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ARKITEK'S 3-D ANIMATIONS BIG HIT FOR NATURE REVIEWS

Animations created by Arkitek Studios draw thousands of visitors to Nature Reviews Online.

SEATTLE, WA, November 16, 2005 – Arkitek Studios continues to enjoy the success of two animations they have created for Nature Reviews' websites.

In February of 2004, Arkitek launched a 3-D explanatory animation of the RNA interference process on the Nature Reviews Genetics website (<http://www.nature.com/focus/rnai/animations/index.html>). And in April of 2005, Arkitek posted the Dangerous Pathogens animation, highlighting the routes of infection by *Listeria monocytogenes*, *Legionella pneumophila*, and *Mycobacterium tuberculosis*, on the Nature Reviews Microbiology website (http://www.nature.com/nrmicro/animation/index_mf.html).

Since its launch, the RNAi animation has received over one million visits, and has been downloaded over 80,000 times. Similarly, the Dangerous Pathogens animation has received over 500,000 visits since its release less than a year ago.

Presently, Arkitek Studios is preparing for a series of updates to the RNAi animation that will reflect a fresh understanding of the process as gained through scientists' current research. The new version will be unveiled early next year.

Arkitek Studios, located in Seattle, Washington, specializes in visual content for science and technology.

Please visit www.arkitek.com for quick links to the RNAi and Dangerous Pathogens animations developed for Nature Reviews' websites.

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