PRESS RELEASE

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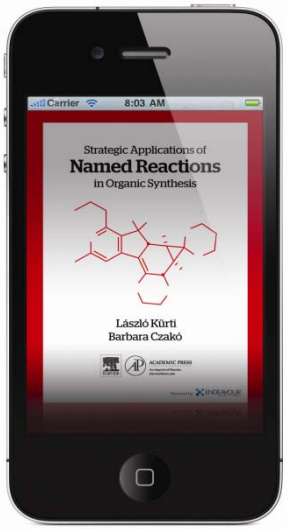
Elsevier Brings Latest Book Title, *ChemApps: Strategic Applications of Named Reactions in Organic Synthesis (SANROS),* to the App Store

App for iPhone and iPod touch Provides Researchers, Students and Practicing Chemists with Trusted Data and Unique Search and Filter Functions

Waltham, MA, April 26, 2012 – Elsevier, a world-leading provider of scientific, technical and medical information products and services, today announced the release of *ChemApps: Strategic Applications of Named Reactions in Organic Synthesis (SANROS)*, the second in a new series of apps for the iPhone, iPod touch, or iPad based on Elsevier books. The first title, *NeuroApps: MRI Atlas of Human White Matter*, is also available on the App Store.

Created from the best-selling *Strategic Applications of Named Reactions in Organic Synthesis* by László Kürti and Barbara Czakó, *ChemApps: SANROS* provides organic chemists with time-saving information about chemical reactions from a trusted source, along with unique search and filter functions.



"We're honored to adapt Kürti's and Czakó's indispensable print reference for the iPhone and iPod touch," said Suzanne BeDell, Managing Director, Science and Technology Books, Elsevier. "With this new app, busy researchers, students and practicing chemists will be able to effortlessly solve a problem on the go – in the lab or in the field – when the full reference book isn't at hand."

ChemApps: SANROS, available exclusively on the App Store, enables professional organic chemists to search and examine the chemical transformations extracted from the book using new interactive features:

- The ability to search and filter 250 reactions by type, category, name and functional group, enables users to find a reaction from a number of different starting points
- Each reaction page includes an overview, which includes a summary of the particular transformation the reaction performs; the mechanism, which reveals how the reaction works; applications, showing how the reaction is used in practice; and references for further reading.
- A list of over 450 chemical abbreviations, showing the full name and structure (where relevant).
- A handy bookmark feature that allows users to save a reaction for quick retrieval.

"*ChemApps: SANROS* is ideal for professionals in the field or those learning named processes as part of an undergraduate or graduate course," said Laura Colantoni, Vice President of Science Publishing and Marketing for S&T Books, Elsevier.

The *ChemApps: SANROS* App is available for $9.99 from the App Store on iPhone and iPod touch or at www.itunes.com/appstore. A free version, featuring 25 named reactions, is also available to download.

To watch the video trailer, please visit:
http://www.youtube.com/watch?v=rqAcDeQULrU&feature=youtu.be

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