

## **iPad app Carter's Encyclopedia of Health enters Top 10 in the App Store**

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Sydney based Mogeneration today announced that Carter's Encyclopedia of Health and Medical has entered the Top 10 in the book category for paid iPad apps. As of April 3rd the app has charted as high as number 4 in the US and number 3 in Australia. The app covers the definitions and explanations of every medical term and health problem likely to be encountered by an individual, and should be detailed enough to cover all the information a nurse or paramedic is ever likely to need.

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"We are thrilled with these early results," said Mogeneration CEO Keith Ahern. "The iPad is off to a flying start with the perfect balance of great hardware and a huge selection of quality software. The YouTube video of our iPad app was viewed 8,000 times over a few days, so we knew that it was going to be a popular app. In printed form the encyclopedia would be an unwieldy 1,800 pages - this book belongs on e-readers and absolutely shines on iPad".

The contents of the app were written by Dr Warwick Carter, who has written 23 other books on medical topics over the past 26 years, as well as over 3,000 medical magazine and newspaper articles. He has sold over 4.5 million medical books in 11 languages around the world. His books vary from textbooks on pathology to simple question-and-answer books for lay people. He is a medical practitioner based in Brisbane, Australia, and holds a post as an Associate Professor in the School of Health Sciences and Medicine at Bond University in Queensland.

The app covers the definitions and explanations of every medical term and health problem likely to be encountered by an individual, and should be detailed enough to cover all the information a nurse or paramedic is ever likely to need. It is written in a relaxed style that expands on the basic dictionary definitions to make the knowledge it contains encyclopedic in its coverage. The contents should be understood by anyone with a high school education, and certainly no prior knowledge of medicine or science is necessary.

### Device Requirements:

- \* Compatible with iPad
- \* Requires iPhone OS 3.2 or later
- \* 31.1 MB

### Pricing and Availability:

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other currencies) and available worldwide exclusively through the App Store in the Books category.

Carter's Encyclopaedia of Health and Medicine 1.0:  
<http://mogeneration.com/clients/medwords/>

### Purchase and Download:

<http://itunes.apple.com/us/app/id364175148?mt=8>

### YouTube Video:

<http://youtube.com/watch?v=pjzzjTRnZOA>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

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