

# 3D Motion Capture System Market Trends 2017, Industry Research, Forecast 2024

*"Europe and U.S. 3D motion capture system market will continue to dominate global revenue over the coming years."*

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[3D Motion Capture System Market](#) size growth is pegged at over 10% CAGR from 2016 to 2024. Real time data availability, generation of complex and realistic physical movements, decreasing 3D motion capture system market price trend and good quality animation in less time are expected to drive the revenue in the coming years.

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Increase in the usage of cloud based platforms, introduction of 3D gaming consoles and growth in the various application areas are the major driving factors of the 3D motion capture system market. These systems consist of various components such as sensors, accessories, high quality cameras and communication devices. They can be used across various sectors such as entertainment, sports, medical, etc.

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These devices are used to obtain high level of animation in the entertainment sector such as films & games by recording

the real motion of an individual or object. Increasing popularity of films with realistic visual effects is expected to propel the 3D motion capture system market demand. Growing customer fervor about virtual reality games is projected to offer possible growth avenues over the forecast period. In 2016 at a game developing conference in San Francisco, Epic Games Inc showed the use of a full body motion capture in 'Unreal Engine', a core technology of game design.

Use cases across the sports and medical sector include gait analysis, swimming, basketball, baseball, golf, running analysis, wearable solutions, biomedical analysis rehabilitation, etc. Analyzing an athlete's motion in sports is very important to avoid injuries, increase comfort, improve performance and to monitor and track how the athlete's parameters evolve over time. High quality and accurate data is important for the fitness expert and trainer to rate the athlete's performance and advise for improvements, especially after injury or recovery period. These factors will help drive the 3D motion capture system market in the sports sector over the forecast period. For instance, XSens company developed 'MVN Biomech' and '18g Xbus', to help optimize the kick for professional rugby athletes and analyze real time tracking of scapula movement for baseball pitchers respectively. Introduction of 3D motion capture application in advanced 3D smartphones is anticipated to pose as a

considerable threat to the market. Increasing eyesight problems and further health concerns may hinder the market growth.

The 3D motion capture system market can be classified based into optical (including active, passive & markless) and non-optical (including inertial) products. The passive systems have various features including high frequency of capture, considerable performance area, high accuracy and zero cables. Markless optical systems have made inroads due to high quality of data output. The optical systems market is projected to grow considerably due to the markless and passive systems being used extensively.

In Spain, STT - Systems offers two types optical systems for 3D motion analysis of athletes, EDDO and CLIMA. These systems offer low occlusion rates which provide high range of factual data within the capturing range, small marker (in millimeter) tracking, high precision capture and precise analysis of a person's activity. These systems are ideal for inside facilities and performance labs. Non-optical products can provide factual data output for immediate feedback and do not suffer from overlapping and sensor disorientation. Expected growth can be also credited to the increase in use of applications such as games, films, sports, medical, robotics, engineering and education.

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Asia Pacific industry growth is mainly due to attractive Japan, India, Korea and China 3D motion capture system market. This is due to the substantial growth of gaming consoles, films, animations, rapid distribution of health & fitness awareness, growth in population globally and developing economies. Increase in popularity of gaming events such as FIFA World Cup, UEFA European Championships, Olympics and ICC World Cup is also driving the 3D motion capture systems market for video game development. Europe and U.S. 3D motion capture system market will continue to dominate global revenue over the coming years.

Some of the major industry players include XSens Technologies, Northern Digital, Codamotion, Phasespace, Synertial, Noraxon, OptiTrack, Qualisys, Phoenix Technologies, Motion Analysis Corporation, STT – Systems, Vicon Motion Systems, etc. These companies are mainly based in Europe and North America. The 3D motion capture system market is categorized by recurrent innovation, new product development and mergers & acquisitions. Microsoft announced in 2015 that the new Xbox was designed alongside 'HoloLens' virtual reality headset. This was done to enable customers using Xbox to use the 3D motion capture system.

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