



For Immediate Release
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University of Portsmouth Joins NaturalMotion's Growing Academic Partner Program

Academic Initiative Makes endorphin Available to All Students Enrolled in BSc and BA Computer Animation and Computer Games Technology Programs

OXFORD, UK – April 11, 2007 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced that the University of Portsmouth is the latest academic institution to join NaturalMotion's expanding Academic Partner Program. This partnership ensures that all students enrolled in the University of Portsmouth's BSc and BA Computer Animation and Computer Games Technology programs will benefit from increased access to *endorphin*, and other innovative 3D technology from NaturalMotion.

"We're very excited to add *endorphin* to our computer animation and games technology curriculum," said Alex Counsell, who runs the Centre of Digital Creativity at University of Portsmouth. "With *endorphin* on our program roster, we are offering students the unique opportunity to get hands-on experience with the same cutting-edge technology that is already in use at many of today's leading game, animation and visual effects houses."

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, University of Portsmouth 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.

"We believe the future of animation depends not only on the intellect of talented production companies, but also on the education systems which feed the industry with new talent and ideas," said Torsten Reil, CEO of NaturalMotion. "By offering increased access to *endorphin* and other cutting-edge 3D technology we're helping to expand the talent pool for the next generation of animators. We are delighted to welcome the University of Portsmouth to our Academic Partner Program."

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. 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 40,000 *endorphin* LE users at community.naturalmotion.com.

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