

Cam-Trax Technologies Company Profile

Company Overview

Cam-Trax Technologies developed a software solution which transforms simple objects into motion controllers. No additional hardware required but a standard webcam. An early product by the company was used by over 700,000 users worldwide. Reviewers declared it as the "coolest thing since ice" (engadget) and "Wii for anyone (minus the console)" (TechCrunch).

The product – "Motion Gaming Console"

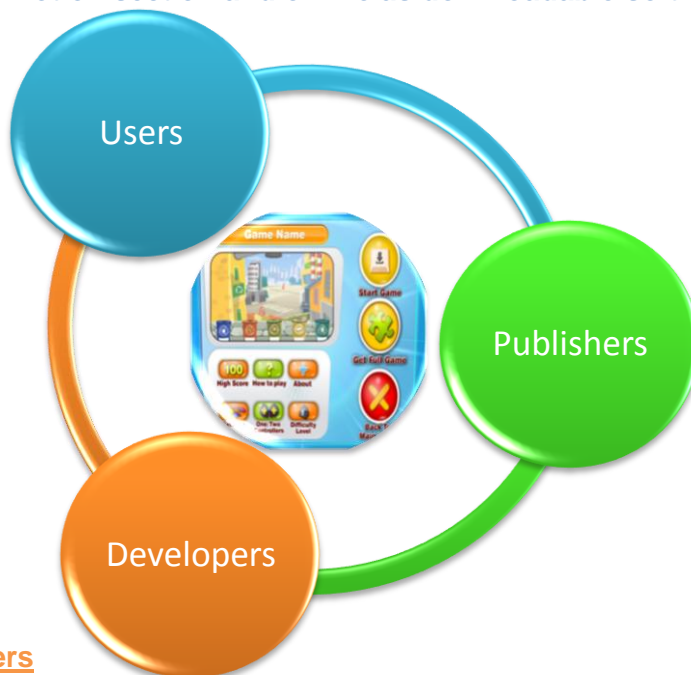
The company produced a new motion platform which is controlled entirely by objects the user holds. The platform along with Cody, the digital motion friend addresses kids with fun as well as educational activities – a great value for parents.



To offer significant amount of content and distribution, the company allows developers to sell original motion applications and shares revenues with publishers who embed it in their website. A unique flash-embed-system was developed to allow easy integration of existing flash games which assists in providing a variety of content easily.

Users

The (free) Motion Gaming Console is supported by the 'Activities Store' from which activities are downloaded free or with a small fee. The platform can be accessed both online as websites' motion section and offline as downloadable software.



Publishers

Using a simple copy-paste html code, publishers can embed the platform as a new motion section in their website. This will also award them with revenues from the section in their website.

Developers

The company's API to Flash, C and .Net development platforms makes it easy for developers to create new content or adjust their existing games to the motion experience. Developers receive significant revenue share from selling the content.

Technological integration

Due to its software only solution which works with level of hardware considered as commodity – standard webcam and low processing power, it is perfect for integration. The company is collaborating with various partners in order to join forces in enhancing existing products and to create new ones.

A joint product created with Comfy, can be see [here](#).

Product Recognition

Using a unique ability to identify specific products and brands, a number of applications were created to provide advertisers with a unique opportunity:

- **Proof of purchase:** unlock an activity by showing the camera your purchased product.
- **Brand attachment:** use the purchased product as your controller in activities.

A campaign example can be seen [here](#).

Activities

The company encourages the development of unique activities in the following markets:

1. **Gaming** – Using the technology, a new motion games category is created. Use the controllers as wheels for a car racing, as swords or as music instruments.
2. **Edutainment** – Now kids learn while interacting with the screen, hit the elf with the right answer to the math exercise or put the objects in their right place when trying to sort them.
3. **TV Control** – Based on a streamer, a media center or a computer connected to a TV, everyone can control their television by simply moving his controller.
4. **Advertisement** – Create activities which suit best your brand values! Create a race simulating the large bandwidth or use your energy bottles to play a sports game.
5. **People with disabilities** – At last, no need for actual keyboard and mouse. Now, computer actions can be operated with designated movements.



Contact Us

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