HUMAN POSE ESTIMATION ANNOTATION FOR NEX

Overview

Nex turned to Label Your Data for skeleton annotation and data collection services. Annotated data improved their pose estimation model's accuracy, leading to enhanced user experiences for gamers.

15 000
images collected & annotated

12%
higher model accuracy

9
dedicated annotators

Client

Nex Inc. is a pioneering motion entertainment company in the US that develops video games for physical activity.

Challenges

Nex faced the problems with obtaining high-quality, labeled data for training their pose estimation model.

Solutions

Label Your Data addressed Nex's data challenges by providing 2 services: skeleton annotation and data collection specifically tailored to their pose estimation needs.

Results

Nex achieved a significant improvement in model accuracy by 12%, leading to a more consistent and enjoyable user experience for their users

Client

Nex is a company from the US that creates motion-based, interactive games. They believe that physical activity is important, and their games can be played on a variety of devices with cameras

The games use motion sensors to track the player's movements. Nex also offers a development kit so that other companies can create games for their platform.

LABEL YOUR DATA

Challenges

Nex struggled to capture unique user motions with limited training data for their pose estimation model development.

Labeled datasets lacked variety, while vast public data (unlabeled) was hard to integrate effectively, hindering accurate motion-to- gameplay translation.

LABEL YOUR DATA

Solution

Label Your Data offered an on-demand business model for Nex. They sent flexible requests for different pose estimations based on project needs.

Data annotators at Label Your Data used client-provided tools for pre-annotation capabilities using the Nex's existing models.

Label Your Data provided two different services to Nex:

Data collection from public sources:

Searching for publicly available data (no users' data involved) for identified cases of interest (e.g., specific poses or workout exercises).

Skeleton annotation for pose estimation:

Annotating missing skeletons and validating pre-annotations for almost 15K images.

LABEL YOUR DATA

Results

Using the data collected and annotated by Label Your Data, the Nex's model performance significantly improved, with increased accuracy by 12%.

Besides, Nex was able to provide their users with enhanced customer experiences thanks to better body detection consistency.
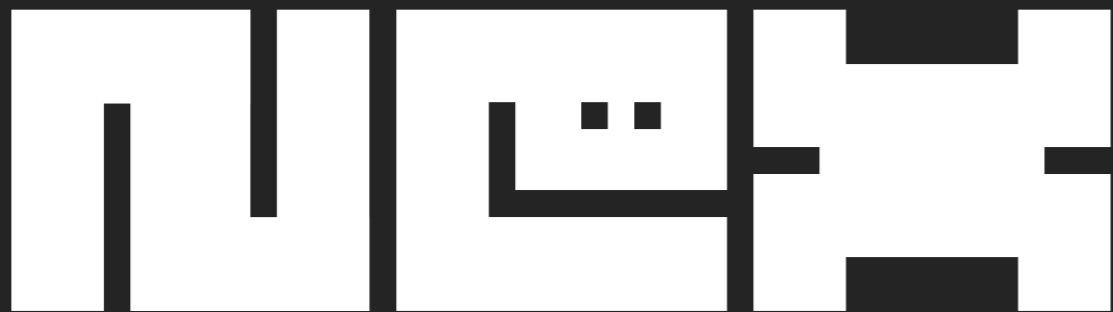
1. **12%** higher model's accuracy rate

2. **Improved** body detection **consistency**

3. **Enhanced customer experiences** for Nex's users

LABEL YOUR DATA

> " Label Your Data's expertise significantly improved the accuracy of our motion tracking models.
>
> This translated to a more consistent and enjoyable gameplay experience for our users, which aligns perfectly with Nex's core mission of promoting physical activity through engaging games "

Jack Prescott
Deep Learning Engineer at Nex

Run your free pilot

Security-compliant

Partner with the vendor that adheres to the highest industry standards: PCI DSS Level 1, ISO 27001, GDPR, and CCPA.

Domain Expertise

Text annotation requires linguistic knowledge to produce quality datasets for NLP model training. We can assemble SMEs with the necessary skills needed for your project.

No commitment

Run a free pilot to experience our annotation services without any obligation.

Tool-agnostic

If you'd like to, our team can work with your data labeling tools.