

'NBA 2K15' drafts 3D face mapping for latest game

September 17 2014, by Derrik J. Lang



In this photo taken Tuesday, Sept. 16, 2014, 2K Sports Vice President Sports Development, Jeffrey Thomas, poses for a photo with his company's NBA 2K15 video game technology featuring NBA Oklahoma City Thunder Kevin Durant, during a demonstration at the Associated Press's office in Los Angeles. The NBA 2k15 upcoming basketball simulation video game developed by Visual Concepts and published by 2K Sports releases Oct. 7, 2014. (AP Photo/Damian Dovarganes)

"NBA 2K15" is angling for a slam dunk with an innovative new feature that allows players to put their game faces on.

The developers of the interactive basketball game are adding the option for [gamers](#) to digitally graft lifelike 3D renditions of their faces onto virtual players in the series' latest installment, set for release on Oct. 7.

The process uses the cameras for the PlayStation 4 and Xbox One game consoles to amass several angles of gamers' [faces](#). It then renders photorealistic 3D models on screen that can be tweaked and placed onto the bodies of virtual players in the game's career and online modes.

The face mapping marks the latest effort by a game creator to add virtual representations of players in a game.



In this photo taken Tuesday, Sept. 16, 2014, 2K Sports Vice President Sports Development, Jeffrey Thomas, talks about his company, 2K Sports' 3D face-

capturing technology that processes a scanned face in real-time, with the help of a stereoscopic camera attached to a Sony PS4 video console during a demonstration, in Los Angeles. The NBA 2k15 upcoming basketball simulation video game developed by Visual Concepts and published by 2K Sports releases Oct. 7, 2014. (AP Photo/Damian Dovarganes)



In this photo taken Tuesday, Sept. 16, 2014, 2K Sports Vice President Sports Development, Jeffrey Thomas, right, scans a face with his company 3D face-capturing technology that is used in the new "NBA 2K15" video game, in Los Angeles. The NBA 2k15 upcoming basketball simulation video game developed by Visual Concepts and published by 2K Sports releases Oct. 7, 2014. (AP Photo/Damian Dovarganes)



In this photo taken Tuesday, Sept. 16, 2014, a video monitor displays a 2K Sports' 3D face-capturing technology processing a scanned face in real-time, with the help of a stereoscopic camera attached to a Sony PS4 video console, to build a realistic 3D model of the user's face to be included in the video game, in Los Angeles. The NBA 2k15 upcoming basketball simulation video game developed by Visual Concepts and published by 2K Sports releases Oct. 7, 2014. (AP Photo/Damian Dovarganes)



In this photo taken Tuesday, Sept. 16, 2014, 2K Sports Vice President Sports Development, Jeffrey Thomas, looks at a 3D model of his face build by his company, 2K Sports' 3D face-capturing technology, processed with the help of a stereoscopic camera attached to a Sony PS4 video console during a preview demonstration, in Los Angeles. The NBA 2k15 upcoming basketball simulation video game developed by Visual Concepts and published by 2K Sports releases Oct. 7, 2014. (AP Photo/Richard Vogel)



This Monday, Sept. 8, 2014 photo provided by 2K Games shows Ronnie Singh, 2K digital marketing director, as he accomplishes the facial mapping process through a PS4 camera during a video shoot in Novato, Calif. The developers of the interactive basketball franchise are adding the option for gamers to digitally graft lifelike 3D renditions of their faces onto virtual players in the series' latest installment, set for Oct. 7. The process uses the cameras for the PlayStation 4 and Xbox One game consoles to create noggins for wannabe Kobe Bryants and Kevin Durants. (AP Photo/2K Games)



This Monday, Sept. 8, 2014 photo provided by 2K Games shows Ronnie Singh, 2K digital marketing director's facial mapping as he completes the process through a PS4 camera during a video shoot in Novato, Calif. The developers of the interactive basketball franchise are adding the option for gamers to digitally graft lifelike 3D renditions of their faces onto virtual players in the series' latest installment, set for Oct. 7. The process uses the cameras for the PlayStation 4 and Xbox One game consoles to create noggins for wannabe Kobe Bryants and Kevin Durants. (AP Photo/2K Games)

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