

FOR IMMEDIATE RELEASE

TEACHING GENETICS IN 3D

Arkitek Studios teams with University of British Columbia to teach genetics using cutting edge 3D animation on the web.

SEATTLE, WA, December 18, 2006 – Arkitek Studios recently signed on with the University of British Columbia to build a prototype web application that will deliver information on relationships between human genetic variation, the environment and medical therapies.

Arkitek CEO Beth Anderson contends, "As allergy-related illnesses capture more and more of the public's attention, pharmacogenetics may become the best tool for understanding underlying reasons for some of them, and communicating those reasons in a clear and understandable manner; Arkitek Studios excels in creating this type of comprehension, making us an important partner for UBC."

Using interactive graphical animations as a way to engage and educate the public, this prototype will cover multiple issues including the genetics of asthma/allergy, genetic testing and pharmacogenetics. During 2007, UBC and Arkitek will prototype the concept with an animation that visualizes the action of beta-agonists on airway smooth muscle cells via the beta-2-adrenergic receptor, simultaneously exploring the role of genetic variation in the genes that code for this receptor.

Reflecting on this new collaboration, UBC project Lead Scott J. Tebbutt, Ph.D. stated, "The combination of experience, technical expertise, artistic talent, and an overarching wish to bring the wonders of biological science to society through the use of graphical animation, makes the team at Arkitek Studios an obvious choice of partner for the project."

Production is slated to begin in early January. This project is made possible through funding and support from AllerGen NCE, National Sanitarium Association, Genome BC, and Arkitek.

About Arkitek Studios, Inc.

Arkitek Studios, Inc. develops high quality 2D and 3D animations, interactive content, print and sound design for the science, education and museum communities. Arkitek Studios' award-winning artistic and technical staffs produce work that transforms complex concepts into engaging visuals that are compelling, beautiful and easily understandable by diverse audiences worldwide. For more information, contact Arkitek Studios in Seattle, WA, USA, at 1.206.286.0337 or visit www.arkitek.com.

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