



PRESS RELEASE

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SIMQUEST PARTICIPATES IN NATIONAL GEOGRAPHIC “SCIENCE OF EVERYTHING SCIENCE FAIR”

WASHINGTON, DC, November 5, 2013 – “Wow! That’s cool!” “I can actually feel the resistance of the skin!” “I’m practicing surgery!” were some of the comments of those who tried their hand at SimQuest’s surgical simulator demonstration at the November 4 *Science of Everything Science Fair*. An invited guest of the National Institute of Biomedical Imaging and Bioengineering (NIBIB), SimQuest joined other science innovators such as Tesla Motors and SpaceX at the event, which was held at the National Geographic headquarters in downtown Washington, DC.

“The response to the surgical simulator demo was outstanding,” said SimQuest’s president Jeff Morrill. “When people saw the system in action and felt the forces of the tool against the tissue, they instantly recognized how amazingly realistic our simulation-based surgical training is.” Mr. Morrill’s description of how this type of training allows surgeons to become proficient before operating on patients was met with unanimous nods of agreement. “Just like a picture is worth a thousand words,” he said at the conclusion of the fair, “our hands-on demo immediately conveyed the value of our system to everyone who tried it. We were really able to demonstrate how our system is poised to meet the training needs of surgeons.”

“Much of the science behind SimQuest’s surgical simulator involves physics-based models of human tissue,” said William Heetderks, MD, PhD, Associate Director for Science Programs at NIBIB. “It’s an example of how the convergence of the physical and life sciences can yield innovative technologies.”

SimQuest also ran a demo of HumanSim Blast™, a serious game it developed with Virtual Heroes to teach first responders triage techniques after an explosive blast incident. The game, which hones application of the Simple Triage and Rapid Treatment (START) triage method, presents a variety of patients with various injuries that players must quickly triage before time runs out. Players are given an After Action Report that summarizes how well they did, which helps them improve their performance in the next round.

The almost 300 *Science of Everything Science Fair* attendees stayed for a talk by former New York Times technology columnist David Pogue, who recently joined Yahoo. Mr. Pogue, who wrote the introduction to the event’s eponymous book, *The Science of Everything*, gave a talk entitled, *Science, Schmiense: Why America’s Failing Science—& How We Can Turn It Around*, in which he discussed his experiences developing engaging science content for PBS’s NOVA series and the declining focus on Science, Technology, Engineering, and Mathematics (STEM) education in the United States.

About SimQuest

SimQuest creates innovative medical training solutions and state-of-the-art simulators that allow physicians and other healthcare professionals to develop and perfect their skills without risk to patients or animals. SimQuest’s simulators have authentic virtual anatomy, real-life physical and material properties, adaptable technology for multiple specialties and pathologies, haptics-driven tool-tissue interaction, and advanced learning systems including serious games. Our content is driven by end users, both trainers and trainees, so it exactly fits the training needs. SimQuest is a member of the STEM Education Coalition.

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