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**International Society for Extracellular Vesicles and Arkitek Scientific Change the "View" of Extracellular Vesicles**

*ISEV and Arkitek Scientific officially launch new extracellular vesicle viewing platform*

**MT. ROYAL, N.J. – May 3, 2018** — The International Society for Extracellular Vesicles (ISEV), in partnership with Arkitek Scientific, announced the release of *Extracellular Vesicles: The Cell's Secret Messengers*, an in-depth, virtual look at extracellular vesicles (EV), giving viewers not only an understanding of the various cell types within the human body, but how and why they communicate, and why the study of EV is vital. ISEV and Arkitek Scientific will debut the video at the ISEV Annual Meeting this week.

"We are excited about the release of *Extracellular Vesicles: The Cell's Secret Messengers* and I could not be prouder of the effort put in by the ISEV Education Committee and Arkitek Scientific," said Edit Buzas, Executive Chair of the ISEV Education Committee. "Through the ground-breaking use of virtual reality, the cellular world has been brought to life in this engaging, thoughtful and entertaining animation and the outstanding work of those from our organization and our partners at Arkitek Scientific."

EV are small, membrane-enclosed structures released by cells, carrying cargo from one cell to another. EV researchers are only now beginning to understand how little packets of information allow cells to communicate with one another.

"For years we've been taking viewers into the microscopic world to learn more about biology through 3D animation and now, using virtual reality, that experience is dramatically enhanced," said Creative Director and Co-founder of Arkitek Scientific, Doug Huff.

"As this type of content becomes more widespread, we believe VR will engage more people in biological topics and help convey information about this intriguing world. Working with Dr. Carter and Dr. Buzas has been a joy from start to finish and we are happy to have developed this partnership," said Beth Anderson, CEO and Co-founder.

Those outside of the field are unfamiliar with this specialty and tend to shy away from scientific principles and explanations. With this new delivery platform, both visual and textual language are used to help all audiences, regardless of their background, better understand how EV function.

The ISEV Annual Meeting will take place this week, May 2-6, in Barcelona, Spain. ISEV is the global voice for the EV research community in the world. A scientific version of *Extracellular Vesicles: The Cell's Secret Messengers*, is available and can be obtained upon request. For more information about ISEV, visit isev.org.

**About ISEV**
The International Society for Extracellular Vesicles is the leading professional society for researchers and scientists involved in the study of microvesicles, exosomes, and other EV. ISEV was founded in 2012 and, with more than 1,000 members, continues to be the international leader in advancing the study of EV. Through its programs and services, ISEV provides essential training and research opportunities for those involved in exosome and microvesicle research. Connect with ISEV and learn more about its members, products and programs at isev.org.

**About Arkitek Scientific**
Arkitek Scientific has been a driver in the field of 3D and interactive science visualization for the past two decades, creating award-winning visual content for the science, technology and education communities. Maintaining a commitment to our original mission to facilitate comprehension of complex ideas, and with a keen eye toward design, we translate tough concepts into elegant visualizations that are captivating and universally understandable. Our strength lies in bridging the divide between scientists and the rest of the world. We are hybrids - visual translators of science into arresting, memorable images, animations and other media that turn heads and change minds. www.arkitek.com.

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