

Medicus Shuppan's Educational Software for Medical Professionals

<Nintendo DS compatible>

Users' voice

More lightweight and Far richer in content than a book !

Medicus Shuppan, Publisher Co., Ltd. is a Japanese publishing house specialized in titles relating to medicine and nursing. In addition to publishing books and magazines, Medicus has also sold computer software. Drawing on this experience, Medicus has recently marketed software compatible with the portable game terminal Nintendo DS. Medicus's battery of software is a good example of commercial success of its kind in Japan. The following is a summary report of this success.

Software titles

- *Raku-Raku Shinden-zu Training DS (Easy ECG Training DS)*, December 2008
- *Teki-Paki Kyukyu / Kyuhen Training DS (Quick Emergency/First-Aid Training DS)*, December 2009
- *Saku-Saku Jinko Kokyu Care Training DS (Efficient Artificial Respiration Care Training DS)*, March 2010

The above three titles are already on the market. They correspond to the items of knowledge always considered absolutely necessary for medical professionals.



Why Nintendo DS?

- Widespread hardware
- Simple and easy-to-operate input interface (touch panel)
- Relatively inexpensive



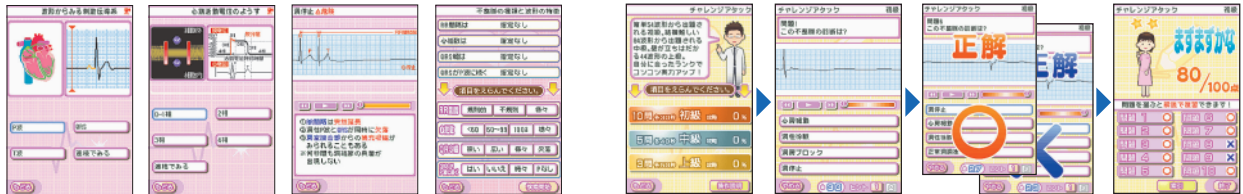
Mode of distribution

Medicus's products, although Nintendo DS compatible software, are distributed via the book selling channel. The software is sold in a box which corresponds to an ordinary book in size and shape and placed in the medical section of bookshops to be exposed to medical professionals.

Software features

Raku-Raku Shindenzu Training DS (Easy ECG Training DS)

- Composed of a "dictionary of keys to ECG reading," which explains ECG and arrhythmia readings in simple terms, and graded (beginner, intermediate and advanced) multiple-choice (4 choices) questions "Challenge Attack" to test ECG waveform reading ability.
- With "Challenge Attack," the user can learn how to read ECG waveforms in a game-like manner.



- Very favorable market reception; more than 10 impressions since launching in December 2008

Teki-Paki Kyukyu / Kyuhen Training DS (Quick Emergency/First-Aid Training DS)

- Composed of multiple-choice (4 choices) questions to test knowledge necessary for emergency and first-aid care, practical situational training with 6 to 8 successive questions in various scenarios, and an emergency and first-aid care encyclopedia.
- The practical situational training program includes, among others, game-like training in "telephone triage," in which the user must determine the degree of emergency by following a telephone conversation, and in "disaster triage," in which the user must conduct triage of the injured in a disaster.



- 3 impressions since launching in December 2009

Saku-Saku Jinko Kokyu Care Training DS (Efficient Artificial Respiration Care Training DS)

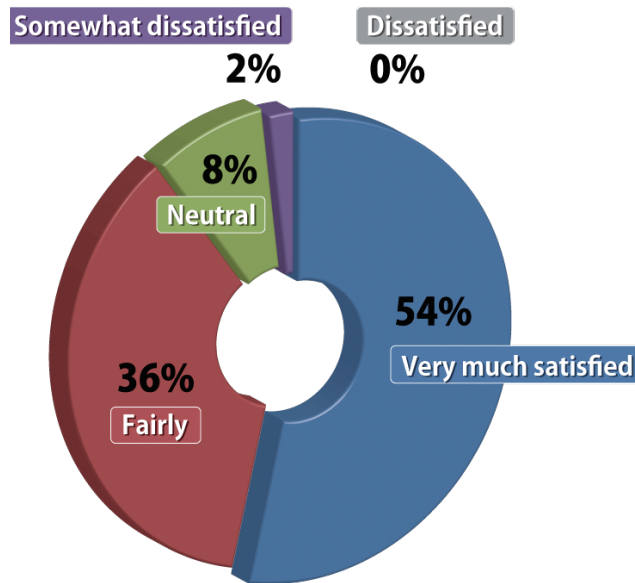
- Composed of multiple-choice (4 choices) questions to test knowledge necessary for artificial respiration care, practical assessment training with 6 consecutive questions in various scenarios, and an artificial respiration care encyclopedia.
- The encyclopedia is a particularly attractive part of the software, with pulmonary sounds, animated and video images.



- Reservations poured in before the product's launching in March 2010

User feedback

- The majority of those who purchased software are either very much or fairly satisfied.

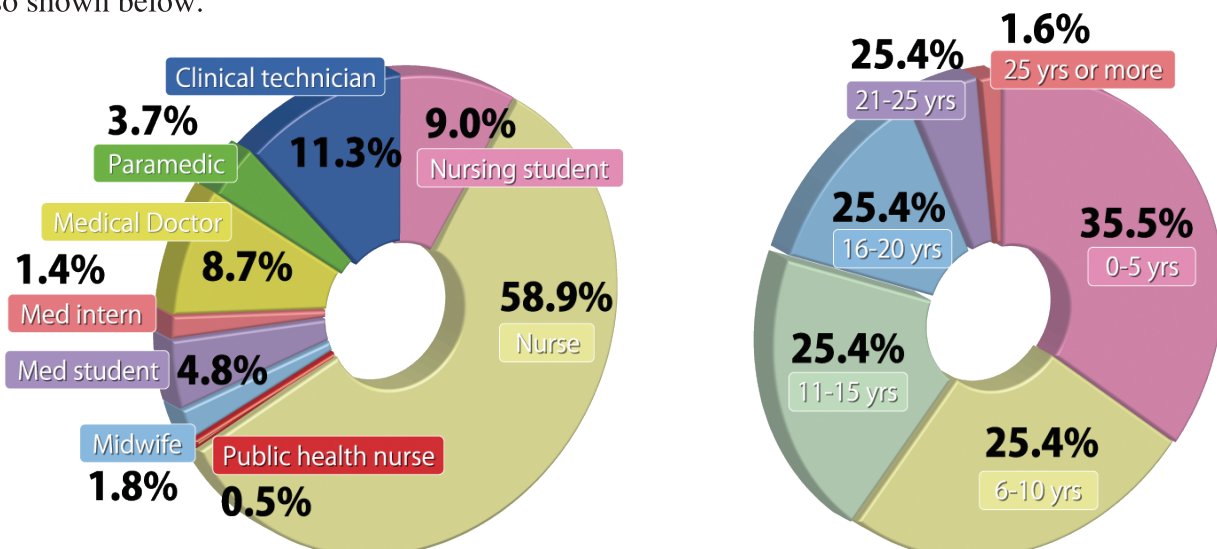


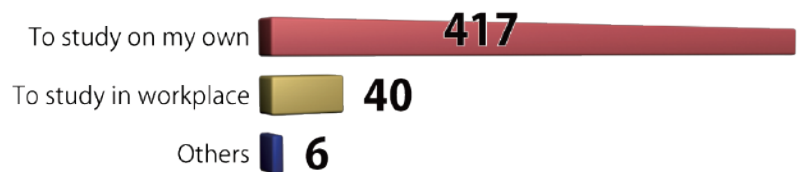
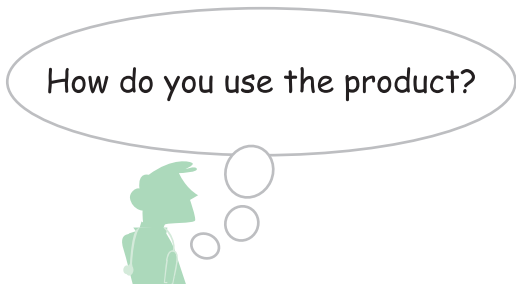
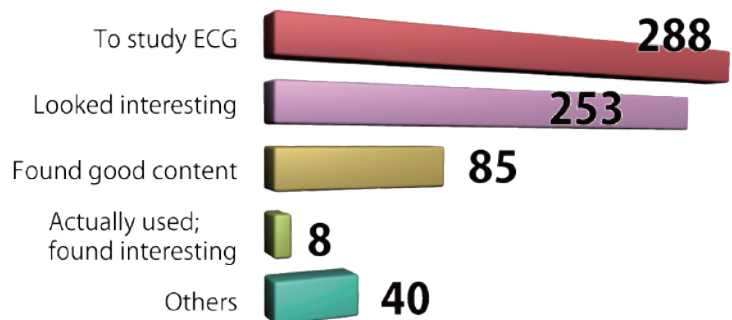
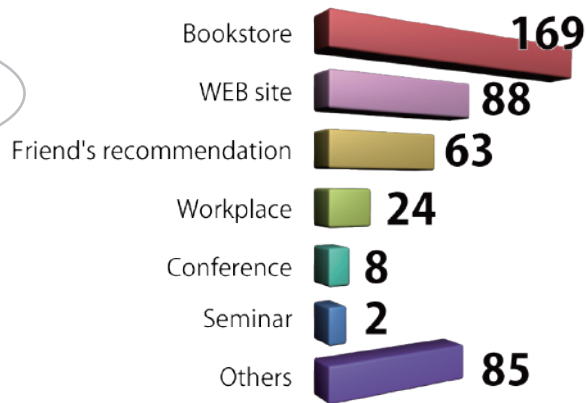
- I really enjoy the "Challenge Attack"; I wish there were more questions.
- It's more lightweight but far richer in content than a book.
- Frankly, this software by far surpassed my expectation. You can learn the basic of ECG while enjoying, as if you were playing other computer games on Nintendo DS. I really regret that there was nothing like this enjoyable software when I was a student. It could have made studying much more easy.
- You can learn to read ECG for 7000 yen - it's cheap.
- It's fun to study with quizzes. Sometimes there should be more detailed explanation, but as a program for beginners, I'm satisfied with it.

Software sales

Based on the results of user questionnaire cards attached to Easy ECG, which has been on the market for over a year.

- As indicated below, the product is mostly purchased by nursing professionals; their working experience is also shown below.





Conclusion

There is market need for educational materials for nursing professional not only in paper form but also as software for portable game terminals such as Nintendo DS. Overseas expansion and use of other media are possible future steps.

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