

3D4Medical receives Prestigious Apple Design Award

Flagship application *Complete Anatomy* selected to win prestigious award recognising outstanding software design and innovation

14 June 2016: 3D4Medical, the world's leading medical applications developer, was today awarded a prestigious Apple Design Award for its flagship application *Complete Anatomy*. Recognising technical excellence, outstanding design and innovation, the hand-picked recipients of the Apple Design Awards are chosen from over two million apps available across iOS and macOS, and are presented as part of the Worldwide Developer's Conference in San Francisco.

This is the latest in a string of awards for *Complete Anatomy*, including being part of Apple's 'Best of 2015' selection on the App Store. The application was also featured as part of Apple's Keynote in September 2015, watched by approximately 40 million people.

Complete Anatomy is transforming medical learning across the globe, with ground-breaking 3D technology allowing for greater exploration and visualisation of the anatomy than ever before, along with revolutionary sharing features. Since launching in November 2015, *Complete Anatomy* has topped the App Store medical category charts in 82 countries, including the United States. Version 2.0 of the application was released in May 2016, adding brand new Lectures content that allows users to access and explore guided lessons from a former Stanford University professor on a variety of anatomical topics using the 3D technology and tools included in the application.

John Moore, CEO of 3D4Medical, said '*Complete Anatomy* receiving an Apple Design Award is validation of how our technology will continue to disrupt the medical education market. The recognition of *Complete Anatomy* as an industry leader in design and innovation strengthens our position as we continue to grow rapidly within medical education, and soon into medical practice.'

Complete Anatomy is available on the App Store, and is compatible with iPad Air, iPad Air 2, iPad Mini 4, and iPad Pro. New users can download and try the Skeleton and Connective Tissues Systems for free, with an in-app purchase granting access to all other content.

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PRESS RELEASE

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About 3D4Medical

3D4Medical leads the way in producing ground-breaking 3D medical technology that is transforming medical learning worldwide. This technology disrupts traditional medical education and practice by empowering patients through better education and understanding, and helping physicians to be more efficient through effective communication and visualisation tools.

3D4Medical achieves this through its flagship products: revolutionary medical software and sharing platform *Complete Anatomy*; and best-selling anatomy atlas *Essential Anatomy*. With over 12 million applications sold worldwide, #1 top-grossing positions on the App Store in 141 countries, and features in two Apple Keynotes, each viewed by approximately 40 million people, 3D4Medical has enjoyed significant success.

3D4Medical aims to improve the lives of patients, physicians, and students by putting accessible high-quality medical information at people's fingertips.