

ALIAS RESEARCH INC.

Eight years ago, when Alias Research Inc. opened its doors in Toronto, Ontario, it targeted the animation side of the film and television industry as its largest potential market. When a trip to General Motors in Detroit resulted in interest in the Alias software for automotive styling, the company saw an opportunity and quickly switched gears.

Today, after re-focusing its innovative technology to the industrial design market, it has captured a 50% share of the global computer-aided design market. Exports to 24 countries are responsible for 95% of the total \$26 million in annual sales. And, just to prove that its original strategy wasn't too far off base, its animation technology was used in the recently released *Terminator 2*, the most expensive special effects movie ever made.

