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Fix8 Gets Another \$2M for Mobile Camera Avatars, and More

April 3, 2008 — 10:30 AM PDT — by [Kristen Nicole](#) —



Webcam avatar creator [Fix8](#) has two major announcements today: an additional \$2 million in Series A financing from SK Telecom (giving fix8 a total of over \$5 million for its initial round), and a new deal to lead SKT's 3D avatar animation technology. What a twofer for Fix8.

The interesting thing about the deal for Fix8 is that in working with SKT, it will be working on optimizing its avatar technology for mobile use. This makes sense, given the capabilities and camera conference-calling adoption rates in the Asian market, which is far higher than here in the US.

I've had a number of opportunities to play around with the [fix8](#) webcam tool and I can only imagine the possibilities that will expand for the service once it can be widely used for mobile communications. This is an especially key time for fix8 to implement such a plan, as mobile video and self-broadcasting tools become better integrated with each other and become more accessible for more purposes, across the board.

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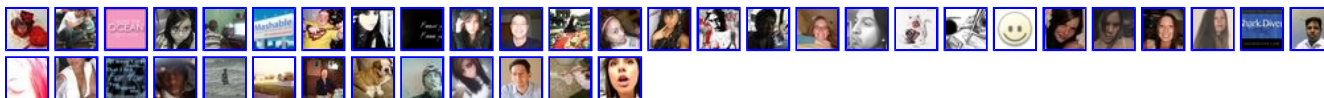
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