



NATURE EDUCATION | SCITABLE WEBSITE LAUNCHES GENETICS EBOOK– ARKITEK ANIMATIONS FEATURED

Nature Education launches innovative science ebook targeted at late high school/early college students – Arkitek created animations and interactive content to support scientific papers.

Seattle, WA – October 6th, 2009 – Arkitek Studios recently wrapped production on 22 animations and interactive media for the newly published Genetics ebook on Nature Education’s premiere science teaching and learning website called Scitable. <http://www.nature.com/scitable>. Scitable features an online library of ebooks and articles help explain the major scientific disciplines in a novel way, employing high-end 3D and 2D animations, stills and interactive media to visualize complex concepts.

“We had worked previously with Nature Reviews Genetics and Nature Reviews Microbiology on several seminal animations (RNAi - <http://www.nature.com/focus/rnai/animations/index.html> and Dangerous Pathogens - http://www.nature.com/nrmicro/animation/index_mf.html respectively), and enjoyed the collaboration immensely”, said Beth Anderson, co-founder/CEO of Arkitek. “The project with Nature Education is a logical progression towards the ultimate goal of incorporating high-end graphics with science as standard practice, and we are delighted that they are paving the way. Too often, the leap from science curriculum, (where information is presented in a rigid, formalized manner), to the scientific world at large, (where prior knowledge of a subject is a given), can leave the student hanging by a thread of understanding.”

“We are very pleased with the creativity that Arkitek has applied to the challenge of making complex processes that operate at the genetic level intuitive for students of all levels through precise but appealing visualization,” said Vikram Savkar, Senior Vice President & Publishing Director of Nature Education. “Transitioning instructional content from text to immersive experiences is essential to moving education forward.”

This collaboration with Nature Education further cements our core mission: to facilitate comprehension of complex ideas. Doug Huff, Creative Director of Arkitek Studios said “This work is in line with what we’ve been doing for the past 13 years. Scientific concepts, if they are properly presented, should be understandable by anyone, anywhere. Given the global reach of information currently, anyone from Seattle to sub-Saharan Africa can access this content, which is exciting. Who knows where the next Nobel laureate will spring from?”.

About Arkitek

Founded in 1997, Arkitek creates high-end visual content for the science, technology and education communities. We translate tough concepts into elegant visualizations that are captivating and universally understandable by diverse audiences worldwide.

About Nature Education | Scitable

Nature Education, the educational division of Nature Publishing Group, is dedicated to developing innovative science education resources for undergraduate and high school science students and faculty.

Nature Publishing Group (NPG) is a publisher of high impact scientific and medical information in print and online. NPG publishes journals, online databases, and services across the life, physical, chemical, and applied sciences and clinical medicine, including Nature (founded in 1869), the leading weekly, international scientific journal, and *Scientific American*, the oldest continuously published magazine in the US and the leading authoritative publication for science in the general media. For more information on Nature Education, visit www.nature.com/scitable.

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