

# High Potential Initiatives Profiles

## 1 Accelerator

CreatiFI



## 2 Project and Organization

Artomatix Cloud - Artomatix Limited



### 2.1 Country

Ireland

### 2.2 Project Abstract

More than 60% of the budget for producing the top console games is spent on creating art. In 2014, greater than \$3bn will be spent on the generation of art assets for video games. This industry has identified the rising art costs as their largest problem. The Artomatix solution is an automated cloud-based art-creation software application aiming to halve the time and halve the cost to make a video game. Targeting the overall games market, which is worth \$90bn, the Artomatix software is applicable to many areas in the creative sector that is worth \$1.3tn.

The overall objective for Artomatix is to deliver the next generation of graphics tools, based upon the first Artificial Intelligence (AI) system that can mimic human-like artistic creativity and can semi-automate the process based on examples. By semi-automating the generation of art, Artomatix will expand the games market and significantly disrupt the current art creation process by:

- Enabling digital graphic artists to focus on high-creativity tasks rather than spending time on mundane low-creativity tasks (e.g. painting each individual brick in a wall)
- Improving art generation efficiency and consequently reducing project times and costs
- Providing studios with the means to keep art creation in-house, thus reducing or eliminating their reliance on Asian Art outsourcers

Artomatix is different from other solutions because it uses machine learning and a field called texture synthesis to generate new art assets. With Artomatix the artist creates the initial seed and the software can then create the variants they need for their unique game.

Their business model is Software as a Service (SaaS)-driven: customers subscribe to the service online.

### 2.3 Sector

Business Services, Telecom and Media



## 2.4 Target Market

B2B

## 2.5 Business Model

Freemium model; License model; Usage fees model; Subscription model

SMART CITY SOLUTION	NO
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	NO
BIG DATA/ANALYTICS SOLUTION	NO
IOT	NO

## 2.6 Website

<http://artomatix.com/>