



**Media Contacts:**

Shannon McPhee  
Jessie Comstock  
Bender/Helper Impact  
shannon\_mcphee@bhimpact.com  
jessie\_comstock@bhimpact.com  
(310) 473-4147

**IMAGE METRICS PROVIDES FACIAL ANIMATION AND RIGGING SERVICES  
FOR ACTIVISION'S UPCOMING RACER *BLUR*™**

*Company to Produce Facial Animation for Multiple Characters –  
Adding Excitement and Intensity to Developer Bizarre Creations' Newest Project*

**LOS ANGELES, CA** — Aug. 17, 2009 — [Image Metrics](#), the leading provider of facial animation technology and services for the entertainment industry, today announced that it will provide facial animation and rigging to UK-based game developer [Bizarre Creations](#) for the upcoming title *Blur*™ - the ultimate powered-up racing video game due out later this year from Activision Publishing, Inc. Image Metrics will use its proprietary technology to provide facial animation as well as rig building and rig transfer services for about 20 characters featured in the game.

“A fast-paced, heart-pumping racing game like *Blur* gets even more intense when players connect emotionally with the characters in the story,” said Brian Waddle, executive vice president of Image Metrics. “Instead of working around facial animation by using helmets to mask characters, we are excited to help the team at Bizarre Creations by using our technology to animate characters that visually express the intensity and excitement in the game.”

The Image Metrics facial animation process requires no markers, no make-up and no costly equipment. Image Metrics simply captures an actor's performance, then analyzes the actor's facial expression data using its proprietary technology. The analysis turns the data into animation curves that Image Metrics is providing to Bizarre Creations to apply to its 3D character models. Image Metrics also rapidly developed facial rigs optimized for the core facial structures essential for producing emotive facial animation in *Blur*.

“Image Metrics' facial animation technology has helped to not only speed up the pace of animating the faces of our characters in *Blur*, but has also enhanced the delivery of the game's story through expressive animation that creates a heightened sense of urgency,” said David Barton, Cinematics Producer, Bizarre Creations. “With believable facial reactions created by Image Metrics, players truly understand the mood, intensity and determination of our characters, and in turn further enhances the drive to earn their respect and win races in *Blur*.”

*Blur* is the ultimate powered-up racing experience, dropping players into heart-pumping, electrified action with multiple cars trading paint as they charge towards the finish line. Drivers careen through real-world track locations packed with fast curves, sneaky alternate routes and hair-raising jumps in over 50 licensed cars as they collect intense Power-ups, including the ability to blast other cars out of the way with huge bursts of energy, boost their speed, and more. The game's story unfolds through Bizarre Creations' unique and innovative community-based interface, enabling players to build a network of allies, rivals, fans and personalized racing experiences with friends both inside and outside the game. *Blur* delivers a new style of powered-up racing experience for all gamers.

*Blur* is planned for release this fall for the Xbox 360® video game and entertainment system from Microsoft, PLAYSTATION®3 computer entertainment system, and the PC, and is currently rated "RP" (Rating Pending) by the ESRB. For more information on *Blur*, please visit the official game web site located at: [www.blurthegame.com](http://www.blurthegame.com).

### **About Image Metrics**

Image Metrics provides facial animation services to the interactive entertainment and film industries. Developed by a team of computer vision Ph.D.s, Image Metrics rapidly re-creates facial performances without markers or makeup, achieving levels of realism and fidelity that are unparalleled in computer graphics. Image Metrics' solutions enjoy widespread adoption by some of the best-known production studios in the entertainment world, including Digital Domain, Rockstar Games and Sony Computer Entertainment. Image Metrics has offices in Santa Monica, California and Manchester, U.K.

### **About Bizarre Creations**

Bizarre Creations is a video game developer based in Liverpool, England. Established in 1994, the company is famed for such high profile franchises as ***Formula 1***, ***Fur Fighters***, ***Geometry Wars***, ***The Club***, and the ***Project Gotham Racing*** series. With 200+ staff working out of a custom-built development studio, the company now simultaneously develops several next-gen projects across various platforms. They can be found online at [www.bizarrecreations.com](http://www.bizarrecreations.com).

### **About Activision Publishing, Inc.**

Headquartered in Santa Monica, California, Activision Publishing, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Activision Publishing maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Ireland, Italy, Sweden, Spain, the Netherlands and Australia. More information about Activision and its products can be found on the company's website, [www.activision.com](http://www.activision.com).

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