



PRESS RELEASE

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NaturalMotion Enters US Market with *endorphin*, Dynamic Motion Synthesis Software

--Company appoints Virtual Ventures and SLK Technologies as first US-based resellers --

Oxford, UK, 15th July 2004 -- Following the European success of its flagship product *endorphin*, NaturalMotion Ltd., an innovative British developer of Dynamic Motion Synthesis technology for 3D animation, today announced that it is bringing *endorphin* to the North American 3D and games markets. .

Torsten Reil, CEO of NaturalMotion comments: “*endorphin* enables users to create 3D character animation in real time and is designed to accelerate 3D animation pipelines dramatically. For the first time, *endorphin* lets animators use cutting-edge artificial intelligence and biomechanics routines to get to their results faster, while at the same time giving them complete control over the process.”

To support its North American activities, NaturalMotion has appointed two new resellers: Los Angeles-based Virtual Ventures and SLK Technologies from Snohomish, WA.

Already used in production by Sony Computer Entertainment, as well as on several high-profile movies including the recent epic blockbuster *Troy*, *endorphin* is rapidly becoming a tool of choice in high-end animation in visual effects, games and animation studios. The award-winning software will now be actively marketed sold and supported by Virtual Ventures, one of the world’s leading experts in the exploding marketplace for applications of live 3D computer

generated animated productions, and by SLK Technologies, a long-established technology reseller to the computer graphics industry.

"I am thrilled about the opportunity to introduce *endorphin* and Dynamic Motion Synthesis to the US marketplace," said Dave Blackburn, President of Virtual Ventures. "This core methodology for synthesizing 3D human motion data represents a significant paradigm shift in the production and live deployment of digital character animation."

"We are delighted to have been selected as a representative for such innovative and forward thinking group like NaturalMotion. *endorphin* allows those within the games and film industries to easily synthesise and output motion data much more efficiently than ever possible before. I have no doubt that this product will set new standards in human motion synthesis, said Don Kemmis, SLK Technologies' President.

To further boost its presence in the US market, NaturalMotion also announced that it will showcase its technology at Siggraph 2004 (August 10-12, 2004), in Los Angeles, California, on booth #1567.

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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 clients including Sony and Moving Picture Company, *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 late 2001, 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

About Virtual Ventures

Founded in 1991, Virtual Ventures is a marketing, development and strategic consulting company focused on real-time interactive 3D media. The company has worked on a variety of Virtual Reality related projects, for a wide ranging, impressive list of clients.

Based Los Angeles, Virtual Ventures provides and integrates turnkey solutions for projects involving real-time Virtual Media development. Representing leading developers of production technology in virtual characters, 3D gaming, and the Internet, the company's concepts are used in live and taped broadcast venues, feature films, and interactive experiences.

For further information, please contact Dave Blackburn President of Virtual Ventures at daveb@virtualventures.com www.virtvent.com or by phone: 1 310 266 7803.

About SLK Technologies

SLK Technologies Inc., a family owned entity that has been involved with selling high-end CG software products since the mid 80's. The company's customers include: Microsoft Games Studios, X-box, Nintendo, Valve, Nike, Mesmer Animation Labs, Digital Kitchen, Sandman Studios and a host of others.