



For Immediate Release  
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## **Full Sail Joins NaturalMotion's Expanding Academic Partner Program**

*Educational Initiative Offers endorphin to Students Enrolled in Computer Animation Degree Program*

**OXFORD, UK** – June 25, 2007 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced that Full Sail Real World Education is now a member of NaturalMotion's growing Academic Partner Program. This partnership ensures that all students enrolled in the Computer Animation Bachelors Degree Program will benefit from increased access to *endorphin*, and other innovative 3D technology from NaturalMotion.

"We are thrilled to add *endorphin* to our Computer Animation curriculum," said Pete Bandstra, Computer Animation Program Director at Full Sail. "Access to NaturalMotion's award-winning *endorphin* technology will allow our students to gain valuable, real-world experience using 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, Full Sail will receive the following: *endorphin* licenses on all school PCs that are used for relevant courses in computer animation; early access to select upcoming 3D technology from NaturalMotion; and NaturalMotion technical and supervisory support for select academic projects.

"Full Sail has a reputation for creating first-class graduates and we're glad we can help contribute first-rate software to the course," said Christian Staack, NaturalMotion's VP of Sales, North America. "We look forward to seeing what Full Sail's students are producing with our technology over the coming months and years."

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](mailto:contact@naturalmotion.com). For additional information on NaturalMotion, *endorphin* or DMS technology, please visit [www.naturalmotion.com](http://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. 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](http://www.naturalmotion.com), or join the 45,000 *endorphin* LE users at [community.naturalmotion.com](http://community.naturalmotion.com).

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