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BIODIGITAL HUMAN NAMED WINNER OF SXSW'S 2013 CLASSIC INTERACTIVE AWARD

First Cloud Based, 3-D Interactive Human Body Platform Triumphs at SXSW Interactive Awards Ceremony

NEW YORK, NEW YORK - (March 18th, 2013)— BioDigital, a company on the forefront of 3-D medical technology, is proud to announce they are the 2013 winner of the South by Southwest (SXSW) Interactive Award in the Classic category. SXSW's Interactive Award uncovers the best new digital work and honors those building tomorrow's interactive trends.

The BioDigital Human Platform was nominated along with prominent competitors including George Clooney's Satellite Sentinel Project, CNN's Ecosphere Project, Trulia Local and Seat Geek. Held on March 12, 2013 in Austin, Texas, the 16th annual SXSW interactive awards were presented by comedian Aisha Tyler. The awards ceremony honored a wide range of well-known brands and projects including Nike, Invisible Children, NASA, Wikipedia and others across social media, music, art, business and more.



An unprecedented online 3-D platform, the BioDigital Human serves as both an interactive tool to study human anatomy and a powerful way to visually communicate health subjects. ABC News explains the human as "*Google Earth meets the human body.*" This technology is revolutionizing the health care industry for educators, providers, manufacturers and provides patients with an exceptional new, visual format to better understand their health.

"It is humbling to have been nominated alongside such talented members of the digital world," said John Qualter, co-founder of BioDigital Systems. "We are extremely proud to receive the SXSW award -- what an incredible honor." Reiterating acceptance speech comments Co-Founder Frank Sculli adds, "Our team of 3-D artists and developers pulled off an incredible engineering feat so it's nice to be recognized. Already this year we have seen the platform help so many people and organizations improve health literacy and we are excited about what the future will bring."

The highly accurate body simulation technology pioneered by medical students and faculty at NYU School of Medicine is now part of the school's visionary new curriculum and is being used by students from thousands of schools across the globe. BioDigital has also partnered with the health care communications firm Greater Than One Inc. (GTO) to bring the BioDigital Human to medical device and pharmaceutical companies to assist them in visualizing the value of

products through the body. Using the platform's powerful API, BioDigital has seen integration in a vast array of innovative health applications.

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About the BioDigital Human Platform

The BioDigital Human is a 3-D, visualization platform that simplifies the understanding of anatomy, disease and treatments. Interactive tools for exploring, dissecting and sharing custom views, combined with detailed descriptions, provide an unprecedented new, visual format to learn about your body. When combined with dynamic models of conditions and treatments, it functions as a powerful way to visually communicate medical subjects. When integrated with the vast amount of health data, it will serve as the most intuitive approach to understanding people's health to date.

About BioDigital

BioDigital, founded in 2002, is the leading developer of state-of-the-art biomedical visualizations systems. The company, headquartered in Manhattan, specializes in 3-D visualization and health information systems. The company's vision that advancements in 3-D and information technology will revolutionize the way we understand scientific subjects has continued to drive innovation to meet the growing demands in health care. The BioDigital team consists of scientists, software engineers, physicians and digital artists that are trained specifically in biology and are committed to the development of novel medically accurate solutions with unparalleled service to its customers.