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**HEALTHLINE NETWORKS LAUNCHES BODYMAPS, A FULL-BODY ANATOMY APP FOR THE IPAD**

*Retina Display Ready App Brings Human Anatomy to Life for both Novices and Experts*

SAN FRANCISCO September 4, 2012 — The hip bone is connected to the knee bone, but now you can see them both, up close and personal on your iPad. Healthline Networks today announced Healthline BodyMaps for the iPad, a 3D interactive visual learning tool to help medical students, doctors, and consumers understand the human body like never before. Created by Healthline and GE Healthymagination in partnership with Visible Productions, which produced the 3-D modeling, high resolution graphics and animations, the app features Retina Display ready anatomy models of both sexes, including anatomical structures for common specialties such as orthopedics, cardiology, and neurology.

Got a question for your doctor? Bring your iPad to the office instead of that stack of printouts from the web. Want to know what happens to a knee affected by osteoarthritis, or how appendicitis affects the abdomen? BodyMaps will take you there. Users can quickly drill down into anatomical structures from the skin through the layers of muscles down to the organs and bones. And they can view illustrated videos that show those effects in stunning Retina Display detail.

BodyMaps is an interactive mobile version of the initial web-based version of Healthline BodyMaps which launched in May 2011 on Healthline’s award-winning consumer site, Healthline.com, and is also currently available on Yahoo. The result is the most vividly detailed, interactive model of the human body to date, enhanced with Healthline’s Medically Guided Search ™ technology and rich educational content.

With iPad and mobile app adoption increasing amongst consumers and physicians alike, the use of this technology in healthcare and academic settings is only accelerating. “I see BodyMaps as both a learning and teaching tool for nurses, healthcare, and body workers, even high school, middle school and elementary students first learning anatomy. It’s a great patient education tool for ancillary staff in the physician’s office,” said Gloria Horns, RN, JD, longtime nurse educator and well-known patient advocate from UCSF. “Great visuals make BodyMaps the perfect tool for short, teachable moments, and the markup and email function is ideal for subsequent patient reference at home. Medical professionals could also use this with patients in a hospital setting.”

“BodyMaps for iPad brings human anatomy to life for everyone,” said West Shell III, chairman and CEO of Healthline Networks. “The exceptionally high quality imagery combined with our industry-leading health search technology, simple navigation and compelling content makes it a powerful learning tool, one that grows with users as they increase their knowledge levels over time”.

Key Features include:

* Full color, high-resolution display 3D images depicting over 1,000 anatomical structures
* 30 rotatable models of parts of the body such as the eye, knee, and heart, for both men and women
* 200 videos covering specific conditions, and related symptoms, procedures, and treatments
* Fully immersive user experience that supports effortless navigation of all layers of the anatomy: pinch, expand, drag, and tap your way through the body and related content
* Social media ready so users can easily share images via email or Facebook
* Search using either clinical terms or everyday language. For example, typing in “eardrum” will take you to an image of the tympanic membrane
* Mark-up tool to draw directly on an image to illustrate specific conditions, procedures, or therapies

The BodyMaps iPad application is available today, in the iTunes app store, just in time for back to school. Users can purchase a single gender version for $8.99 or both genders for $14.99. Volume discounts for academic institutions are available through Apple’s Volume Purchasing Program. The app can also be customized for healthcare enterprises such as health plans, pharmaceutical companies, or hospitals looking for visual tools to educate consumers on their bodies and various health conditions.

Learn more about BodyMaps at <http://www.healthline.com/health/body-maps-for-ipad>.

**About Healthline Networks**

Healthline Networks is the fastest growing provider of intelligent health information services, enabling 100 million consumers a month to make more confident, informed healthcare decisions. The company's proprietary consumer healthcare taxonomy, the largest of its kind, powers a suite of intelligent health search, content and advertising services. Combining advanced search technology with deep medical expertise, Healthline partners with a network more than 50 trusted destination sites that include publishers, portals, search engines, employers and health plans. Headquartered in San Francisco and named to Deloitte's Technology Fast 500 in 2010 and 2011, Healthline is backed by Aetna, GE/NBC Peacock Fund, Investor Growth Capital, Kaiser Permanente, Reed Elsevier, U.S. News & World Report, and VantagePoint Venture Partners. For more information, visit http://www.healthline.com.

**About GE**

GE (NYSE: GE) works on things that matter. The best people and the best technologies taking on the toughest challenges. Finding solutions in energy, health and home, transportation and finance.

Building, powering, moving and helping to cure the world. Not just imagining. Doing. GE works.

For more information, visit the company's website at [www.ge.com](http://www.ge.com).

**About GE Healthymagination**

Launched in May 2009, GE's healthymagination is a $6 billion global commitment to provide better health for more people by lowering cost, increasing access and improving quality. GE has committed that by 2015 it will:

Invest $6 billion in research and development and financing to launch at least 100 innovations that will help deliver better care to more people at lower cost.

Reach 100 million more people every year with services and technologies essential for health.

Partner with GE employees and their families around the world to help them live and work in the healthiest way possible, decrease health-related absences, and strive to limit the growing cost of health care. For more information visit: www.healthymagination.com.

**About Visible Productions**

Visible Productions creates 3D medical animations and multimedia projects for a wide range of clients, including pharmaceutical companies, medical device companies, and healthcare organizations. VP's medical animations and programs shine a light on concepts in a way that's impossible to convey by conventional means. Visible Productions' 3D animations have been featured in several broadcasts including The Dr. Oz Show, World News with Diane Sawyer, Good Morning America, and The Oprah Winfrey Show. Visit [www.visibleproductions.com](http://www.visibleproductions.com/) for more info. ###