

UMANIMATION

UMANIMATION reorganizes its activities around four brands

Bordeaux, France, 09/03/2021 – Following the acquisition of the studio UN JE NE SAIS QUOI, the XR animation production company UMANIMATION announces the creation of two new entities (MECANIMATION and Naractive) and the reorganization of its activities around four brands:

- UMANIMATION (www.umanimation.com) develops and produces a catalog of more than 10 artistic projects, linear and interactive, intended for television, the web and new immersive media.
- UN JE NE SAIS QUOI (<https://unjenesaisquoi.fr/>) develops audiovisual and video game projects with an independent spirit and using Cédric Babouche's graphic style (watercolor).
- MECANIMATION (<http://mecanimation.io>) takes advantage of the know-how of its parent company to design solutions for professionals (serious games, virtual reality experiences, mobile applications...). These creations meet the need for innovative experiences and new means of mediation in various sectors such as communication, training, security...
- NARACTIVE (<http://naractive.io/>) is a project of a platform for interactive narrative content allowing access to all types of content (linear, video games, virtual reality ...) in a single environment, from any internet browser and therefore from any device.

“For 3 years, UMANIMATION kept increasing its skills and scope. This restructuring allows for a clear organization and offer to professionals and individuals. It comes at the right time to take advantage of UMANIMATION's strengths and promote a group synergy that can lead to the next phase of growth.” Aymeric Castaing, president of UMANIMATION.

Founded in 2017 by Aymeric Castaing, UMANIMATION notably co-produced with ARTE France the web-series “Globozone” (<https://www.arte.tv/fr/videos/RC-017890/globozone/>) and is currently working on the production of the narrative video game “Dordogne” (<https://store.steampowered.com/app/1272840/Dordogne/>). UMANIMATION is also

co-producing with the Collectif Or Normes the immersive concert “Shangri-La”, based on Mathieu Bablet’s comic book.

About UMANIMATION

UMANIMATION is an XR animation production company founded by Aymeric Castaing. With a team of talented storytellers, artists and designers, our aim is to define the next generation of entertainment content by producing transmedia universes that enlist different technologies and platforms. The company positions itself as a startup of the creative economy at the crossroads of culture, digital and innovation. Follow UMANIMATION on Twitter: <https://twitter.com/UMANIMATION1>

Socials:

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UMANIMATION’s Facebook: <https://www.facebook.com/umanimation1/>

UMANIMATION’s Instagram : <https://www.instagram.com/umanimation1/>

Un Je Ne Sais Quoi’s Twitter: https://twitter.com/studio_insq

Un Je Ne Sais Quoi’s Facebook:

<https://www.facebook.com/Un-Je-Ne-Sais-Quoi-107096827583601>

Un Je Ne Sais Quoi’s Instagram: https://www.instagram.com/studio_unjenesaisquoi/

MECANIMATION’s Twitter : <https://twitter.com/mecanimation>

MECANIMATION’s Facebook : <https://www.facebook.com/Mecanimation-103486221782734>

MECANIMATION’s Instagram : <https://www.instagram.com/mecanimation/>

Naractive’s Twitter : https://twitter.com/naractive_io

Naractive’s Facebook : <https://www.facebook.com/Naractive-101852028614794>

Naractive’s Instagram : <https://www.instagram.com/naractive.io/>

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