VR), and mixed reality (MR) market size worldwide

## Generative AI for Games Market Map



Source : a16z, The Generative AI Revolution in Games

# AI in today's creations



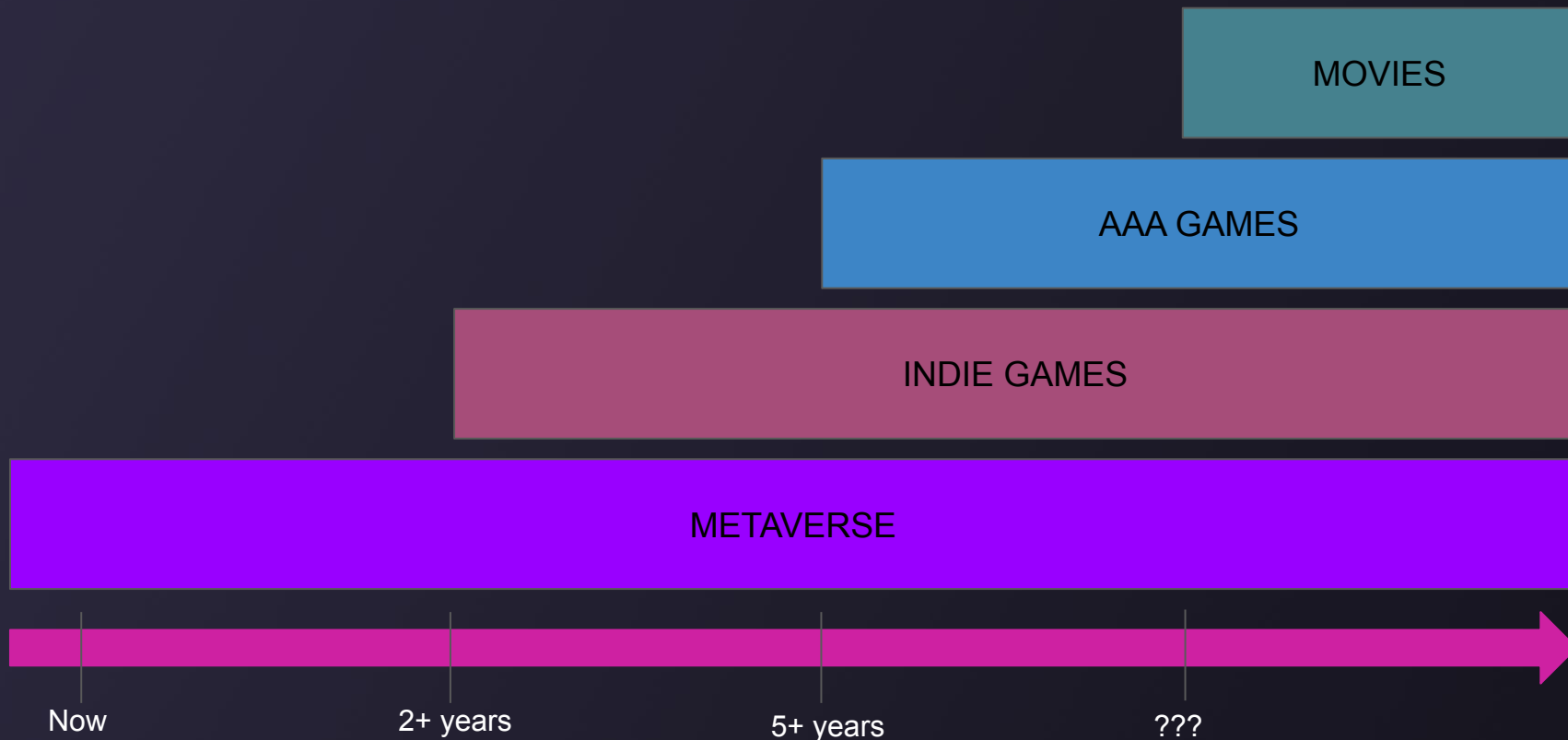
# Where and when the “AI switch” will operate in 3D animation



Needs in character animation :

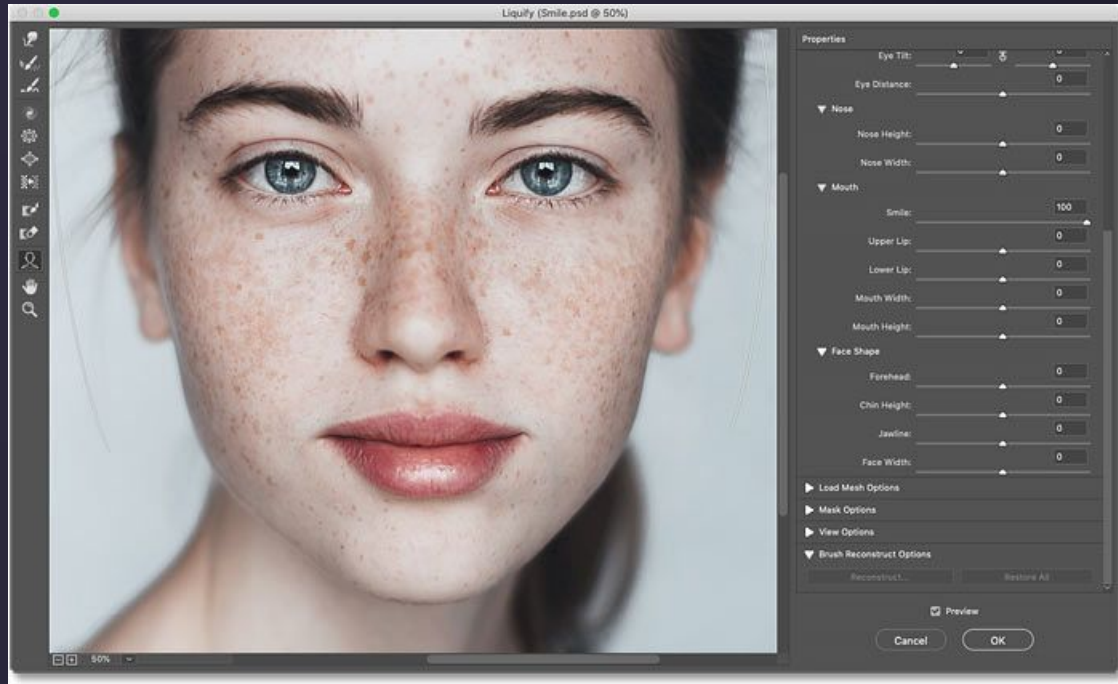
1. Design characters
2. 3D modeling/Texturing
3. Skinning
4. Rigging
5. Animation
6. Game Dev integration / Rendering

# Where and when the "AI switch" will operate in 3D animation



# AI generation challenges : quality and controllability

## Inspiration from photoshop

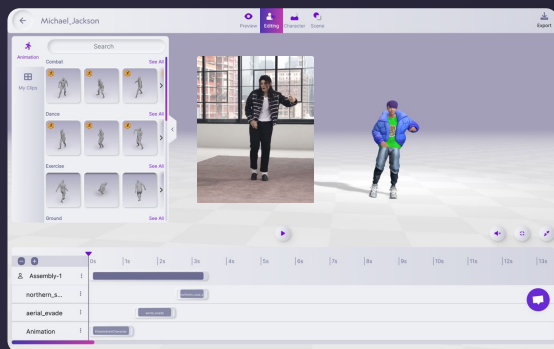


# Humanize the Metaverse



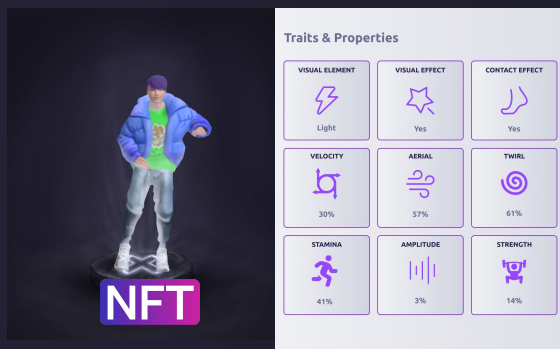
Kinetix enables self-expression & user-generated 3D content in virtual worlds

## Creator tool



Our AI and no code platform allows everyone to create their 3D animations

## Minting factory



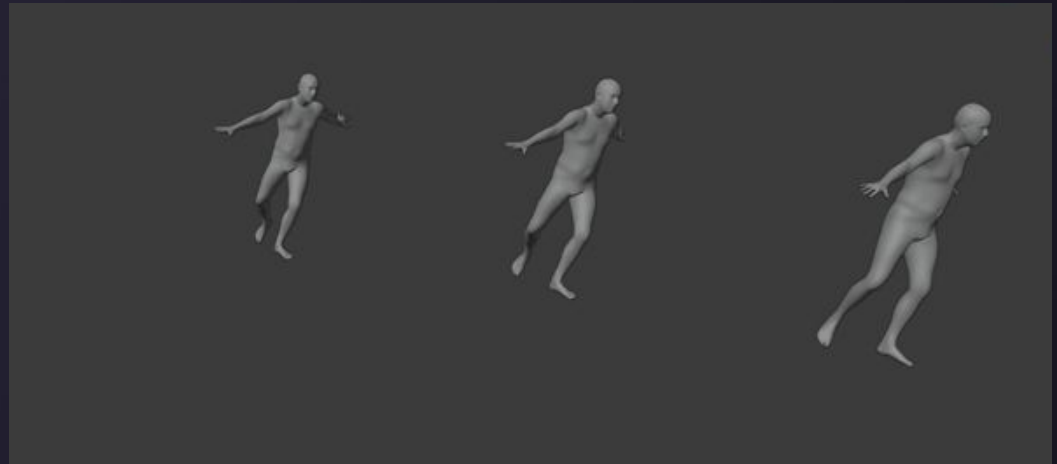
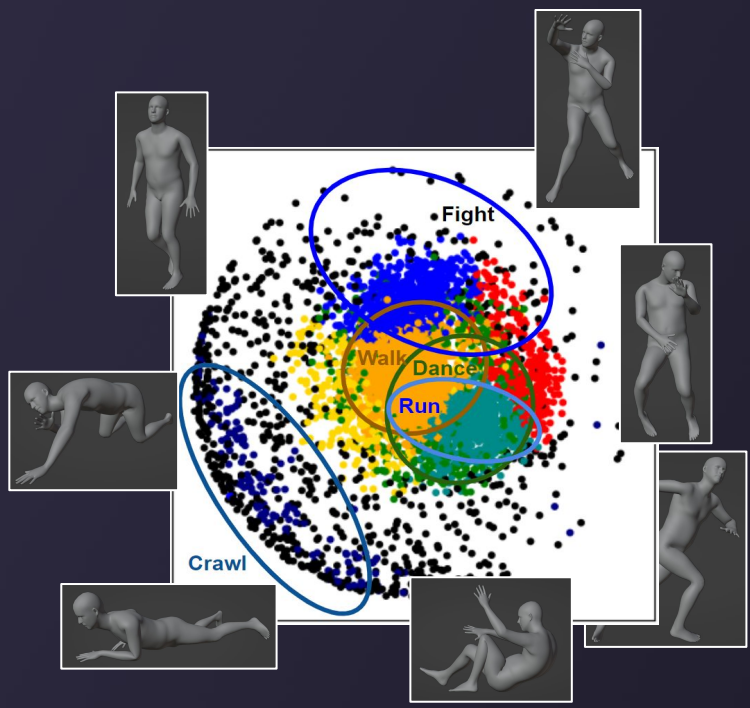
Animations are minted on the blockchain to be played on any avatar in any virtual world

## Game Engine Plugin



Kinetix Plugin enables games to dynamically load user-generated 3D animations made on Kinetix

# Enhance creativity : smart transitions

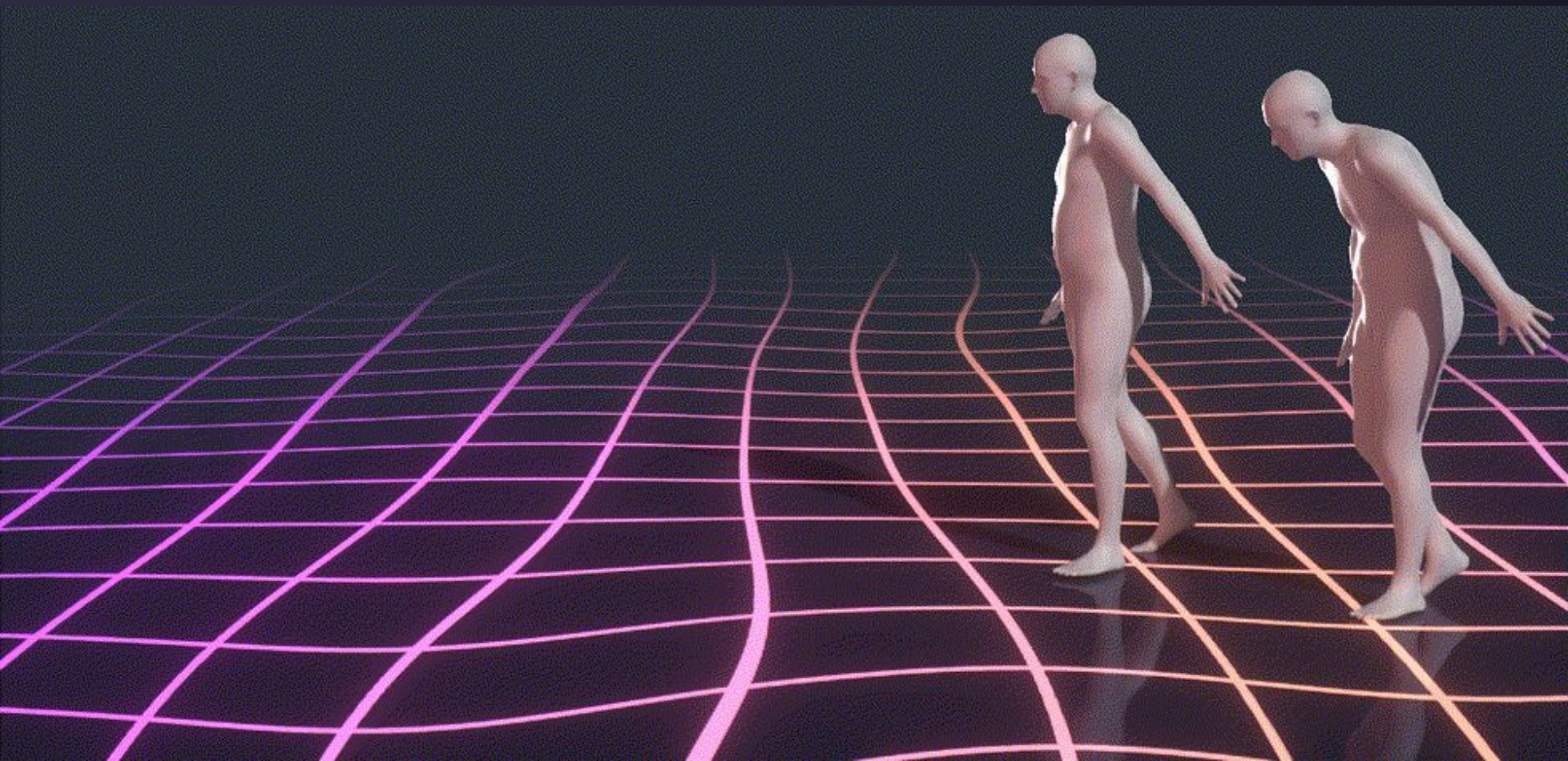




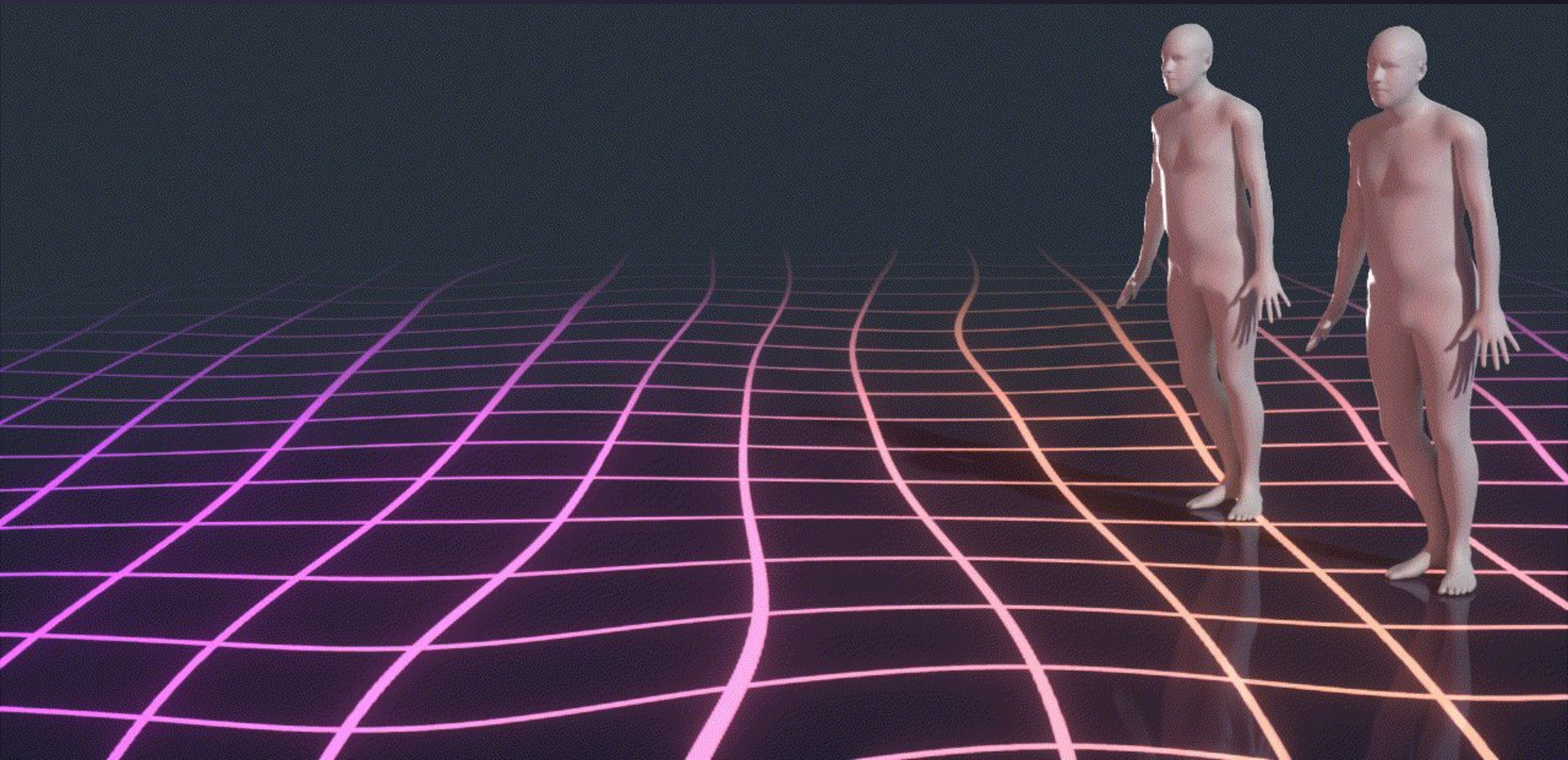
# style transfer - old



# style transfer - old

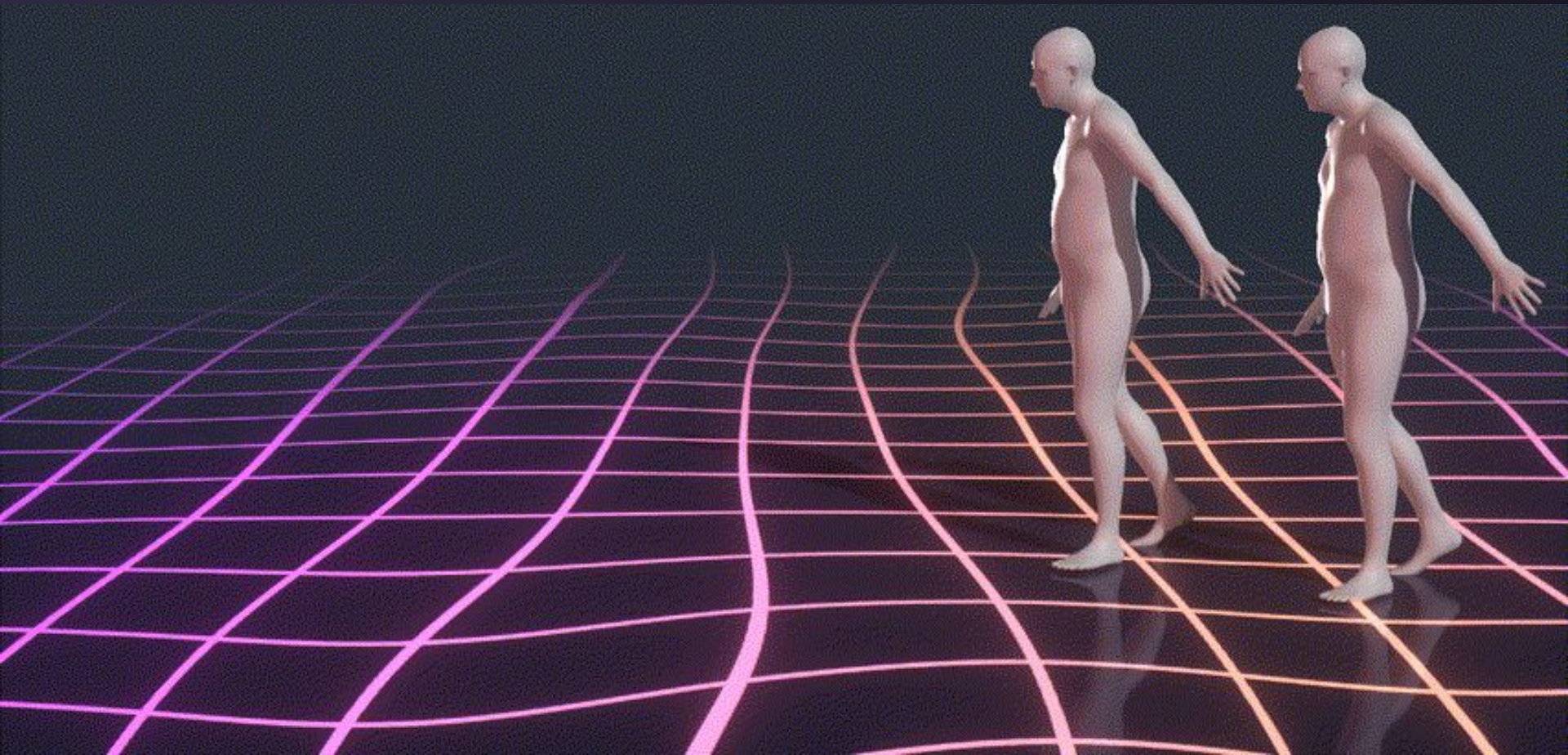


# style transfer - robot



# style transfer - robot

2

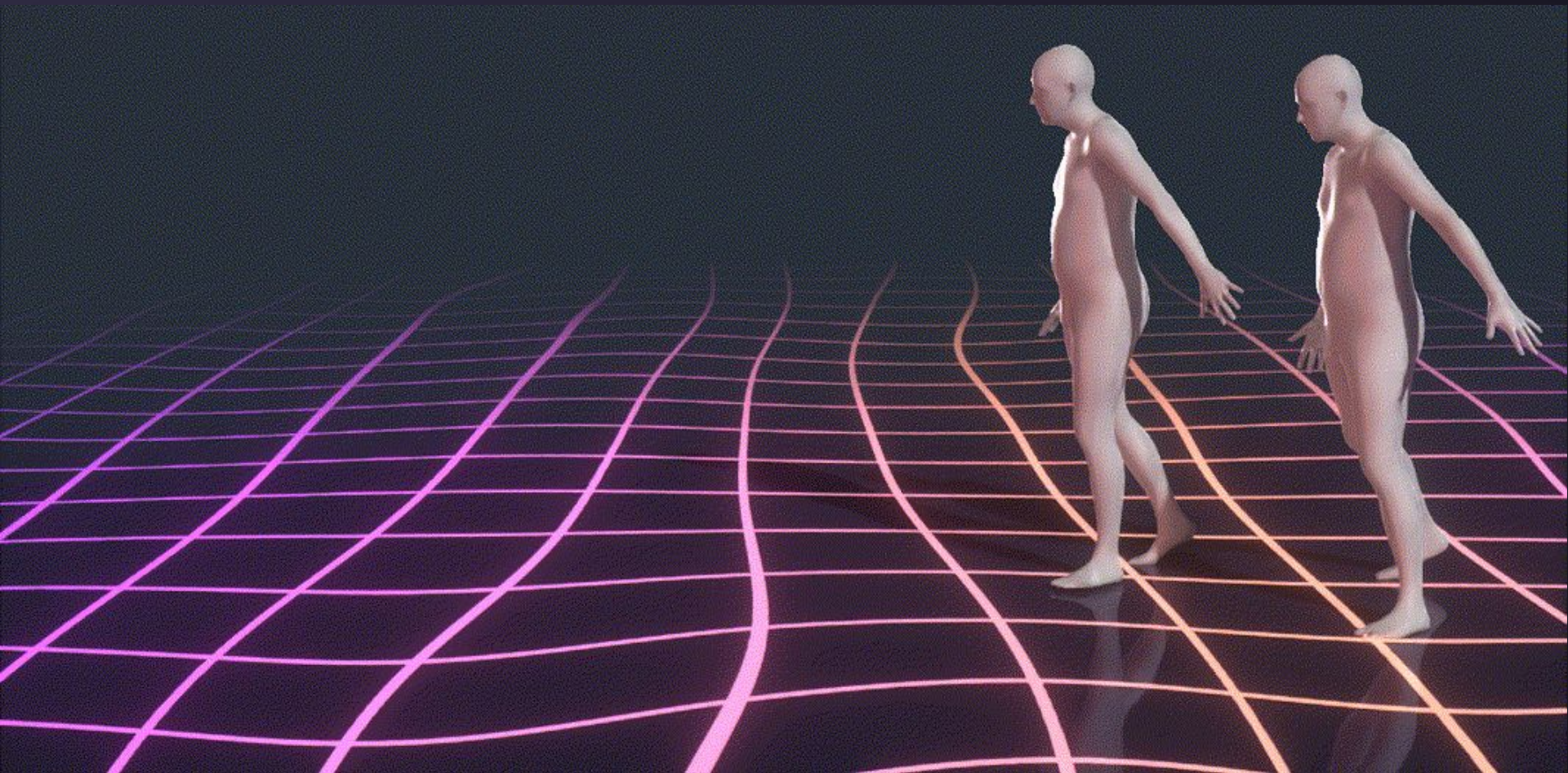


# style transfer - drunk

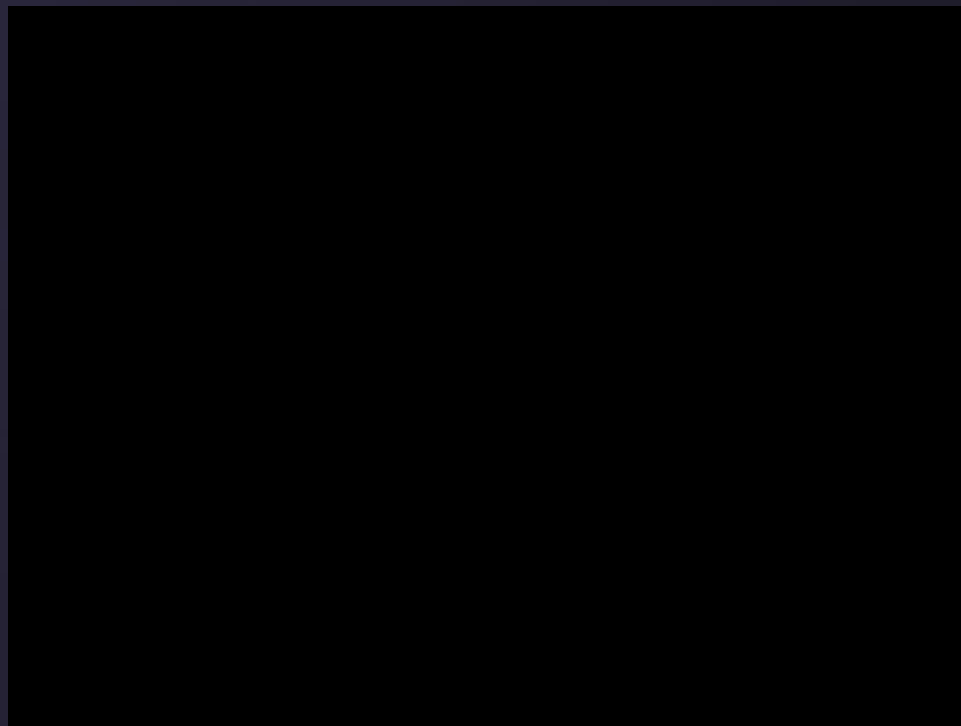


# style transfer - drunk

2



## Other challenges : generation from music







Questions time!



Any other fun ideas ?



# Facial Animations



## Hands Animations

