AI Is Coming for Animation Production — Korean Startup Bumblebee Develops Long-Sequence Motion Generation Model

Bumblebee introduces an AI system that generates minutes-long 3D character motion from simple text prompts, aiming to automate animation production.

SEOUL, SOUTH KOREA, March 10, 2026 /EINPresswire.com/ -- Artificial intelligence is rapidly transforming digital content creation, and a Korean startup believes animation production may be next.

[Bumblebee](#), an AI startup based in Seoul, has developed a generative model capable of producing long-

Bumblebee, a Korean AI startup developing generative technology for 3D character motion and animation production.

sequence 3D character motion directly from simple text prompts. The technology aims to automate one of the most time-consuming and labor-intensive steps in the animation production pipeline.

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> Our goal is to make high-quality character animation accessible to creators everywhere through AI-driven motion generation."
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> *Daeho Kim*

The system, known as Motifect, allows users to generate character animation by typing short instructions such as "start running," "wave a hand," or "walk in a circle." The AI then generates motion data that can be applied directly to 3D characters used in games, films, virtual influencers, and immersive VR/AR environments.

Traditional animation production often requires specialized animators, expensive motion capture equipment, and extensive manual work. Bumblebee's approach aims to dramatically reduce these barriers by enabling creators to generate animation sequences using natural language.

A key technical challenge in AI motion generation has been sequence length. Many existing

motion generation systems produce clips lasting only a few seconds before losing coherence. Bumblebee's model uses a Cross-Diffusion architecture designed to generate continuous motion sequences lasting significantly longer while maintaining natural movement and contextual consistency.

The system also incorporates biomechanical constraints and motion data refinement pipelines to reduce common artifacts in generative animation, such as foot sliding and unnatural joint movement.

According to industry estimates, the global 3D animation market is expected to grow significantly over the next decade, driven by demand from gaming, film production, virtual influencers, and immersive digital environments. As production demands increase, automation tools powered by AI are expected to play a growing role in content creation workflows.

Bumblebee believes that generative animation technology could help smaller studios, independent creators, and developers access high-quality animation capabilities that were previously limited to large production teams.

"Animation has traditionally required significant time, expertise, and resources," said a spokesperson from Bumblebee. "Our goal is to make character animation more accessible by allowing creators to generate motion using simple text commands."

Founded in 2023, Bumblebee focuses on generative AI technologies for 3D animation, digital humans, and interactive content production. The company is currently expanding its technology toward global creator and game development ecosystems.

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