

NEWS

SPONGELAB WINS SCIENCE AND NATIONAL SCIENCE FOUNDATION AWARD FOR BEST INTERACTIVE MEDIA

September 29, 2008

TORONTO, ON - September 26, 2008 - Spongelab Interactive Inc, an Ontario-based educational gaming company, was awarded first prize in the Interactive Media category from the Science and National Science Foundation's Visualization challenge 2008. This award is published in the September 26, 2008 issue of the journal Science (Science: Vol. 321. no. 5897, p. 1767) and featured on the National Science Foundation's website.

Spongelab Interactive, won for its Genomics Digital Lab: Plant Cells (GDLv3), providing students a unique view inside a plant. GDLv3 is an engaging, game-based interactive tool designed to get learners and educators excited about plants and their importance to our world.

Students are given a mission to 'save' a dying plant and must identify the correct air, light, and soil conditions. GDLv3 is built around discovery-based and self-directed learning where users are highly engaged and learn by 'doing.' For example, students can choose to feed their plant water, salt water, vinegar, or soda and their plant will respond accordingly: it will flourish or shrivel.

Spongelab Interactive creates educational / immersive learning products for numerous audiences: students, teachers, universities, scientific organizations, and the general public. A major focus for Spongelab Interactive is addressing the need for innovative technology-based educational tools that can be used effectively in the classroom.

GDLv3 is the first in a series of game-based interactive modules designed to effectively engage both teachers and students in learning about biology. GDL uses Flash animation technology, with rich, high-quality 3D graphics designed to captivate and immerse users in the biology they're studying. GDLv3 is currently being used in 22 countries around the world, illustrating a demand for new technology-based and game-based teaching tools.

The newest version, GDLv4, will be launched later this fall as a complete platform addressing concepts of basic plant biology, including physiology, cell biology, and biochemistry. Included are numerous educational games such as 'Transcription Hero' where students take on the role of an enzyme to transcribe DNA. To promote the launch of GDLv4, Transcription Hero is available for free at www.genomicsdigitallab.com. Both the Mac & Windows versions of the award winning GDLv3 are also available from the Genomics Digital Lab website at www.genomicsdigitallab.com.

To see the award published in Science, please visit www.sciencemag.org or for more information on the 2008 Visualization Challenge, please visit www.nsf.gov/news/special_reports/scivis/

To learn more about Genomics Digital Lab: Plant Cells or for a free download of Transcription Hero, visit www.genomicsdigitallab.com. If you'd like more information about this topic, or to schedule an interview with Dr. Jeremy Friedberg, please e-mail info@spongelab.com.

About Spongelab

Spongelab Interactive is a leader in advancing the integration of cutting-edge technologies for teaching and learning purposes. Their mission is to educate students in the sciences by building content rich immersive teaching tools designed around discovery-based learning and accessible to educators and learners at school, at home and in the general public. Spongelab Interactive builds their own products and offers custom production services for the global education community. Their unique approach around integrating educational design with advance web & gaming technology is planting the seeds for continued innovation of advanced communication and education products. Spongelab is based in Toronto, Ontario, Canada.