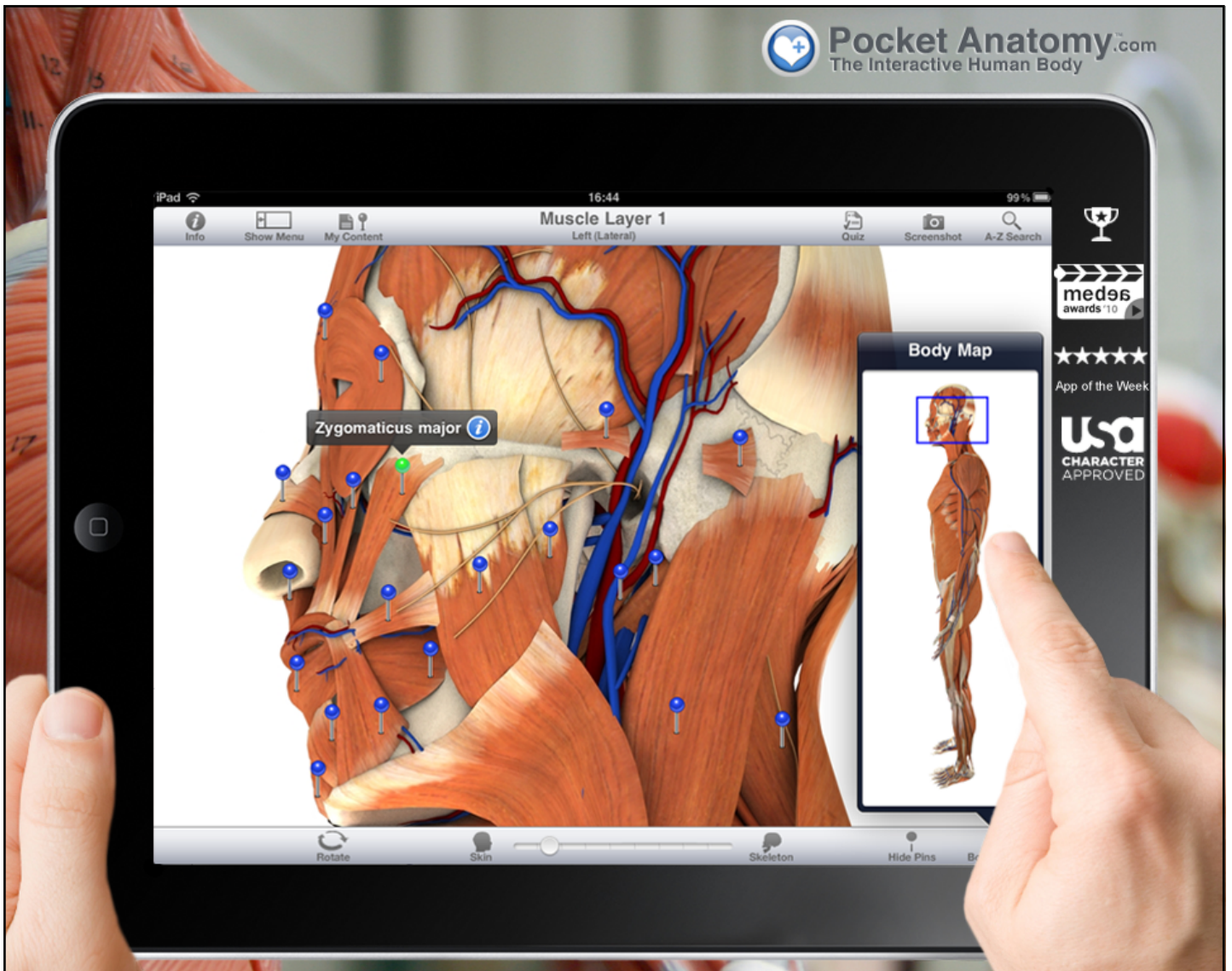


AWARDS

An overview of Pocket Anatomy's Awards to date.



AWARDS

2010 has been a highly successful year for the Pocket Anatomy team. Since its January launch of Pocket Heart at the annual BT Young Scientist exhibition in Dublin, the company's app development wing has gone from strength to strength, winning awards in nationally an internationally in the US and Europe. Below are a list of the accolades bestowed on Pocket Anatomy to date:

- USA Character Approved: *"Character Approved for...helping to make medical issues easier to understand for the non-medical"*
- European Media in Education Awards: *"Special Jury's Prize"*
- Appy's Awards: *Best Medical & Healthcare App*
- Irish Times Technology: *"App of the Week"*
- MedGadget: *"One to Watch"*
- US Medical Licensing Exam Forum: *"An Amazing App"*



EUROPEAN MEDIA IN EDUCATION

“SPECIAL AWARD OF THE MEDEA JURY 2010”

The aim of the MEDEA Awards is to encourage innovation and good practice in the use of media (audio, video, graphics and animation) in education. The awards also recognise and promote excellence in the production and pedagogical design of media-rich learning resources.

In 2010 this special award was presented to Pocket Anatomy, a fully searchable interactive atlas of the human anatomy, for its innovative use of mobile learning technologies.

The company's Pocket Heart and Pocket Body mobile medical education products were selected by a judging panel of 74 European eLearning practitioners, to participate in the MEDEA finals on November 25th/26th in Brussels, where they shared the stage with eight other organisations (including the BBC) from Belgium, Estonia, France, Italy, Luxembourg, and the UK.



medea
awards

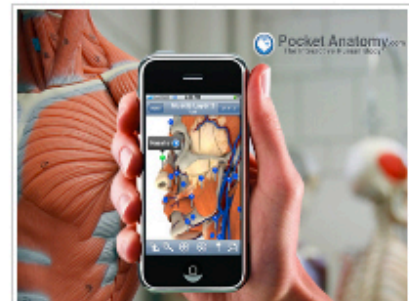
Special Award of the MEDEA Jury 2010

In addition to the main MEDEA awards, the judges may, at their discretion, award a special award for exceptional production in recognition of exceptional innovation in pedagogic or technical aspects.

Past winners

In the past years the judges have given a special award to [Pocket Anatomy](#) for its innovative use of mobile learning technologies. This is an excellent example of the value high quality video imagery can bring to an education based pervasive learning game.

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[Pocket Anatomy](#)

The judges described the Pocket Anatomy products as “self-learning instruments with high quality learning content, excellent visualization and animation combined with the right tools to enable learners to achieve clear learning goals – an excellent example of mobile learning.”



Source: www.medea-awards.com/special-award-of-the-medea-jury

USA CHARACTER APPROVED

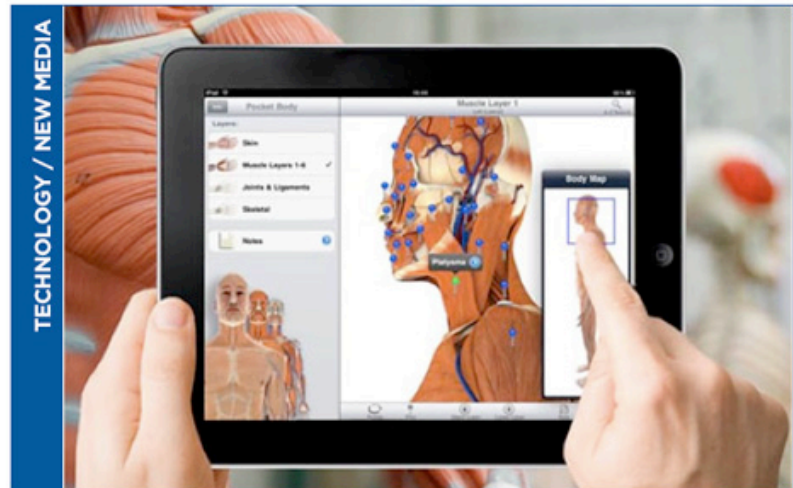
“How an App Could Cure Your Fear of Hospitals”

Written By Rohit Bhargava

If you have ever broken a bone or ended up in a hospital emergency room for some other reason, you know that the whole experience is one you would rather forget. Pain, confusion, and fear are all too common, and getting treated for a disease or longer-term condition is not much better. Frankly, going to the hospital to get any part of you fixed is scary.

What if there was a way for you to understand more easily exactly what was happening to you? If you removed the uncertainty, could it be less scary? If knowledge is one of the greatest ways to fight fear, then a company named Pocket Anatomy may have a solution.

They are the makers of what has recently been the most-downloaded new medical app in the iTunes store, an intriguing app called the Pocket Body.



How an App Could Cure Your Fear of Hospitals

4 people

2 tweets

retweet

Written By Rohit Bhargava
Oct 1, 2010



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Imagine if your doctor used something like this to explain a treatment or surgery to you before you had it. A broken leg would still hurt, but knowing exactly what needs to be done to fix it could help with the fear. There are many other medical applications of the Pocket Body--and to the team at Pocket Anatomy, for helping to make medical issues easier to understand for the non-medical among us, you're Character Approved. Now we're just waiting for you to invent an app to make that broken bone hurt less.

Source: www.characterblog.com/2010/10

THE APPYS 2010

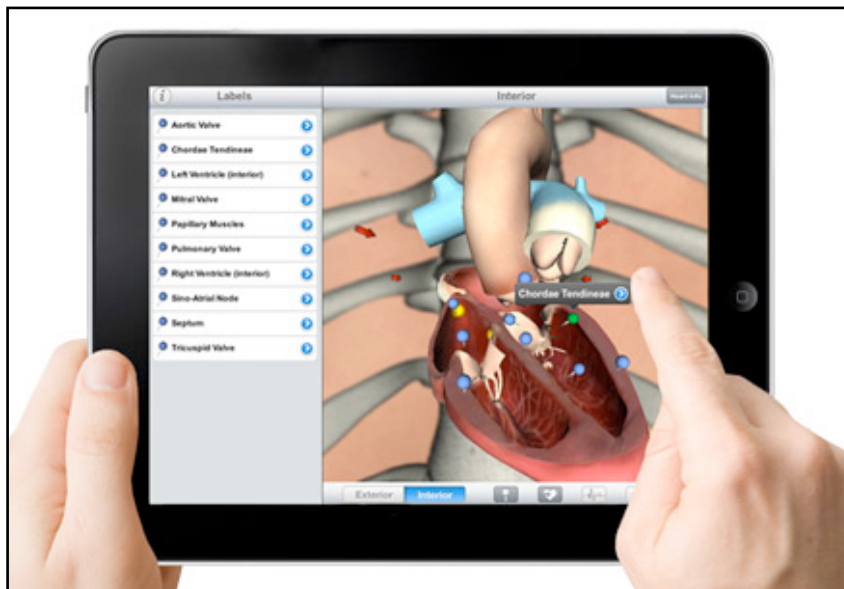
“BEST MEDICAL & HEALTHCARE APP”

The Appys are the Oscars of mobile applications. They recognise excellence in mobile app development. In 2010, Pocket Heart wins Best Medical & Healthcare App.

Edward Conmy, director of Digital Times magazine and organiser of The Appys says the sheer volume of apps available demonstrates the industry’s importance.

“A staggering four billion [plus] apps have been downloaded in 2010 alone and with the iPad and all the other tablet computers hitting the market, app development is now one of the most important areas of content creation in media, business, education, tourism, entertainment and gaming.”

Over 200 people attended the inaugural awards show in Dublin, Ireland. Des Doris, founder/organiser of the Appys said each app entered was judged on seven different attributes including design, relevance to target market, utility & innovation.



WITH

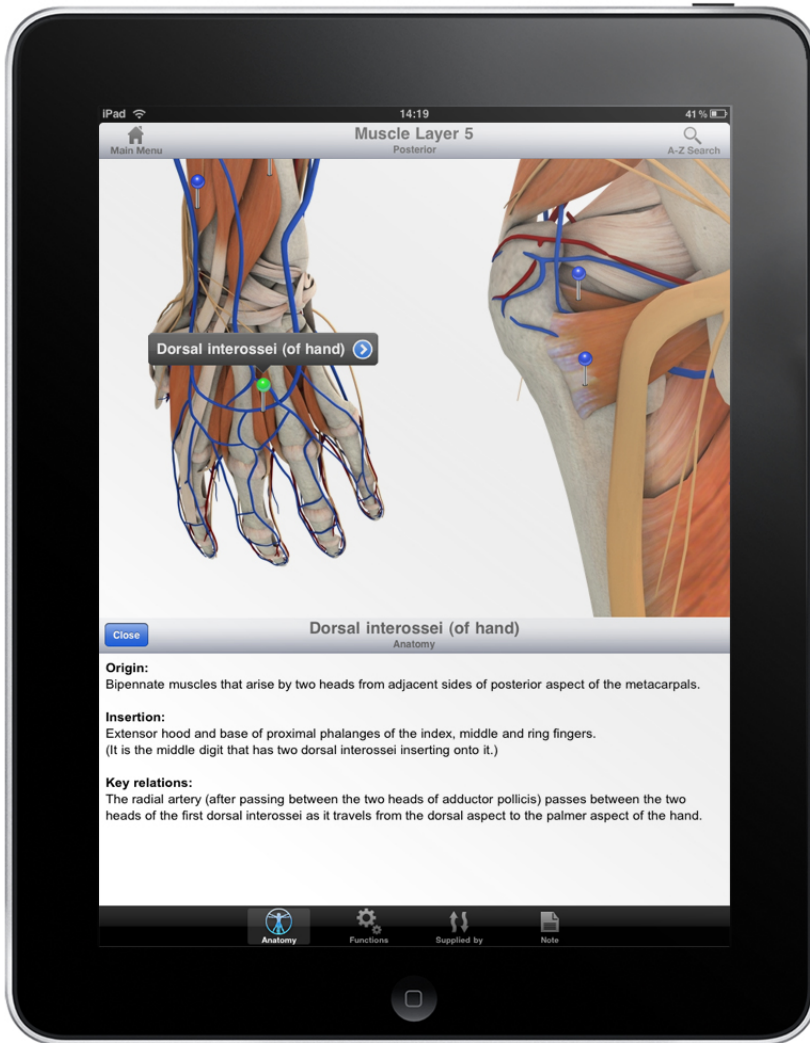
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Independent.ie
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“We’ve been really impressed with the standard of entries for such a young media sector, and the app sector is a media sector in its own right now. While this year we’ve concentrated on mobile apps, next year we’d like to see tablet apps, social media apps and even Web TV apps entered. The app sector is changing the media landscape and the way many companies do business.”

Source: www.theappys.ie/winners.html



WHAT PEOPLE ARE SAYING ABOUT US:

Below are samples of testimonials we have received from medical bloggers, medical students, and health care professionals in relation to our Pocket Anatomy apps:



"The graphics and animations will be what first grabs your attention, but you'll soon find out that Pocket Heart is truly a good learning tool for cardiac anatomy and physiology."

iMedical Apps Blog.



"An amazing app...that is revolutionizing the way we navigate the human body. No more printed 2D atlases to look up those hidden muscles, ligaments, and bones. It's a fantastic 3D human body that you can look at from four different angles and in six different levels of depth."

US Medical Licensing Exam Forum.



Amazing Interface, Comprehensive for Muscles, Good Organization 4.5 out of 5 Stars"

Areo Saffarzadeh | UCI 2nd Year Medical Student @ UCI School of Medicine



"Pocket Heart from Pocket Anatomy displays in glorious 3D the anatomical structure of the human heart, layer by layer and valve by valve."

Silicon Republic (Technology Magazine).