

Geomerics announces 'Enlighten' for the Xbox 360

February 2007, Cambridge, UK. Geomerics today revealed that it has completed work developing their 'Enlighten' software for the Xbox 360™ video game and entertainment system from Microsoft. Enlighten dramatically enhances the quality of lighting in games, providing physically-based realistic lighting with dynamic lights in real time.

Geomerics CTO Julian Davis commented "We are delighted to have been given the opportunity to develop on the Xbox 360. We believe that our lighting technology will help to realise the full graphics capability of the Xbox 360 hardware".

Tracey Frankcom, Program Manager, Xbox Tools and Middleware added "It's great to see companies such as Geomerics developing their technology for the Xbox 360. Technology such as theirs is what the next generation is all about – stunning levels of graphical quality to provided totally immersive user experiences."

Geomerics will be demonstrating their technology on the Xbox 360 at Game Developers Conference 2007. More details about their technology, including contact details to arrange a viewing, can be found on their website www.geomerics.com.

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About 'Enlighten': Enlighten's advanced lighting technology provides real time global illumination and radiosity in environments with dynamically changing lighting conditions. To find out how Enlighten can transform the look of an Xbox 360 title, visit the Geomerics website at www.geomerics.com.

About Geomerics: Founded in 2005, Geomerics has secured intellectual property in the field of geometric algebra, a powerful new form of mathematics that vastly simplifies complex geometric calculations. Geometric algebra has its origins in the rather esoteric academic discipline of theoretical cosmology, but it has now been developed for application in computer graphics. Geomerics is funded by Angle Technology through their 'Progeny' process.

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