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NaturalMotion Launches *morpheme 2.0* at NVISION 2008 with Integration of NVIDIA PhysX Technology

*Powerful Animation Engine Takes a Leap Forward
with NVIDIA's Character-Grade Physics Engine*

SAN JOSE, Calif. - August 21, 2008 - NaturalMotion, the animation technology pioneer behind the revolutionary *euphoria* motion synthesis engine, today announced it will launch *morpheme 2.0* at the NVISION 08 convention in San Jose. The new version of *morpheme*, the company's multiplatform, graphically authorable animation engine, features tight integration of NVIDIA PhysX™ technology.

The integration of PhysX gives programmers and animators direct graphical control over how characters and objects interact in their games, whether it be through ragdolls or animation-driven physics. Continuing *morpheme*'s ultra-flexible paradigm, animation and physics can be blended and combined across body parts, authored via graphical nodes and controlled by user-defined parameters.

Moreover, *morpheme 2.0* introduces a powerful graphical character authoring tool, allowing users to set up and edit physics rigs including collision surfaces and joint angles.

morpheme is currently licensed by an array of top-tier developers, including Bioware, Eidos, Ninja Theory, 38 Studios, Futuremark, Total Immersion Software, CCP, Gearbox Software, and many others.

"The goal of *morpheme* has always been to streamline the animation production pipeline, offering faster development times and higher fidelity," said Torsten Reil, CEO of NaturalMotion. "We selected NVIDIA's PhysX technology because out of all commercial physics engines, it offers the highest character-grade fidelity, an essential requirement for creating believable characters."

"NaturalMotion's technology marks a turning point in gaming. Its fidelity of movement makes characters seem so real that you want to touch them. And the PhysX integration lets you do just that," said Manju Hedge, vice president of PhysX technology at NVIDIA.

In addition to unveiling *morpheme 2.0* at NVISION, NaturalMotion is also demonstrating *Backbreaker*, the company's upcoming American Football game powered by *euphoria*, *morpheme* and PhysX.

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 Behaviors and artificial intelligence to simulate the human-nervous system. Based on research conducted at Oxford University on the control of body movements, NaturalMotion's *euphoria* synthesizes 3D character animation in real time on PLAYSTATION®3, Xbox 360® and PC. Having debuted in Rockstar Games' record-breaking *Grand Theft Auto IV*, *euphoria* will also feature in upcoming LucasArts' upcoming *Star Wars: The Force Unleashed*.

NaturalMotion's off-line DMS product *endorphin* creates animation an order of magnitude faster than traditional techniques, and is widely used in the film and game 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. Announced morpheme customers include IO Interactive, Bioware and Red 5.

For further information please visit NaturalMotion's website www.naturalmotion.com, or join the 100,000 endorphin LE users at community.naturalmotion.com.

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About NVISION 08

Taking place on August 25-27, 2008 in San Jose, California, NVISION 08 is a three-day mega-event for professionals and enthusiasts who are passionate about visual computing. Thousands of engineers, designers, developers, researchers, artists, enthusiasts, gamers, film makers, business professionals, and consumers from around the world are expected to attend.

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