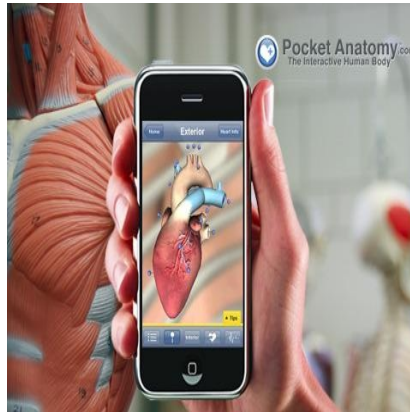




## New iPad 'Pocket Heart' Medical App



Pocket Anatomy, a subsidiary of e-Media Interactive, a company specialising in 3D medical animations, has had its critically-acclaimed Pocket Heart medical application created as an iPad app.

The Pocket Heart medical app has been developed by a team of human anatomy experts, based in National University of Ireland Galway Medical School, primarily as a learning tool for students who are studying the anatomy of the human heart and are looking for an easy way to learn and prepare for an exam. It is the first 3D medical app that provides high-quality and in-depth anatomical information of the human heart on an iPad device. The application provides detailed information, as well as interactive anatomical content in 3D form, which can be easily accessed thanks to the simple built-in interface.

Users will be able to go through the content as a series of fully annotated illustrations with detailed narrative associated with the various elements of the heart, such as heart beating and oxygen going in and out. The learning content can be very helpful to medical students, residents and clinicians learning to perform echocardiography.

The application is also available on both iPhone and iTouch Apple handheld devices, but the iPad version cannot be installed in these devices and requires a different version of the app. Pocket Heart 1.4 is now available through the AppStore and can be downloaded for \$4.99 USD. Pocket Heart for iPad has been rated as 4+ application.

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