



Sony Computer Entertainment Europe Chooses *endorphin*

Oxford, 19th March 2004; NaturalMotion today announced that Sony Computer Entertainment Europe (SCEE) has chosen to integrate *endorphin* into its production pipeline of certain software titles.

Richard Craig-McFeely, Sales & Marketing Director, said: "We are excited that SCEE has selected *endorphin* for use on their challenging upcoming project. As the demands of gamers become ever more sophisticated, *endorphin* enables games developers such as SCEE to push the limits of character realism on the current platforms and beyond."

'We have found *endorphin* to be very useful in replicating convincing human body movement in situations where our requirements are outside the bounds of what motion capture can provide', says Peter Edward, Senior Producer, Sony Computer Entertainment Europe'.

NaturalMotion will demonstrate *endorphin* v1.5 on booth #650 at GDC in San Jose (22-26 March). The NaturalMotion team are available to discuss how *endorphin* can help realise your project.

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About *endorphin*

endorphin is dynamic motion synthesis software that gives your 3D character a physical body and real-time intelligence. *endorphin* allows users to create high-quality 3D animation in real-time and enables previously impossible turn-around times. Since its release in mid 2003, *endorphin* has quickly become the tool of choice for major visual effects and game development companies.

About Active Character Technology

Active Character Technology (A.C.T.) is a new approach to character animation. A.C.T. employs artificial intelligence to control physically simulated human bodies creating controllable real-time characters that react and behave in a realistic and believable manner

About NaturalMotion

NaturalMotion is the company behind the creation of A.C.T. and *endorphin*. For more information please see www.naturalmotion.com and visit us at the Games Developer Conference 2004 at booth #650.

About Sony Computer Entertainment Europe

Sony Computer Entertainment Europe, based in London, is responsible for the distribution, marketing and sales of PS one and PlayStation 2 hardware and software in 102 territories across Europe, the Middle East, Africa and Oceania. By the end of December 2003, over 39 million PlayStation and PS one units had been shipped across these PAL territories and over 99 million worldwide. Between its European debut on 24 November 2000 and 13 January 2004, over 24.5 million PlayStation 2 units have been shipped across the PAL territories, over 70 million world-wide, making it one of the most successful computer entertainment products in history. PlayStation and the PlayStation logo, PS one and PS2 are trademarks or registered trademarks of Sony Computer Entertainment Inc. All other trademarks are the property of their respective owners.