



## **PRESS RELEASE**

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### **NaturalMotion Launches *endorphin* 2.0 at GDC 2005**

**Oxford, UK, 21st February 2005** -- NaturalMotion Ltd., the innovative British developer of Dynamic Motion Synthesis technology, today announced that it will be launching version 2.0 of *endorphin*, its award-winning 3D animation software, at the Game Developers Conference in San Francisco (March 9-11 2005, booth #548). Scheduled to ship on the same date, *endorphin* 2.0 boasts major new features, including multi-layer behaviours, support for the Avid® Alienbrain® Studio asset management and Perforce software configuration management systems, an improved GUI (including layered behaviour support on the timeline) and further enhanced adaptive behaviours.

Torsten Reil, CEO, NaturalMotion, said: "The ability to apply multiple adaptive behaviours to a character at the same time has been a much requested feature, so we're delighted to be able to bring this to current and new users in time for GDC 2005. In addition, as our customers are continuing to integrate *endorphin* into more and more pipelines, it was a natural step for us to provide support for both Alienbrain and Perforce."

*endorphin* already has an established reputation for allowing animators and productions to take advantage of spectacular productivity gains, often measured in orders of magnitude. Adding the ability to use multiple adaptive behaviours only bolsters that status, allowing animators to do more, more quickly, as well as further enhancing the creative potential of the software. Support for Avid Alienbrain Studio and Perforce provides seamless back-end security and versioning, and allows *endorphin* to fit seamlessly into established animation workflows throughout the 3D industry, from boutique games house to Hollywood giant.

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“I think people will also be amazed to see some of our new adaptive behaviours, such as jumping,” Reil added. “They are at the core of *endorphin*, are all fully customisable and allow animators to achieve spectacular, realistic animations faster than ever before. Plus with the new layering feature, users can add adaptive behaviours to their animation data, thus modifying existing assets to a degree that has been previously impossible.”

### **Costs and Availability**

*endorphin* 2.0 will be available from March 9<sup>th</sup> 2005 from NaturalMotion and its appointed resellers at \$12,795 USMSRP.

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### **About *endorphin***

*endorphin* is the industry's first Dynamic Motion Synthesis software. Based on AI and dynamics research, *endorphin* synthesises 3D character animation in real-time, thus dramatically cutting asset production time and costs. Used in projects such as Troy (Warner Bros.) and with announced customers including Sony Europe, Sony America, Moving Picture Company, The Mill, Namco, Konami, Rainbow Studios and others, *endorphin* is rapidly becoming the tool of choice for high-end animation in visual effects, games and animation studios.

### **About NaturalMotion Ltd.**

NaturalMotion Ltd. is the creator of Dynamic Motion Synthesis, a break-through in 3D character animation based on Oxford University research on the control of body movements. Founded in late 2001, the company has recently won a Game Developer 2005 Front Line award for its innovation in game development technology. The company's management team includes Nick Alexander (Chairman), former CEO of Sega Europe, Torsten Reil (CEO and co-founder), a graduate in Complex Systems from Oxford University who was recently named as one of the world's top 100 innovators by MIT's Technology Review, and Colm Massey (CTO and co-founder), a trained mathematician (Trinity College Dublin) and previously head of the award winning Virtual Human Project at MathEngine Plc.

The privately-owned company has received funding from the games, film and finance sectors. Its development team of software engineers, biologists, physicists and animators is located in Oxford, UK. For further information please visit NaturalMotion's website [www.naturalmotion.com](http://www.naturalmotion.com)

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