

## **IMAGE METRICS: COMPANY BACKGROUNDER**

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Image Metrics provides technology-based facial animation services to the entertainment industry. Its mission is to create more immersive entertainment experiences by building more emotional connections between audiences and digital characters in films, games and other forms of entertainment.

Founded in the United Kingdom in 2000 by Ph.D's in computer vision, Image Metrics focused on facial animation after determining that it offered the most challenging test for its technology.

Soon after, Image Metrics applied that technology to the games market on the Sony Computer Entertainment (London) video game, "The Getaway" in 2002. Rockstar Games also saw the benefits of Image Metrics facial animation early on, using its services on titles as early as "Manhunt" in 2003.

Following the initial game industry success of Image Metrics in the U.K., the Company saw great potential in the larger entertainment industry based in Hollywood, CA. It was especially interested in introducing its technology to the film industry, which was pushing (and continues to push) the boundaries of photorealism in CG characters. In 2006, Image Metrics' Santa Monica office was opened. The company quickly expanded its client base, working with film and VFX studios, commercial producers and additional game developers.

Maintaining its early commitment to research and development, Image Metrics' facial animation services continue to evolve with the needs of its clients. In 2008, it helped its clients innovate gaming graphics with facial animation for Rockstar Games' blockbuster "Grand Theft Auto IV" and the energetic cinematic opener for "Rock Band 2" by Harmonix. At SIGGRAPH 2008, Image Metrics' photo-real "Emily" demo created in partnership with the University of Southern California's ICT Graphics Lab was hailed worldwide as a new achievement in believable computer graphics. Image Metrics' facial animation technology was also used by 2009 Visual Effects Academy Award® winner Digital Domain to help transform the acting of Brad Pitt into the computer-generated Benjamin Button.

Image Metrics' technology has not only cracked the code on how to make CG faces more believable; the Company offers its clients varying service levels which deliver that quality faster and more affordably than any other solution on the market. With about 50 employees at its U.K. and U.S. operations, Image Metrics continues to redefine what is possible in facial animation.