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## 38 Studios Licenses NaturalMotion's *morpheme* Animation Solution for Unannounced MMOG

### *Curt Schilling's Online Entertainment Studio Gets High-Fidelity Character Animation Thanks to Deal*

**SAN FRANCISCO - July 15, 2008** - NaturalMotion, the animation technology pioneer behind the revolutionary *euphoria* engine, announced today that 38 Studios, baseball legend Curt Schilling's online entertainment studio, has licensed *morpheme*, the first graphically authorable animation design tool and engine.

"*morpheme*'s time-saving qualities become even more beneficial as the scale of games increase – the bigger your game, the more time your animators and programmers save thanks to an intuitive user interface and seamless front- and back-end integration," said Christian Staack, vice president of sales in North America, Japan and Australia for NaturalMotion. "This makes *morpheme* an invaluable tool for the development of MMOGs, arguably today's biggest and most ambitious games."

*morpheme* is robust animation middleware designed to give developers and animators unprecedented creative control over the look of their final in-game animation by allowing them to author and preview blends, blend trees and transition graphs in real time.

"When selecting middleware we are very careful to find solutions that enable us to focus our attention on our game," said Jon Laff, chief technology officer for 38 Studios. "*morpheme* allows us to create very high-quality character animations quickly, cutting down on a lot of intensive animation design and implementation time."

#### **About 38 Studios**

38 Studios, a media and entertainment company founded in 2006 by Curt Schilling, is in pre-production on an original fantasy IP driven by the creative and artistic visions of pop-culture icons R. A. Salvatore and Todd McFarlane. Entertainment products will include a massively immersive online entertainment experience that transcends the traditional MMO genre, novels, comics, toys, movies, TV, and more. For more information, visit <http://www.38studios.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 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](http://www.naturalmotion.com), or join the 100,000 *endorphin* LE users at [community.naturalmotion.com](http://community.naturalmotion.com).

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