

**For Immediate Release**

**10 July 2008**

**ANGLE plc**

**Aguru Images sales**

ANGLE plc ('ANGLE' or the 'Company'), the intellectual property and technology commercialisation company, is pleased to announce that its portfolio company Aguru Images Inc ('Aguru'), which offers a new and innovative approach to computer generated imagery, has secured and successfully completed its first commercial sale with a major film maker in Los Angeles.

Worth over \$150,000, the contract utilised two out of three of Aguru's proprietary devices to measure faces, materials and objects for several visual effects shots on a major feature film. The digital imagery developed in this way allows the creation of extremely realistic special effects as well improvement in the production efficiency and reduction in costs.

Aguru's advanced capture technologies reduce the time, cost and complexity of pre-production, production and post-production rendering for simulations and interactive computer graphics. Aguru has exclusive rights to highly innovative technologies developed at the University of Southern California's Institute for Creative Technologies and New York University's Courant Institute as well as other works. The company's target markets include visual effects in motion pictures, computer and video games, animation, and design – for improved renderings by interior, fashion, architectural and industrial designers.

Aguru is building the world's largest online library of stock shapes and textures, comparable to photographic image libraries. Aguru is also generating revenue and brand awareness by offering products and services that enable the capture, editing and application of real-world textured surfaces for use in 3D computer-generated imagery.

Aguru's first target market is the visual effects industry of over 500 films produced each year, where Aguru's facial image capture provides a photo-realistic result currently unattainable by other methods. Thereafter Aguru intends to expand into the computer games market and then sell products to over 50,000 architecture, interior design, fashion, industrial, online catalogue and advertising companies.

Aguru is supported by a world class Advisory Board comprising executives from Industrial Light & Magic, Digital Domain, Pixar, DreamWorks, RFX, Adobe, Autodesk, Electronic Arts, University of Southern California and New York University.

**Craig Miller, Chief Executive of Aguru Images noted:**

*"This first order confirms the strength of Aguru's technology. Visual effects professionals are the most demanding clients with the highest standards. They are constantly raising the bar on realism. We are delighted that they see our instruments and tools as a way to create images that are more lifelike than they could achieve with any other technology.*

**Andrew Newland, Chief Executive of ANGLE, added:**

*"Success in delivering this contract is an important milestone in confirming Aguru's ability to access a total addressable market of over \$500 million annually. Revenue generation is also important for the company's growth and funding prospects."*

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**Notes to Editors**

Founded in 1994, ANGLE is an international venture management company focusing on the commercialisation of technology and the development of technology-based industry. ANGLE creates, develops and advises technology businesses on its own behalf and for its clients.

ANGLE is an active investor in high growth companies in the medical and technology sectors in both the UK and the US, taking operational responsibility for the companies as subsidiaries during the development phase and maintaining a substantial shareholding and close involvement during the growth phase. ANGLE has significant holdings in 10 portfolio companies developing proven technologies targeting substantial commercial markets. ANGLE is listed on AIM (AGL.L); further information can be found on [www.ANGLEplc.com](http://www.ANGLEplc.com)

Aguru Images was created by ANGLE in 2007 to commercialise intellectual property developed by the University of Southern California and New York University. The company further refined the research work to produce both measurement devices and the software pipeline to empower digital artists with automated tools to provide absolutely photoreal renderings under any lighting and scene conditions. The company currently has locations in Maryland and Los Angeles, CA. More information is available on [www.aguruimages.com](http://www.aguruimages.com)