



For Immediate Release
July 14, 2006

NaturalMotion Wins Industry Excellence Award at 2006 Develop Games Conference

OXFORD, UK – July 14, 2006 – NaturalMotion Ltd., developers of the highly-acclaimed *euphoria* and *endorphin* Dynamic Motion Synthesis (DMS) technologies, today announced it has been awarded the Develop Industry Excellence Award for Tools and Middleware at the Develop Games Conference in Brighton, UK. Competing against several other companies, NaturalMotion was selected by an independent voting panel of developers, as well as analysts and journalists.

“It’s an honor to win the Develop Industry Excellence Award,” said Torsten Reil, CEO of NaturalMotion. “NaturalMotion works very hard to create advanced technology for game developers, and to have the industry recognize this with an award means a lot to us.”

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. *euphoria* is currently being integrated into multiple AAA next-generation titles and is available through NaturalMotion’s co-development program.

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 Behaviors 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 significantly faster than traditional techniques and is widely used in the film and games industries, with customers such as Sony, The Mill, Capcom, Namco and Konami. For further information please visit NaturalMotion's website www.naturalmotion.com, or join the 24,000 *endorphin* LE users at community.naturalmotion.com.

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