



News for Immediate Release

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IMS LIPGen™ Selected By Activision's Treyarch as Their Lip-Synch and Facial Animation Solution for *Spider-Man 2™* and Other Video Games

Automated voice-to-animation facial animation software tool allows Treyarch to cost-effectively create high-quality facial animations for the games developed at their studio

Research Triangle Park Area, N.C. (May 18, 2005) - Interactive Multimedia Solutions, Inc. (www.ims3d.com), a leading provider of voice-to-animation solutions for the multimedia market, is pleased to announce that Treyarch, an Activision (Nasdaq: ATVI) studio, has selected IMS LIPGen as their tool of choice for the creation of lip-synchronization and facial animation sequences for their games. Treyarch is best known for developing *NHL® 2K3* and the *Spider-Man™* series of video games. The company used IMS LIPGen in the recently released *Spider-Man 2* videogame and intends to use it in other titles they develop in the future.

"Establishing a relationship with a key Activision studio like Treyarch is very important for us," says Donovan Moxey, Ph.D., founder & CEO of IMS. "Knowing that LIPGen was used to create the lip synch sequences for the *Spider-Man 2* game is a huge endorsement of the quality and value-add of our product. We have a great relationship with Treyarch, and are excited about them using LIPGen in future projects."

IMS LIPGen™ is a batch processing animation tool that takes a recorded voice, and automatically creates precise mouth, jaw, and lip position data. The audio files can be in any language, and recorded by a human, or generated by a text-to-speech (TTS) engine. The core voice-to-animation engine that is the basis the *IMS LIPGen™* is ideally suited for English dialog, and because of its unique proprietary co-articulation algorithm, animation data can be generated for French, Italian, German, Spanish, Japanese, Mandarin, and a number of other languages. This is a significant time and cost-savings advantage for game developers that localize their game titles for multiple markets. *IMS LIPGen™* also produces corresponding automated speech gestures that are generally associated with speaking including head, eye, eyebrow movement, and eye blinks. These automated speech gestures in combination with the lip synchronization data can be use to automatically animate secondary game characters without the need for additional tweaking, saving significant time and production costs.

"We have been very pleased with the performance of the *IMS LIPGen™* product," says Rose Villasenor, director of operations for Treyarch. "We have efficiently integrated this automated lip synch and facial animation software tool into our existing production process. The product delivers excellent quality lip synchronization data and gives us the opportunity to focus on other aspects of game development."

IMS LIPGen™ has a command line interface feature that allows it to be easily integrated into any production process. With this functionality, voice files can be processed on a central server, and the corresponding animation data files made available to animators and game developers sharing the network. Additionally, the flexibility of the data from *IMS LIPGen™* allows it to be used in both commercial and proprietary animation software tools. The *IMS LIPGen™* product is licensed to game development studios on a per/title, or as a site license to animation studios. A product specification sheet for *IMS LIPGen™* is available from the IMS web site (www.ims3d.com). A free evaluation licenses for the product is available by contacting IMS directly.

About IMS

Interactive Multimedia Solutions, Inc. (IMS) is a multimedia software and solutions company focused on developing and delivering innovative software solutions that allow for the seamless integration of interactive animated talking digital characters as part of multimedia presentations to be delivered via the web or as part of a DVD/CD-ROM. The software solutions developed by IMS can be applied across a number of markets including the Internet, Direct Marketing, Computer Based Interactive Training, Entertainment, and Interactive Kiosk systems. More information on the IMS suite of products and solutions is available at www.ims3d.com.

About Treyarch

Treyarch is a leading developer of interactive entertainment software. Nestled in sunny Santa Monica, California, next to Activision World Headquarters, Treyarch is home to over 150 of the best artists, animators, designers and engineers. The company was founded in 1996 by two gamer-mathematicians, Peter Akemann and Don Likeness, to deliver one of the most



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memorable and ground-breaking computer games of all time, Die by the Sword. DBTS was released in 1998 and every year after, Treyarch has brought together exceptional talent to produce more great titles.

About Spider-Man Merchandising, LP

Spider-Man Merchandising L.P. is a limited partnership between Sony Pictures Consumer Products Inc. and Marvel Enterprises Inc. The partnership oversees the expansive licensing and merchandising campaign surrounding Columbia Picture's and Marvel's "Spider-Man" feature film franchise. Spider-Man Merchandising L.P. explores a full range of merchandising categories for one of the world's most recognized feature film properties.

About Activision

Headquartered in Santa Monica, California, Activision, Inc. is a leading worldwide developer, publisher and distributor of interactive entertainment and leisure products. Founded in 1979, Activision posted net revenues of \$948 million for the fiscal year ended March 31, 2004.

Activision maintains operations in the U.S., Canada, the United Kingdom, France, Germany, Italy, Japan, Australia, Scandinavia, Spain and the Netherlands. More information about Activision and its products can be found on the company's World Wide Web site, which is located at www.activision.com.

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