



For Immediate Release
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NaturalMotion Announces *euphoria* Run-time Technology for Next-Generation Game Platforms

Synthesizes Interactive Animations on the Fly to Create Unique Moments during Game Play; Currently being Integrated into Multiple AAA Game Titles

OXFORD, UK – March 13, 2006 – NaturalMotion Ltd., the developers of 3D animation technology based on Dynamic Motion Synthesis (DMS), today announced *euphoria*, a significant breakthrough in run-time animation technology for game play and development on next-generation platforms, including Playstation® 3, Xbox 360™ and PC. Based on NaturalMotion's DMS technology, *euphoria* uses the CPUs of next-generation platforms to synthesize interactive animations on the fly, resulting in truly unique game moments that occur during the player's experience. Unlike traditional animation playback technology, *euphoria* is not based on canned data recall, but on fast simulations of the game character's actual motor control, muscles and biomechanics.

"*euphoria* enables a whole new level of interactivity and realism during game play," said Torsten Reil, CEO of NaturalMotion. "Every time *euphoria* synthesizes what happens on the screen you know that no player has seen it before. It makes every game *your* unique experience. Every football tackle is your tackle. Every haymaker is your haymaker. It's not canned animation data, it's you. These unique game moments are what next-generation games are all about."

euphoria is currently being integrated into multiple AAA next-generation titles and is available through NaturalMotion's co-development program. NaturalMotion will show *euphoria* behind closed doors at the 2006 Game Developers Conference (GDC).

About *euphoria*

euphoria is the run-time version of NaturalMotion's DMS technology, first introduced in *endorphin*, the company's off-line character animation tool. DMS is based on artificial intelligence controllers that imitate the human nervous system. Unlike conventional animation techniques such as keyframing or motion capture, *euphoria* uses the CPU to simulate the brain and body of 3D characters, which allows animators working on next-generation development platforms to synthesize human movements in real time. This

approach produces fully directable and fully interactive 3D characters with real-life movements that are unique every time thus dramatically reducing animation asset production time.

Enquiries

For more information please contact Rhian Steel at NaturalMotion at +44 (0) 1865 250 575 or via email at contact@naturalmotion.com. For additional information on NaturalMotion, *endorphin* or DMS technology, please visit www.naturalmotion.com.

About NaturalMotion

NaturalMotion Ltd. is the first company to create 3D character animation software (*endorphin*) based on Dynamic Motion Synthesis (DMS), a technology that utilizes Adaptive Behaviors and artificial intelligence to simulate the human-nervous system. Based on Oxford University research on the control of body movements, NaturalMotion's first product *endorphin* synthesizes off-line 3D character animation in real time. With customers such as Sony, Capcom, Namco and Konami, *endorphin* has rapidly become the tool of choice for many leading games and visual effects artists creating high-end animation. For further information please visit NaturalMotion's website www.naturalmotion.com, or join the 20,000 *endorphin* LE users at community.naturalmotion.com.

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