



**For Immediate Release  
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## **NaturalMotion Launches Academic Partner Program**

*New Academic Initiative Offers Company's Innovative 3D Animation Technology to Select Universities*

OXFORD, UK – Dec. 19, 2006 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced its new Academic Partner Program, which offers leading colleges, universities and 3D animation schools subsidized fast-track access to *endorphin* and select upcoming 3D technology from NaturalMotion. The new Academic Partner Program is NaturalMotion's first step in a sustained effort to establish a growing network of students who are skilled in next-generation animation technologies.

As part of the Academic Partner Program, qualifying schools and universities will receive:

- *endorphin* licenses on all school PCs that are used for relevant courses, such as computer animation and games technology
- Early access to select upcoming 3D technology from NaturalMotion
- NaturalMotion technical and supervisory support for select academic projects

“Our new Academic Partner Program will give students a competitive edge by introducing them to the same high-end 3D character animation software that is used by many of today's leading game and production companies,” said Torsten Reil, CEO of NaturalMotion. “We're excited to contribute to the growth and development of the next generation of animators – giving them access to learn the tools required to stay ahead of the curve in this fast-paced industry.”

The number of academic partner schools will initially be limited. NaturalMotion offers attractive discounts on educational and student licenses to all other qualifying academic institutions.

**Availability**

Educational institutions wishing to enroll or find out more information about the Academic Partner Program should contact Rhian Mulcrone at NaturalMotion at +44 (0) 1865 250 575 or via email at [contact@naturalmotion.com](mailto:contact@naturalmotion.com). For additional information on NaturalMotion, *endorphin* or DMS technology, please visit [www.naturalmotion.com](http://www.naturalmotion.com).

**About NaturalMotion**

NaturalMotion Ltd. is the first company to create 3D character animation software based on Dynamic Motion Synthesis (DMS), a technology that utilizes Adaptive Behaviours and artificial intelligence to simulate the human-nervous system. Based on Oxford University research on the control of body movements, NaturalMotion's *euphoria* synthesizes 3D character animation in real time on Playstation® 3, Xbox 360® and PC, thus creating unique game moments and previously unachievable interactivity. NaturalMotion's other DMS product *endorphin* creates off-line animation an order of magnitude faster than traditional techniques, and is widely used in the film and games industries, with customers such as Sony, Giant Killer Robots, The Mill, Capcom, Namco and Konami. In August 2006, NaturalMotion announced its third product, *morpheme*. *morpheme* is the industry's first graphically authorable animation engine designed to give animators full control over the look of their animations in-game.

For further information please visit NaturalMotion's website [www.naturalmotion.com](http://www.naturalmotion.com), or join the 30,000 *endorphin* LE users at [community.naturalmotion.com](http://community.naturalmotion.com).

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