VISIBLE BODY®

Visible Body launches free website for learning and communicating key ideas about how each human body system functions.

Newton, MA—December 2015—Visible Body announced today the launch of its Learn site, a free website that is a visual introduction to human anatomy. The website, <u>www.learn.visiblebody.com</u>, contains dozens of highly visual presentations about the human body. The site is organized by human body system. Each system is explained through a series of articles that use some text and many illustrations and brief animations to explain basic human biology concepts. All the content on the site is created by medical visualization experts and reviewed by a team of professors and professionals.

"Every year, hundreds of thousands of students in the United States alone take an introduction to human anatomy and physiology course," said Visible Body CEO Andrew Bowditch. "Our best-selling and award-winning app Anatomy & Physiology is a terrific course companion for many of them. We recognize, however, that students today are time- and cash-strapped. Many are looking to start with the basics before they are ready to benefit from a more sophisticated study program. Our Learn site presents an introduction to human anatomy and function in a clear, organized, highly visual series of articles. And it is free! The Visible Body Learn site is a great source for understanding the basics of human biology for the first time or as a review tool."

Bowditch noted that the Learn site is still developing, changing, and growing. There are plans for a new design, and a number of articles are still in development. Currently in English, the site will soon be available in French, German, Spanish, and Japanese.

Visible Body, a worldwide leader of anatomy and physiology apps and software sold through a number of app stores, has committed to also producing free educational content that transforms the way healthcare students, instructors, and consumers understand and communicate information about the human body. In addition to the Learn site, Visible Body publishes a series of <u>free anatomy</u> <u>e-books</u>, maintains a <u>blog</u>, and produces a <u>YouTube series about the human body</u> that educates about human anatomy, physiology, and pathologies.

For a visual overview of the anatomy and function of the heart on the Visible Body Learn site, go to http://learn.visiblebody.com/circulatory/circulatory-the-heart.

Please send press inquiries to info@visiblebody.com.