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LearnLift Announces Release of Medical Learning Modules

*Scientifically-based virtual flashcard system offers multimedia customization
for a personalized learning experience in the medical field*

(Houston, TX—March 9, 2010) — LearnLift, a leading provider of digital learning tools, announces its medical and scientific terminology learning modules for MemoryLifter 2.3 and mobile learning modules for the iPhone and iPod touch. The learning modules include terminology and abbreviations in the subjects of radiology, human anatomy, math and chemistry.

MemoryLifter is a digital flashcard system scientifically based on the Leitner card box algorithm that enables users to easily “lift” information into their long term memory with digital flashcards, and employs controlled repetition, timed spacing and mnemonic elements to speed up the memorization process. The software incorporates multimedia elements such as images, audio and video for an adapted learning experience.

“We are thrilled to add scientific and medical terminology learning modules to our broad range of learning modules,” said Daniela Smith, Content Manager of LearnLift. “We are aware of the extreme volume of information that is required for professions in the medical field, and our learning modules make it easier for individuals such as medical students, physician assistants and nurse practitioners to learn this particular content. The portability of MemoryLifter via the iPhone, iPodTouch, or USB technology allows the user to easily study in between classes at school, assisting with patients, or during breaks at the hospital.”

LearnLift developed the medical-focused learning modules with the help of medical school experts. Virginia Lyons, Ph.D., and Nancy McNulty, M.D. of the Departments of Anatomy and Radiology, Dartmouth Medical School, Hanover, NH collaborated with LearnLift to develop flashcard modules that provide a simple and effective way for students to learn. The Introductory Radiologic Anatomy learning module contains 725 flashcards organized into back, upper extremity, lower extremity, thorax, abdomen, pelvis, and head and neck. Each flashcard contains an original image of one of the following modalities: plain film ("x-ray"), computed tomography ("CT") or magnetic resonance imaging ("MRI"). This module provides a comprehensive review of introductory normal radiologic anatomy and supports various learning modes such as Multiple Choice, Image Recognition and direct text input.

The Anatomy - Bones of the Human Body contains two learning modules: Bones of the Human Body and an add-on module featuring a comparison of the English common names and Latin names of bones. The modules are divided into four chapters which can be selected individually

for learning: cranium (skull), Extremitas superior (upper extremities), Extremitas inferior (lower extremities) and Truncus (trunk).

MemoryLifter also offers learning modules focused on the subjects of chemistry and mathematics. Users can create their own flashcard learning modules with their own content, create, print and modify flashcards, and include their own multimedia content to enhance understanding and retention. All of the medical learning modules are available for mobile download on the iPhone or iPod touch.

The MemoryLifter software is free to download, and the learning modules range in price from \$2.95 - \$45.95. Learning Modules for MemoryLifter on the iPhone and iPod Touch are sold on the Apple Appstore in the Education category, ranging from \$0.99 to \$19.99. To learn more about LearnLift and MemoryLifter, please visit www.memorylifter.com.

About LearnLift and MemoryLifter

MemoryLifter was developed by Rainer Aberer, the founder of OMICRON electronics Corp, an international company serving the electrical power industry with innovative testing and diagnostic solutions. Some years ago, he developed the flashcard software to meet a personal need and subsequently made it available to the world community as freeware. Because of the tremendous positive response to MemoryLifter, LearnLift was founded with the goal to develop the software further and to fill a market niche by creating custom content for a range of applications in various knowledge areas.

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