



IMAGE METRICS LAUNCHES NEW RIGGING SERVICES FOR VIDEO GAME AND FILM CUSTOMERS

New Technology-Based Rigging Services Will Enable Video Game and Film Studios to Quickly Create Rigs on a Wide Variety of Characters for More Expressive Facial Animation

LOS ANGELES, CA — March 16, 2009 — [Image Metrics](#), which recently provided facial animation for [Sony Computer Entertainment America's](#) God of War® III video game to be released exclusively on the PlayStation®3 system, is introducing new facial rigging services to the video game and film markets. Developed in response to client demand, the services utilize many of Image Metrics' proprietary technologies as well as the expertise of its in-house rigging specialists to speed facial rig creation and improve the core facial structures essential for producing highly emotive facial animation.

"Rigs serve as the core foundation for the character's movement and are crucial for creating believable facial animation," said Michael Starkenburg, Image Metrics' CEO. "While most game developers will rig a handful of characters per game, our specialists have experience rigging thousands of characters. Image Metrics' new rigging services take advantage of our expertise in facial animation to optimize the entire facial animation pipeline and quickly bring the faces of one or multiple characters to life."

Service Details

Image Metrics can produce any type of rig, whether it is a bone rig, blend rig, or hybrid bone and blend rig. The rigs include support for animated normal maps, deformation maps and blood maps, if needed. Image Metrics' facial rigging specialists will work closely with clients to ensure rigs are optimized for motion on each facial animation project. The Company's new facial rigging services include:

- **Rig Analysis:** Image Metrics will analyze facial rigs and advise on any adjustments needed to help achieve the optimal performance level required for the story within the medium's capabilities, whether video games or film
- **Rig Optimization:** Image Metrics will work with a client's rigs and rig controls to optimize them for performance given any technological constraints the client may have
- **Rig Building:** If needed, Image Metrics' rigging specialists will use the Company's proven process to quickly build a flexible rig and its control system from scratch
- **Rig Transfer:** Using its proprietary rig transfer tools, Image Metrics can speed up or fully automate the transfer of one rig to as many characters as the studio needs, depending on the level of adjustments and cleaning needed

Image Metrics at GDC 2009

Image Metrics will be exhibiting in booth 5416-NH at GDC 2009. The Company will be offering an in-depth look at its facial rigging and animation tools and techniques in a Tech Talk entitled "End Helmet Tyranny" at GDC 2009 from 4:30-5:30pm on Thursday, March 26 in the West Hall, Room 2000.

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About Image Metrics

Image Metrics provides superior 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. For more information, visit <http://www.image-metrics.com>.

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