



Life in the Womb
a stunning visual guide to pregnancy

MEDIA RELEASE

IRISH FIRM SCOOPS GLOBAL UN MOBILE LEARNING AND EDUCATION AWARD FOR LIFE IN THE WOMB PREGNANCY APP

Winners of UN-based World Summit Award for mobile apps making a difference to society revealed – Life in the Womb app from Ireland triumphs for mobile learning and education.

Dublin, Ireland, 19 November 2014 - Life in the Womb, an app developed in Dublin by The Science Picture Company, has been recognised as one of the world's top 40 for mobile content innovation. It has won a 2014 World Summit Award for its innovation in learning and education.

Competing with 480 entries from over 100 countries, Life in the Womb has been awarded in the category m-Learning & Education by an international jury.

Along with 39 projects hailing from some 30 countries, Life in the Womb will be honoured at the World Summit Award Mobile (WSA mobile) in February 2015 at the WSA Mobile Global Congress in Abu Dhabi.

The app was originally nominated for a World Summit Award by Ireland's national expert Martin Casey, who is managing director of the digital agency Arekibo.

"This is an outstanding product from Ireland and we're delighted that it has received international recognition," Casey said.

Life in the Womb is a visual guide to pregnancy that explores the week-by-week progress of the developing baby using 3D-generated imagery. The app was created by a team of artists, programmers, doctors and writers and offers an entirely new educational experience for expectant parents.

"Our app helps expectant parents understand the amazing biological journey that takes place during pregnancy and empowers them with knowledge to make healthy choices during this time," said Michael Grant, co-founder of The Science Picture Company.

"We are incredibly honoured by this recognition from the World Summit Award and look forward to accepting the award at the Global Congress in February," he added.

Life in the Womb is set to receive its award in front of UN representatives, ICT ministries and the private sector at the World Summit Global Congress, which will be hosted by the Abu Dhabi Systems & Information Centre.

“To drive meaningful and relevant innovation in mobile technology, you have to connect smart minds. With the WSA mobile we dive into the status quo of mobile content and showcase the momentum of development all over the world. Abu Dhabi will be the special stage to highlight the swing of state-of-the-art mobile content serving to develop local communities, national social strategies and meaningful use of mobile technologies,” said WSA chairman Peter A. Bruck.

The WSA-mobile winners were selected by a jury of international ICT experts in two democratic rounds. Each UN member state is eligible to nominate one product per category for the World Summit Award. This way any nomination results from a national pre-selection prior to the international WSA jury.

The app has proven extremely popular with its growing user base, earning a 5-star rating on the App Store, winning multiple international awards as well as being featured by Apple as a “Best New App”

-ENDS-

For Editors:

ABOUT LIFE IN THE WOMB

Life in the Womb was developed in Dublin, Ireland, by The Science Picture Company in collaboration with Redwind Software and in consultation with The National Maternity Hospital and University College Dublin.

Using a combination of illustrations, animations and interactive 3D features, Life in the Womb beautifully illustrates the moments and milestones of pregnancy throughout the 40 weeks.

For mothers and fathers-to-be, the app brings this amazing journey closer than ever by illuminating key events, including the baby's first time seeing, tasting, hearing, kicking and even the first heartbeat, all with incredible clarity and beauty.

More information:

Visit: www.LifeintheWombApp.com

Watch: [YouTube Demo Video](#)

App: [Get Life the Womb \(AppStore\)](#)

Press Kit: [Download](#)

Media Contact The Science Picture Company:

Michael Grant, Co-founder

Phone: + 353 (01) 6425956

Mobile: +353 (0) 871 246 764

Email: mike@sciencepicturecompany.com

ABOUT WORLD SUMMIT AWARD-MOBILE

The World Summit Award Mobile is a global initiative within the framework of, and in cooperation with, the United Nations World Summit on the Information Society (WSIS), in collaboration with UNESCO, UNIDO and UN GAID. The WSA-mobile is the only ICT event worldwide, that reaches the mobile community in over 170 countries. Abu Dhabi, as the city of the award's key partner ADSIC (Abu Dhabi Systems & Information Centre), is host for all WSA-mobile Awards.

World Summit Award Contact Details:

c/o ICNM – International Center for New Media
Leopoldskronstrasse 30 | 5020 Salzburg | Austria
+43 660 6304087 | wsa-mobile@icnm.net

Visit: www.wsa-mobile.org

Like: www.facebook.com/worldsummitaward

Follow: www.twitter.com/WSAoffice



Media Contact World Summit Award:

Wagner Manuela, Network Developer and Communications

World Summit Awards (WSA, WSA-mobile)

Email: wagner@icnm.net