

Modality Launches Mobile Learning Applications on Apple App Store

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Modality Partners with leading publishers to bring trusted learning and consumer reference tools to iPhone and iPod Touch users. Modality, Inc., the leader in providing innovative learning and consumer reference content for iPods, announced that its new line of applications for the Apple iPhone and iPod touch will be available on Apple's App Store today. These products are designed to provide a new and unique mobile learning and reference experience for people on the go.

Durham, N.C. - Modality, Inc., the leader in providing innovative learning and consumer reference content for iPods, announced that its new line of applications for the Apple iPhone and iPod touch will be available on Apple's App Store today. These products are designed to provide a new and unique mobile learning and reference experience for people on the go.

"Modality takes full advantage of the iPhone's revolutionary feature set to create multimedia applications that are easy to use and provide effective, interactive learning experiences. And because our applications aren't dependent upon wireless access, we offer true anytime, anywhere access," said S. Mark Williams, Ph.D., CEO of Modality. "We bring consumers the content they know and trust on the devices they really want to carry."

By partnering with some of the world's leading publishers, Modality is releasing medical reference titles such as Netter's Anatomy for iPhone and well-known brands of consumer content such as the popular Frommer's(R) Travel Guides. Frommer's is the market leader in travel guides and a branded imprint of Wiley Publishing, Inc. These iPhone applications offer enhanced features not found in any other medium. For example, users of Netter's Anatomy can easily zoom into high-resolution images for more detail or quiz themselves on anatomical structures. Frommer's for iPhone users can find the nearest Frommer's-recommended restaurant on a map using location based services (LBS), then phone ahead for a reservation with the tap of a finger.

Modality plans to release a dozen titles within weeks of Apple's App Store launch. More than 100 new applications for iPhone and iPod touch are in the Modality pipeline for 2008, covering areas such as medical education and reference, K-12 education, food and drink, and travel.

In 2008, Modality will release more than 50 health and medical education applications, including the popular Netter's Flash Card series (Anatomy, Neuroscience, Musculoskeletal, Histology). Netter's titles will sell at \$39.99 USD. Also forthcoming in 2008 are dozens of general consumer titles based on well-known brands such as Frommer's travel guides, Brain Quest for elementary students, and CliffsNotes(R) literature study companions. CliffsNotes is also a branded imprint of Wiley Publishing, Inc. Frommer's travel guides will sell at \$9.99 USD.

In addition to its iPhone product line, Modality offers more than 85 products for video iPods under its Raybook product line, including Brain Quest for grades 1-7, culinary guides from Betty Crocker, Steve Raichlen's How to Grill, Mr. Boston's Bartending Guide, CliffsNotes, and a wide variety of medical and health sciences titles including Netter's Anatomy Flash Cards and Mosby's Medical Terminology Flash Cards.

The App Store is available in 62 countries starting today.

About Frommer's(R)

The market leader in travel guides, Frommer's has a guide for every type of traveler -

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from the sophisticated world traveler to the first-time student traveler on a tight budget. Frommer's publishes more than 300 guides and sells 2.5 million guides annually, reaching 7 million travelers who count on Frommer's for exact prices, savvy trip-planning, sightseeing advice, dozens of detailed maps, and candid reviews of hotels and restaurants in every price range. Frommer's - the best trips start here. Frommers.com is a comprehensive, opinionated travel resource featuring more than 3,500 world destinations. For more information, visit frommers.com. Frommer's is a registered trademark of Arthur Frommer. Frommer's is a branded imprint of Wiley.

About Elsevier

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Modality Website:

<http://www.modalitylearning.com>

iTunes App Store:

<http://www.itunes.com/appstore>

Modality, Inc. makes small screens smarter, putting high-quality learning and lifestyle content in the palm of your hand. Using its patent-pending process, Modality transforms and distributes premium content for handheld devices, allowing consumers mobile access to trusted content relevant to their education, professional training, and lifestyles.

Modality enables users to access content on intuitive and highly capable handheld devices such as the Apple iPhone and iPod. Modality's learning applications for iPhone and iPod are available for purchase and download in the App Store and on iTunes. Modality's Raybook product line, designed for video iPods, is available at Raybook.

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