

## **NEW MOVIESTORM VERSION 1.4 ALLOWS YOU TO CREATE REALISTIC CHARACTERS IN YOUR OWN ANIMATED DIGITAL VIDEOS**

### ***Make your own topical viral video or short film with tools to create look-a-like animated characters***

British movie-making tool developer [Moviestorm.co.uk](http://Moviestorm.co.uk) today announces the launch of their new 1.4 version featuring highly realistic and customisable character generation.

[Moviestorm.co.uk](http://Moviestorm.co.uk) provides an easy-to-use software platform enabling anyone to write, produce, direct and edit their own digitally animated movies. Aspiring movie-makers, from total novices to serious hobbyists and professionals can create animated movies featuring the most recognisable characters yet. The character generator workshop allows you to depict the features of famous people and create a video on a topical story of the day, or just create lifelike actors for your movies.

"We are tremendously excited by getting fully customisable faces into Moviestorm, and opening up the application to users interested in making movies that feature anything from famous faces to Halloween zombies or films of themselves and their friends," says Andrew Kennedy, Managing Director of Moviestorm.

"Reaction to the pre-release build of 1.4 from our current users has been absolutely fantastic, and we look forward to seeing fantasy news, satire, and personal movies from our growing user base and new movie fans."

Moviestorm 1.4 boasts a whole new Dressing Room and a completely new head creator. Users can now morph between an array of male and female ethnic types and a range of head shape variants. They can then morph the individual parts of the head, which all have a broad range of shapes that can be morphed to very subtle degrees; noses, ears, jaw, chin, cheekbones, cheeks, lips, mouth, eyebrows, eyes, eyelashes and neck.

Character creation also includes a range of moveable and customisable texture overlays, including make-up, skin textures, defects and facial hair. Users can customise the individual elements themselves, or use a range of pre-made textures to keep things simple.

To make things super easy, users can even press random buttons to quickly generate and adjust highly original characters for their movies.

### **About Moviestorm**

Moviestorm was founded in 2003 by Cambridge entrepreneurs Matt Kelland and Dave Lloyd. They began researching emerging forms of media, and in particular, innovative ways in which game technology could be applied to non-game environments and media. In summer 2004, they launched their debut film, *No Licence*, which received critical acclaim, and has been regularly shown at film festivals, game conferences, art installations and on television worldwide ever since. Building on this experience, Matt and Dave developed and co-founded Moviestorm to open up the web to free movie-making for everyone.

The Moviestorm software is available to download as a free one week trial and then can be acquired outright or users can sign on to a subscription for £4.99 per month.

### **Ends**

For further information on Moviestorm, to speak to Andrew Kennedy or for screen shots please contact Cherish PR:

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