



Obskur Launches Three Most Requested Features

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Including Character Creator, User Generated Content Marketplace, and Stream Analytics

HENDERSON, NV / October 20, 2023 / In August 2023, OBSKUR – the first all-in-one broadcasting application for engaging livestreams built on Unreal Engine 5 – launched worldwide, making it easy for anyone to create compelling 3D streams, build a community, and efficiently interact with their audience. OBSKUR includes everything needed for the perfect stream, ensuring those with no technical 3D skills can produce 3D content independently on day one. See OBSKUR in motion [here](#). Press kit can be found [here](#).

Two months and 57,000 downloads later, the company is delivering the three most requested features to its growing community, including:

- **Character Creator.** OBSKUR's Character Creator allows streamers to easily create and use their own VTuber model. Character Creator automates the process and eliminates the need for 3D modeling and technical skills, thereby reducing the time and cost of becoming a VTuber. Streamers can create and customize compelling characters in minutes with 250 customization shapes and 100s of unique animation algorithms to produce advanced body and facial animations, so people can focus on engaging, building, and growing their audience. Get your early access invite for Character Creator by visiting the [Obskur website](#). Character Creator will launch publicly on November 1, 2023.
- **User-Generated Content Marketplace.** The addition of user-generated content ushers in more quality content to the OBSKUR marketplace. Streamers can create a unique look for their stream by incorporating the amazing work of artists around the world – no technical knowledge is needed. Streamers who consider themselves artists can upload their content to bring their art to more of the streaming community. Support your favorite artists and make your stream unreal.
- **Stream Analytics.** Allows streamers to understand and improve stream performance by getting in-depth metrics on retention, impressions, click-through rate, watch time, average view duration, key spike, and drop-off moments. Stream analytics allows streamers to engage with like-minded content creators with similar audiences, stream schedules, and common categories.

Why is OBSKUR different?

Unlike other limited solutions, the OBSKUR all-in-one platform is built on Unreal Engine 5 and offers flexible streaming options including Vtubing, 3D compositing, webcam streaming, or any combination. In addition, OBSKUR integrates an asset marketplace, 3D scene creator, character importer, and character creator all in one app so you can create unique interactive experiences for your audience. OBSKUR also features an affordable Mocap powered by the Xsens Fusion Engine so it's easy to add motion to your avatar.

Why is this relevant?

The OBSKUR launch and its feature additions come at a time when the global live-streaming market is booming, with experts predicting the market to reach \$247 billion by 2027 (Source: Market Research Future). Viewers are taking note as well, with 23% of global viewing time spent watching live content and 44% saying they watch less TV as a result of live streaming (Source: IAB).

See it in motion!

All features will be on display this weekend at Twitchcon. We'll also be demonstrating OBSKUR Mocap Box, incorporating Movella's Xsens motion capture technology with sensors specifically designed for streaming. Xsens technology has been used to animate dozens of Hollywood blockbusters like The Avengers, Avatar, and Black Panther. The Mocap Box also includes customized StretchSense gloves which bring an added level of expression to any stream. To learn more about OBSKUR and OBSKUR Mocap Box visit <https://www.obskur.com/>.

To schedule your media demo, please contact Amanda Taggart (amandataggartPR@gmail.com)

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