



For Immediate Release
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Bournemouth University Joins NaturalMotion's Academic Partner Program
New Educational Initiative Makes endorphin Available to All Students Enrolled in NCCA's Masters and Bachelors Courses

OXFORD, UK – Jan. 23, 2007 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced a partnership with Bournemouth University that will make *endorphin* animation software available to all National Centre of Computer Animation (NCCA) students. Bournemouth University is the first institution to join NaturalMotion's Academic Partner Program, a new initiative designed to offer select colleges and universities with increased access to the award-winning *endorphin*, and other innovative 3D technology from NaturalMotion.

"NaturalMotion is renowned for developing some of the most innovative 3D character animation technology currently available," said Jon Macey, Program Leader MSc Computer Animation at Bournemouth University. "Rolling out *endorphin* across the NCCA fits well with our drive to give students access to the same tools employed by many of today's leading animation and visual effects professionals."

NaturalMotion's Academic Partner Program offers leading colleges, universities and 3D animation schools subsidized, fast-track access to NaturalMotion's renowned 3D character animation technology. As a partner in this program, Bournemouth University will receive the following: *endorphin* licenses on all school PCs that are used for relevant courses in computer animation and games technology; early access to select upcoming 3D technology from NaturalMotion; and NaturalMotion technical and supervisory support for select academic projects.

"The NCCA at Bournemouth University is the UK's leading institution for 3D animation and visual effects," said Torsten Reil, CEO of NaturalMotion. "By making *endorphin* widely available across the NCCA's courses, we're ensuring that the industry's best new talent gets hands-on experience using *endorphin*'s DMS technology."

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. 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 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 at www.naturalmotion.com, or join the 33,000 *endorphin* LE users at community.naturalmotion.com.

About The NCCA

The fundamental philosophy of The National Centre for Computer Animation is that the field of computer animation represents the marriage between art and science, and practitioners in this innovative and exciting field need a good understanding of both the creative and the technical processes involved.

Since its establishment in 1989 we have pioneered both undergraduate and postgraduate courses in computer visualisation and animation, conducted research of international significance (achieving a research grade 5 in the latest national research assessment exercise) and pioneered the production of computer animated simulation rides in the UK. Students and staff have had their work screened internationally and have gained numerous prizes. For more information please visit the NCCA website <http://ncca.bournemouth.ac.uk/>.

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