

FOR IMMEDIATE RELEASE
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BioWare Austin Taps NaturalMotion's *morpheme* for Game Development
Powerful Animation Engine and Toolchain Makes it Easier for Animators to Build and Edit Game Assets

OXFORD, UK – July 18, 2007 – NaturalMotion Ltd., the developers of breakthrough 3D animation technology based on Dynamic Motion Synthesis (DMS), today announced that the Austin, Texas, division of BioWare Corp. is integrating *morpheme* into its pipeline and will be using it to develop assets for several undisclosed next generation game titles. *morpheme* is robust middleware designed to give developers and animators unprecedented creative control over the look of their final in-game animation by allowing them to author and preview blends, blend trees and transition graphs in real time.

"*morpheme* is a key component in our goal to develop a deep and complex animation pipeline," said Gordon Walton, Co-Studio Director at BioWare Austin. "We wanted a powerful solution that would give animators the freedom to build and edit assets within the animation pipeline, which frees up the programming team for other tasks."

"Some of *morpheme*'s features that have been useful in our development thus far are the innovative viewport, which provides the development team with immediate feedback on realism and accuracy of animation blending," continued Walton. "We're also pleased with *morpheme*'s drag and drop interface; it is great for quickly setting up trees and connecting state machines. We also anticipate *morpheme*'s animation building state machines to be beneficial to our project in the long run."

"BioWare has a reputation for building amazing games," said Torsten Reil, CEO of NaturalMotion. "We are very pleased they have chosen *morpheme* as their run-time animation solution, and look forward to seeing the interactive experiences they produce with the technology."

About *morpheme*

morpheme consists of two components: *morpheme:runtime* and *morpheme:connect*. *morpheme:runtime* is a run-time engine optimized for PS3, Xbox 360 and PC, and ships with full source code. *morpheme:connect* is a powerful 3D authoring application that allows

animators to graphically author blend trees and transition logic (based on Hierarchical Finite State Machines), modify and edit parameters through sliders and view the results in real time. *morpheme* is designed as a flexible and open system and does not require the licensing of any other product. *morpheme* is also designed to seamlessly integrate with other middleware and DCC applications.

About BioWare

BioWare Corp. is an electronic entertainment company which develops computer, console, handheld and online video games focused on rich stories and memorable characters. Since 1995, BioWare has created some of the world's best-selling titles including the award-winning Baldur's Gate™ and Neverwinter Nights™ series, as well as the 2003 Game of the Year, Star Wars®: Knights of the Old Republic™. Original BioWare-created IPs include the 2005 RPG of the Year, Jade Empire™, with next-generation titles Mass Effect™ and Dragon Age™ currently in development. With studios in Edmonton, Canada, and Austin, Texas, BioWare is also hard at work on a new title for the Nintendo DS™, as well as a massively multiplayer online game. For more information on BioWare, visit www.bioware.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. NaturalMotion's third product, *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, or join the 50,000 *endorphin* LE users at community.naturalmotion.com.

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