

PRESS RELEASE

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Namco Chooses *endorphin* for Tekken 5

-- Tekken 5 trailer featuring endorphin animations --

Oxford, UK, 4th October 2004 -- NaturalMotion Ltd. today announced that Namco, Japan, one of the world's leading games developers, has chosen *endorphin* to help produce its upcoming triple-A release, Tekken 5.

Due to hit arcades before the end of the year and to debut on consoles in 2005, Tekken 5 represents the next iteration of what is undoubtedly one of the biggest game franchises in the industry's history. A decade on from its original release, it's still pushing the boundaries of the fighting game genre too, as its use of *endorphin* proves.

"*endorphin* allows us to create realistic fight actions and reactions very quickly, helping us to build great content for Tekken 5" comments Shinichiro Yoda, of Namco

Based on the company's revolutionary Dynamic Motion Synthesis technology, *endorphin* uses AI and dynamics simulation to create 3D character animation in real-time, thus dramatically accelerating 3D animation pipelines in games and visual effect studios. Among other things, *endorphin* allows game developers to simulate towards desired end-poses, thus creating seamless transitions between the resultant animation clips. Due to its real-time synthesis technology, NaturalMotion estimates that *endorphin* can cut animation costs by up to 80% for action-related titles.

"We are proud that Namco has selected *endorphin* for such a high-profile title," comments Torsten Reil, CEO of NaturalMotion, "and we are delighted to see that they have already used it in the Tekken 5 trailer."

Costs and Availability

endorphin 1.5 is available now from \$12,795 USMSRP.

About *endorphin*

endorphin is the industry's first Dynamic Motion Synthesis software. Based on AI and dynamics research, *endorphin* synthesises 3D character animation in real-time, thus dramatically cutting asset production time and costs. Used in projects such as Troy (Warner Bros.) and with announced customers including Sony Europe, Sony America, Moving Picture Company, Uncharted Territory, Namco, Rainbow Studios and others, *endorphin* is rapidly becoming the tool of choice for high-end animation in visual effects, games and animation studios.

About NaturalMotion Ltd.

NaturalMotion Ltd. is the creator of Active Character Technology (A.C.T.), a break-through in 3D character animation based on Oxford University research on the control of body movements. Founded in 2002, the company's management team includes Nick Alexander (Chairman), former CEO of Sega Europe, Torsten Reil (CEO and co-founder), a graduate in Complex Systems from Oxford University who was recently named as one of the world's top 100 innovators by MIT's Technology Review, and Colm Massey (CTO and co-founder), a trained mathematician (Trinity College Dublin) and previously head of the award winning Virtual Human Project at MathEngine Plc.

The privately-owned company has received funding from the games, film and finance sectors. Its development team of software engineers, biologists, physicists and animators is located in Oxford, UK. For further information please visit NaturalMotion's website www.naturalmotion.com