

MODALITY



**FOR IMMEDIATE RELEASE**

**CONTACT:**

Kat McAndrew  
Modality/  
FCF Schmidt Public Relations  
kmcandrew@fcfschmidtpr.com  
(484) 362-1431 (office)  
(215) 284-7274 (cell)

**MODALITY, INC. FOUNDER AND CEO RECEIVES THE APPLE AWARD FOR  
INNOVATION IN SCIENCE**

***S. Mark Williams, Ph.D. Recognized by Apple, Inc. for Using New Technology in  
Research and Education***

DURHAM, N.C. (March 25, 2008) – S. Mark Williams, Ph.D., founder and CEO of Modality, Inc., has been named one of ten Apple Science Innovators for 2008. This is the first year Apple has recognized in this way individuals demonstrating excellence in the integration of new technology in research and education. Williams was named an Apple Science Innovator for his work using Apple tools and products in his medical teaching, including the creation of brain anatomy study guides for the iPod.

Modality, Inc. is the maker of Raybook, a new content platform that combines text, images and audio into portable learning and reference resources for the iPod. There are currently more than 75 different Raybook titles available, including Brain Quest for iPod, CliffsNotes for iPod, and Netter's Anatomy Flash Cards for medical students. More than 100 new Raybooks are in the pipeline for 2008, covering a breadth of topic areas including K-12 and higher education, cooking, travel, the outdoors, and foreign languages. Raybooks are available for purchase and download on Raybook.com.

“My passion for science and teaching, my love of visual art and design, and the technology of the Apple iPod have come together to form the foundation of Modality,” said Williams. “The excitement of being at the forefront of digital learning is its own reward, and I’m confident that this recognition and support from Apple will allow us to continue to grow.”

Williams is an adjunct faculty member in the Department of Neurobiology at Duke University, where he has taught neuroscience to medical students and undergraduates. Before starting Modality in 2006, Williams founded Pyramis Studios, a biomedical media communications group, where he served as president and creative director. He authored and led the development of the *Sylvius* project, a popular suite of software applications for teaching the structure of the human brain. He also spearheaded the development of award-winning web design and animation for major universities and pharmaceutical companies. Williams is a graduate of Davidson College and has an M.Phil and Ph.D. in Neuroscience from Yale University.

# # #

## **About Modality**

Modality, Inc. makes small screens smarter, putting high-quality learning and lifestyle content in the palm of your hand. Its patent-pending process transforms and distributes premium content for handheld devices, allowing consumers mobile access to trusted content relevant to their education, professional training, and lifestyles. The unique Modality Platform enables content owners to enter new markets rapidly without sacrificing security, usability and valuable brand characteristics. Modality's content partners include Elsevier, FA Davis, Houghton-Mifflin, John Wiley & Sons, Lippincott Williams & Wilkins, and Workman Publishing Co. Its Raybook.com and Raybook Manager provide sales and management solutions for publishers and other content creators interested in presenting content on the small screen.

## **About Raybook.com**

Raybook.com is a portal where consumers and students purchase premium branded iPod content relevant to their education, professional training, and lifestyles. Based on the Modality platform, Raybook content is selected in collaboration with content partners, transformed for effective use on handheld devices, and delivered securely to the end user through on- and off-line channels. Examples of current and forthcoming Raybook titles for iPod include Brain Quest Grades 1-7, Netter's Anatomy Flash Cards, CliffsNotes study guides, Peterson's Field Guides, and many others. Modality is actively developing partnerships with publishers and other content owners for future Raybook titles.

*Brain Quest is a registered trademark of Workman Publishing Co., Inc. and Groupe Play Bac S.A; CliffsNotes™ is a branded imprint of John Wiley & Sons; Netter's Anatomy is a branded imprint of Elsevier Inc.*