

Digital Domain Enhances Pipeline with NaturalMotion *endorphin*

Academy Award-winning Visual Effects Facility Selects endorphin for its Robust 3D Character Animation Toolset

OXFORD, UK – June 11, 2007 – NaturalMotion Ltd., the developers of breakthrough 3D animation technology based on Dynamic Motion Synthesis (DMS), today announced that Los Angeles-based Digital Domain is integrating *endorphin's* award-winning 3D character animation software into its production pipeline. Digital Domain, an Academy Award®-winning visual effects facility best known for its work on “Titanic,” “I, Robot” and “The Day After Tomorrow,” selected *endorphin* for its ability to create complex and realistic character animation faster and easier than traditional key-frame or motion capture technology.

“*endorphin* has the ability to seamlessly blend motion capture and simulation,” says Chad Finnerty, a digital artist at Digital Domain, “enabling me to quickly create complex stunts that would have been too dangerous for a performer to achieve.”

“Digital Domain is world-renowned for its leading edge visual effects and we are thrilled to welcome them as one of our customers,” said Christian Staack, NaturalMotion’s VP of Sales for North America. “We are committed to providing our customers with the very best in 3D character animation technology and are confident that *endorphin* will be a tremendous asset to Digital Domain’s toolset.”

About *endorphin*

endorphin offers an entirely new approach to 3D animation and is the only character animation software to utilize Dynamic Motion Synthesis (DMS), a technology based on artificial intelligence controllers that imitate the human nervous system. Unlike conventional animation techniques such as key-framing or motion capture, *endorphin's* DMS technology uses the CPU to simulate the brain and body of 3D characters, which allows animators to synthesize human movements in real time. This approach produces directed and fully-interactive 3D characters that essentially animate themselves with real-life movements that are unique every time, thus dramatically reducing animation asset production time.

About Digital Domain

Digital Domain is an Academy Award-winning computer graphics company located in Venice, Calif. that provides visual effects for film, commercials and music videos. For more information please visit <http://www.digitaldomain.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 at www.naturalmotion.com, or join the 45,000 *endorphin* LE users at community.naturalmotion.com.

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