

For MaMoCa
Gene Alexander
(714) 662-6916
gene.alexander@mamoca.com



***MaMoCa Selected by AlwaysOn as an OnHollywood 100
Top Private Company Award Winner
Recognized for leadership in emerging technology
for digital entertainment and media***

Santa Ana, CA –May 29, 2008 – MaMoCa today announced that it has been chosen by AlwaysOn as one of the OnHollywood 100 Top Private Companies. The OnHollywood 100 is a power list of the top private emerging technology companies in digital entertainment and media. MaMoCa was handpicked by the AlwaysOn editorial team based on a set of five criteria--innovation, market potential, customer adoption, media buzz and investor value creation.

MaMoCa along with the rest of the OnHollywood 100 will be honored at the OnHollywood & BRiM event on June 10-11, 2008 at the Sofitel Hotel in West Hollywood, California. OnHollywood gathers executives from both the entertainment and the technology industries to identify and debate emerging trends in addition to building relationships and taking advantage of potential new business partnerships

MaMoCa helps movie, TV, and video game companies produce their products better, faster, and cheaper. MaMoCa's **Markerless Motion Capture** technology is used to directly generate 3D content, producing editable, dynamic human models suitable for content generation across a wide spectrum of media. MaMoCa acquires 1000 times more data, producing 100 times better human models, resulting in a factor of 10 improvement in production time over legacy systems.

“This year’s OnHollywood 100 represents the brightest of the innovators in the new media space. We are enthusiastic about gathering the leaders in a collaborative environment that fuses these two industries together, culminating in the richest, most progressive conversations on Hollywood’s digital movement,” said Tony Perkins, founder and CEO of AlwaysOn.

“MaMoCa is very excited to be selected by OnHollywood. As a Southern California high-tech startup with entertainment industry application, we fit very nicely into the OnHollywood digital entertainment focus” said Gene Alexander, Founder and CEO of MaMoCa. More information on MaMoCa is available at <http://vator.tv/pitch/show/MaMoCa-capturing-reality> .

A full list of all the OnHollywood 100 companies can be found on the AlwaysOn Web site at: <http://onhollywood.goingon.com/>

About OnHollywood 2008

June 10-12 @ The Sofitel Hotel, West Hollywood, California

OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two-and-a-half-day executive event features high-level debates on which forces are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, search, and mobile industries. Our editors will also honor the OnHollywood 100 Top Private Companies and feature the Best of Broadband "BOB" Awards. Fifty of the top CEOs from the OnHollywood 100 will pitch their market strategies to a panel of industry experts in our "CEO Showcase."

About MaMoCa

MaMoCa is a Tech Coast Angels backed startup located in the Digital Media Center in Santa Ana, CA. MaMoCa’s proprietary markerless motion capture technology transforms an entire studio into a giant live 3-D scanning device that captures high resolution, biologically realistic 3D human models. This results in faster character animation development times, higher quality, finer detail motion capture, and higher-quality animated productions for the same budgets.

About AlwaysOn

ALWAYSON ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, ALWAYSON continued to lead the media industry in innovation by introducing a social network where members can connect and engage. ALWAYSON is also revolutionizing the media business by applying its open-media principles to its executive event series (STANFORD SUMMIT, ALWAYSON HOLLYWOOD, ALWAYSON MEDIA and GOINGGREEN) and quarterly print “blogzine” by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, ALWAYSON is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction with its readers and event participants.

#