



For Immediate Release
May 10, 2007

Swansea Institute Joins NaturalMotion's Expanding Academic Partner Program

Educational Initiative Offers endorphin to Students Enrolled in BA & BSc 3D Computer Animation and Creative Computer Games Design Courses

OXFORD, UK – May 10, 2007 – NaturalMotion Ltd., developers of the highly-acclaimed Dynamic Motion Synthesis (DMS) technology, today announced that the Swansea Institute of Higher Education (SIHE) is now a member of NaturalMotion's growing Academic Partner Program. Students enrolled in SIHE's School of Digital Media courses, including BA (Hons) and BSc (Hons) 3D Computer Animation, and BA (Hons) Creative Computer Games Design, BA Interactive Digital Media (Hons), BSc Multimedia (Hons) & BSc Music Technology (Hons) will have increased access to *endorphin*, and other innovative 3D technology from NaturalMotion.

"*endorphin* is one of the most highly-regarded 3D character animation software packages currently available and we are excited to add it to our curriculum," said Lori Beth Renert, program director of BSc 3D computer animation for SIHE. "Offering instruction on *endorphin* and other cutting-edge 3D technology from NaturalMotion means our students can become skilled using the same professional tools used by today's leading visual effects and game production companies."

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, SIHE 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.

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 43,000 *endorphin* LE users at community.naturalmotion.com.

© *euphoria*, *endorphin*, *morpheme* and Dynamic Motion Synthesis are trademarks of NaturalMotion Ltd. All other brand names, product names, service marks or trademarks belong to their respective holders.

For more information, press only:

Liaison Inc.
Scotti McGowan, 604.929.8498, scotti@liaisonpr.com
Jennifer Foss, 503.796.9822, jennifer@liaisonpr.com

Reader contact:

NaturalMotion Ltd.
Behaviour House, Hythe Bridge Street
Oxford OX1 2ET
United Kingdom
+44 (0) 1865 250 575
+44 (0) 1865 250 577 (Fax)
contact@naturalmotion.com