

THE SCIENTIST MAGAZINE ANNOUNCE WINNERS FOR THE 1ST ANNUAL SCIENCE VIDEO AWARDS

(Philadelphia, PA) – July 28, 2009 – Lights, camera, science! The Scientist magazine and SciVee™ announced the four winners of The Scientist Video Awards 2009. Winners were divided in two categories: Individual (funded by an individual or research grant) and Institutional (funded by a corporation or research institution). Within each category, both judges' and audience awards were given. The Scientist's readers and SciVee's users picked the Audience Winners. The winners are:

- Judge's Individual Winner: Tom McFadden for "Synaptic Cleft"
- Judge's Institutional Winner: The Wellcome Trust for "Tree of Life"
- Audience Individual Winner: Marita Davison and Jennifer Moslemi for "Fencing Flamingos"
- Audience Institutional Winner: Amgen for "Pioneering New Frontiers in Tumor Angiogenesis"

The Scientist Video Awards garnered entries from individuals and companies around the world. Entries were under seven minutes, targeted to life scientists, and non-commercial. Videos that fit the criteria were uploaded through SciVee, a scientific video-sharing site. From there, expert judges and the internet audience elected the best videos based on the scientific content, originality, entertainment value, and production quality.

"SciVee believes that the dissemination of scientific knowledge is substantially enhanced and accelerated through the use of video and other rich media complementing traditional text and figures," says Marc Friedmann, CEO of SciVee and one of the judges for the Video Awards.

Other expert judges were Jeffrey Segall, a PhD in biophysics and regular filmmaker of chemotaxis; Moshe Pritsker, CEO, editor-in-chief and co-founder of the Journal of Visualized Experiments (JoVE); David Kirby, a tenured lecturer of science communication studies and director of biology at the University of Manchester; and Kirsten Sanford, a science communicator with the Science Channel and podcaster for This Week in Science.

The winners showcased an array of topics, stylistics and ingenuity. "Synaptic Cleft" is a parody of rap group Wu-Tang Clan's "Gravel Pit" about neurotransmission. "Fencing Flamingos" by Davison and Moslemi depicted harsh living conditions of flamingos in Bolivia. The Wellcome Trust condensed years of evolution into minutes in "Tree of Life." Amgen approached angiogenesis differently in "Pioneering New Frontiers in Tumor Angiogenesis," which is part of an educational website launched this year.

"These winning entries show that short videos can illustrate everything from methodology, to scientific theory, to complex neuroscience, and explain it all beautifully," says Alison McCook, Deputy Editor of The Scientist. "Video in science is here to stay, and we at The Scientist want to encourage that."

The winners will be featured in the August issue of The Scientist, available by subscription and on select newsstands. All videos and a story on the future of video in science can be found on The Scientist's website at www.the-scientist.com/videoawards.

About The Scientist:

The Scientist, the magazine of the life sciences, has informed and entertained life science professionals around the world for over 22 years. We provide print and online coverage of the latest developments in the life sciences including trends in research, new technology, news, business and careers. We reach the leaders in academia and industry that are interested in maintaining a broad view of the life sciences by reading insightful articles that are current, concise, accurate and entertaining. For more information about The Scientist, visit www.the-scientist.com.

About SciVee:

Since being opened to the public in 2007, SciVee is the first Web 2.0 site to allow scientists from all over the world to upload and share video research. Researchers are able to link peer-reviewed journal articles or scientific posters with video summaries - "pubcasts" and "postercasts" - to create accessibility and visibility to key findings. Members of SciVee can use its virtual technology to join communities, comment on findings, organize special events, and share research with others. Currently, the site hosts over 2,000 videos, generates over 150,000 page views per month and is growing nearly 100% each year. For more information about SciVee, visit www.scivee.tv.

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