



FOR IMMEDIATE RELEASE
Sept. 12, 2007

The Mill Uses *endorphin* for New Guinness Spot, “Music Machine”

*World Renowned, Oscar Winning Visual Effects Studio Selects *endorphin* for Realistic Character Animation*

OXFORD, UK – Sept. 12, 2007 – NaturalMotion Ltd., the developers of breakthrough 3D animation technology based on Dynamic Motion Synthesis (DMS), today announced *endorphin* was used by London-based visual effects powerhouse, The Mill, for the new Guinness commercial entitled, “Music Machine.” Currently airing worldwide, the :60 spot used *endorphin* to generate realistic character animation for hundreds of acrobats that surge around a pint of Guinness and bash into Japanese drums, creating a visual and musical representation of the action bubbling inside the glass.

The spot's production called for perfect synchronization between the stunning visual effects, live action filming and music composition. Imagery of three stuntmen was massively complemented by The Mill using high-end computer graphics (CG) techniques. The use of *endorphin* within the CG pipeline allowed for highly-realistic animation of the replicated acrobats, delivering precise, varied movements and believability to each perfectly timed action.

“We needed to avoid repetitive movement on multiple characters,” said Juan Brockhaus, senior 3D artist at The Mill and visual effects supervisor for this spot. “Once you have created one good animation or simulation of a certain action in *endorphin*, it is very easy to create those slight variations necessary for a realistic feel.”

Easily integrating with other off-the-shelf software applications such as Softimage XSI, Maya, Shake and Flame, *endorphin's* ability to mix between pose-animation and simulating the real physical behaviors of characters helped to shorten the post-production schedule for The Mill.

“*endorphin* has created a new way of using animation,” continued Brockhaus. “Without it, we would not have been able to create the naturalistic movements of the CG stuntmen in the time we had to produce the commercial.”

Brockhaus served as visual effects supervisor for The Mill, collaborating with the creative teams at IIBBDO and Red Bee Media, to create the acrobatic characters.

The :60 Guinness spot was directed by Steve Cope and produced by Red Bee Media. "Music Machine" is currently airing in Europe, the United States and Japan, and can be viewed online at <http://www.beam.tv/beamreels/beamreel.php?yfZzxCsbxD>.

About *endorphin*

endorphin offers an entirely new approach to 3D animation and is the only character animation software to utilize 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 The Mill

The Mill is a world-leading visual effects company with bases in the globe's most important advertising centres – London, New York and Los Angeles. The Mill also have a network of in-house agency-based facilities, called Mini-Mill's, which deliver Mill expertise with in-house convenience. The Mill compliments these services with BEAM.TV – an internationally-acclaimed, high-bandwidth, internet management service for content storing and sharing of all advertising and production materials. All four elements work together to fulfil every possible post production requirement to the utmost standard. The Mill provides pioneering effects solutions to the advertising, music and entertainment industries. We have worked on some of the most memorable visual effects projects in the world, including Ridley Scott's epic film, *Gladiator*, for which we were rewarded with Europe's only visual effects Oscar. In 2004 The Mill was voted the UK's top facility by Creative Review readers. Its work for Playstation 'Mountain' and Honda 'Cog' received many UK and international awards, including the BTAA Craft Award for visual effects and a Cannes Lion Grand Prix.

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 www.naturalmotion.com, or join the 55,000 *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