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**MEDICAL SOFTWARE TECHNOLOGY INCREASES SURGICAL SALES LEADS BY
30 PERCENT, DOUBLES TIME SPENT WITH HEALTHCARE BRAND.
iPad app for surgical device drives 4th quarter success**

PHOENIX, Jan. 18, 2011 – Imaginology today announced the results of its latest iPad marketing efforts on behalf of surgical device manufacturer Acclarent. As a result of this creative application design, Acclarent confirms that Imaginology's iPad app for physicians helped increase sales leads captured at the American Academy of Otolaryngology (AAO) annual meeting by 30 percent over previous years, as well as doubled the amount of time healthcare professionals spent interacting with brand representatives at the Acclarent booth.

Software and technology developers at Imaginology designed the comprehensive, interactive iPad app offering detailed peer instruction, some 32 surgical video demonstrations, and seminar-style educational information for use at the most recent AAO meeting in Boston.

"Using the iPad to showcase our products adds fluidity to our booth and stresses peer-to-peer education rather than just having reps talk to doctors," said Wendy Oakes, Director of Marketing at Acclarent. "This meeting is one of our primary 4th quarter revenue drivers, so it was crucial to get in front of physicians and impress them with a very energetic, tech-savvy environment. Imaginology is a critical partner in that effort; I just tell them what I want, often with little time on the clock, and they deliver," Oakes added.

"The iPad is an ideal tool for medical education and marketing due to its size, cost, and ease of use," said Nathan Greene, Chief Imaginologist at Imaginology and lead developer of the Acclarent app. "Given our experience developing biomedical solutions for mobile devices and our expertise in video technology, we are really looking forward to pushing these tools to their full potential. With the right strategic guidance, this completely changes the potential of healthcare marketing," Greene said.

Imaginology and Acclarent have been working together on developing technology solutions for healthcare marketing for four years. Marketing initiatives include online learning modules, video applications and sales DVDs.

Imaginology is an award-winning marketing and media company in Phoenix serving varied healthcare, biomedical, surgical and pharmaceutical clients nationwide. Imaginology provides strategic guidance as well as creative online, multimedia, interactive and technology design. For more information, please visit www.imaginology.com.

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