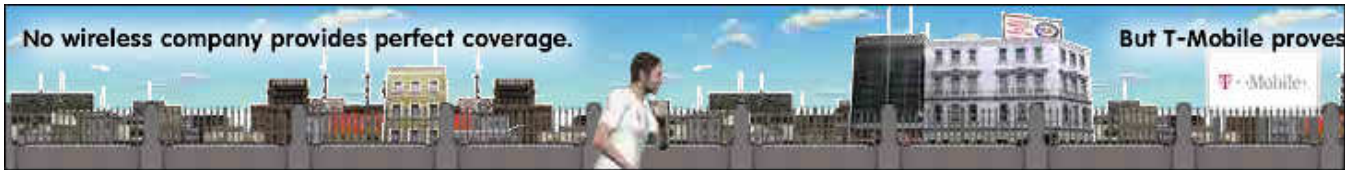


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October 15, 2007

Fix8 Raises \$3 Million

Duncan Riley


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Sherman Oaks based online video animation company [Fix8](#) has raised \$3 million in a round lead by Vickers Financial Group.

We first wrote about Fix8 [in May](#); the company offers a service that brings computer generated animation to the webcam. Fix8's H.E.A.R.T. (Human Expression Analysis and Rendering Technology) digitizes human expressions, gestures, and movements via webcam, enabling users to create, interact, and share their creations across the web, TV, and soon mobile phones.

Fix8 users can broadcast their video creations over instant messaging services including MSN, Yahoo and Skype or save and post creations to YouTube, MySpace and FaceBook.

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1. **Matt A.***

[October 15th, 2007 at 7:39 pm](#)

No offense to the founders who definitely put a lot of work into building this service, but how the Hell is this useful?

2. **Ritu**

[October 15th, 2007 at 7:46 pm](#)

I think it is useful because it gives the creator or the animator to bring something they created into life (sort of). If I sketched a tree and am able to show other people its functionality by its moving branches and all that then I would be pretty excited, dont you think?

personally, for a company that made this program raising 3 million is not that big, my 2 cents

3. **Michael Bailey**

[October 15th, 2007 at 7:48 pm](#)

For 15% of the amount they received in funding to build a system which allows people to waste more time, I can build a system which can be used in classrooms around the world to enhance the extended learning environment.

Has the Internet really been reduced to grasping for eyeballs in order to sell ad space?

Flash, and hype, and useless crap - count me out.

4. **jonathan**

[October 15th, 2007 at 7:49 pm](#)

Wow! this company is going to rake it in if they play their cards right.

It does not have to be useful to make them millions.

Priced right, this could become all the rage among kids on msn etc. It is like having an avatar but with it being interactive.

5. **Exchange3D**

[October 15th, 2007 at 7:50 pm](#)

it's definitely cool, but useful, for \$19.95? Not so much, I don't think so, uh-uh. Their website does not seem to work, BTW. Not too much content, but a click on Gallery from Help gives a 404, and the Gallery itself seems to be a placeholder page. If the website is not functional then why put the website in public?

6. [David Mackey](#)

[October 15th, 2007 at 8:56 pm](#)

Hmmm...Seems somewhat interesting, although at first I thought it was completely stupid.

7. [Slappenstance](#)

[October 15th, 2007 at 9:37 pm](#)

Its definitely not an easy service to create. People focus on 'useful' to much. Many businesses are built to entertain, and people tend to pay to be entertained or you can advertise to them while they are entertaining them.

Also this isn't trivial tech. Best of luck to them.

8. [Wow](#)

[October 15th, 2007 at 11:01 pm](#)

How do ideas like this get a \$3 million round? I don't think the guys that first conceptualized the internet as a tool had this type of useless BS in mind. There are so many other projects that this money could go towards. I don't know whether this is a sign of the bubble (people will get sick of this and stop using it) or whether this is just a sign of the irrelevance that is occurring in new internet companies. Come on guys, lets do things that add something to society. 30 years from now, kids of the fix8 founders are going to ask their parents what they did for a living, and they are going to have a pretty pathetic answer if fix8 is it.

9. [Victor](#)

[October 15th, 2007 at 11:37 pm](#)

"No offense to the founders who definitely put a lot of work into building this service, but how the Hell is this useful?" - Mike A

Log onto Twitter and I'll explain it to you.

10. [much better than wow](#)

[October 16th, 2007 at 12:18 am](#)

I think this is a great idea and finally something that is a USEFUL tool for video. Adds so much in terms of creativity which obviously WOW seems to lack. I could see this working incredibly in games with characters as well as instant messaging too. I'd rather see the \$3mil go into this then just ANOTHER social networking startup. How many of those will fold? Just a matter of time. I am sure Fix8 has some big plans for this software. Goodluck!

11. [Peter White](#)

[October 16th, 2007 at 12:26 am](#)

Pfff, negative creeps (-;

I would call it the most original concept I've seen on techcrunch since ages.

A lot of (even adult) kids like to dress up like a pirate or whatever. The business model is simple, they can sell virtual accessories, and what about prints of you own avatar on a t-shirt or whatever.

12. [Eric](#)

[October 16th, 2007 at 1:22 am](#)

Two words: Pet Rock

13. [jonathan](#)

[October 16th, 2007 at 5:34 am](#)

Gave it a try for fun. The idea is great but they have a way to go.

- 1) It does not work if you have glasses on, and some peoples eyes do not work with them off.
- 2) I did not play around long enough to have my body in the picture also, but from the image above it seems the avatar sits in front of the user. It needs to be placed around them so that when users turn their heads sideways, you can not see their head, but the side of the avatar's head.
- 3) It could not see my mouth moving unless I tilted my head backwards so as to get more light on my face (I have a fluorescent light above me so my room aint dark).

14. [Ed](#)

[October 16th, 2007 at 7:22 am](#)

@ All the naysayers - So everything has to be fully functional and nothing must be simply fun? I suppose you don't watch tv, movies, use IM only to discuss work plans with your coworkers, etc. And before you say that the money could be used for something like education, yes it could, but we all need to have a little fun every now and again. If you really want to help the kids with their education, donate and find people to donate to initiatives such as the Blog Action thing TechCrunch took part in. Good initiative taking part in that guys!

15. [Captain America](#)

[October 16th, 2007 at 3:02 pm](#)

WOW - "How do ideas like this get a \$3 million round? I don't think the guys that first conceptualized the internet as a tool had this type of useless BS in mind."

Umm.....YouTube? Come on WOW we all know you have paid a visit a time or two just like the rest of us. "Useless BS" - I think the words you are looking for are extreme fun...lol

16. [FC](#)

[October 18th, 2007 at 4:19 am](#)

"How do ideas like this get a \$3 million round? I don't think the guys that first conceptualized the internet as a tool had this type of useless BS in mind"

it has plenty of usage, especially in the entertainment area. I won't blame u for ur stupidity though, i'm quite sure u didn't opt to be dumb.

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