



Press Contacts:

Kristy Throumoulos  
Logical Images, Inc.  
585.427.2790 x139  
585.943.7382  
[kristyt@logicalimages.com](mailto:kristyt@logicalimages.com)

Sheila Faith  
Shorey Public Relations  
518.587.1011 x229  
[sheila@shoreypr.com](mailto:sheila@shoreypr.com)

FOR IMMEDIATE RELEASE  
April 10, 2008

---

## VisualDxHealth Nominated for Best Health Web Site for 12<sup>th</sup> Annual Webby Awards

*VisualDxHealth on the shortlist for "Oscars of the Internet"*

ROCHESTER, NY, April 10, 2008 – The 12<sup>th</sup> Annual Webby Awards today nominated VisualDxHealth for the Best Health Website of 2008. Winners will be announced on May 6, 2008 and honored at the 12th Annual Webby Awards in New York City on June 10<sup>th</sup>.

Developed by the doctors and health care professionals of Logical Images, Inc., VisualDxHealth is a unique online consumer health resource that focuses on visually identifiable conditions and diseases. Branched from the professional tool VisualDx, its database includes over 2,000 medical-quality images and information on over 180 diseases. Much more than a typical health care Web site, VisualDxHealth offers tools such as *My Disease Finder*, interactive Web widgets, and educational resources.

"The site has been up and running for less than a year, so to be nominated for a Webby Award is very exciting for the whole team," said Rory Burrill, Director of Consumer Health. "We have put together some unique features over the year, such as health widgets, a specialized skin disease finder, and health topic quick guides providing consumer friendly health info on issues like MRSA and skin cancer, all of which have played a major role in our success so far."

Hailed as the "Oscars of the Internet" by the *New York Times*, The Webby Awards is the leading international award honoring excellence on the Internet, including Web sites, Interactive Advertising, Online Film & Video, and Mobile Websites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Virgin Group founder Richard Branson, AKQA Global Creative Director Rei Inamoto, "Simpsons" creator Matt Groening, Huffington Post founder Arianna Huffington, Real Networks CEO Rob Glaser, and the Weinstein Company's Harvey Weinstein.

"The Webby Awards honors the outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "VisualDxHealth's nominee selection is a testament to the skill, ingenuity, and vision of its creators."

As a nominee for a Webby Award, VisualDxHealth is also eligible to win a People's Voice Award. People's Voice voting, sponsored by Nokia, is open to the public from April 8th to May 1st at <http://pv.webbyawards.com>.

Founded in 1996, The Webby Awards is known worldwide for its famous five-word speeches. Past headline-grabbing speechmakers include Al Gore ("Please don't recount this vote"), Beastie Boys ("Can anyone fix my computer?"), and Prince ("Everything you think is true.").

### **About Logical Images**

Based in Rochester, NY, Logical Images develops visual health care tools to elevate diagnostic accuracy, enhance medical education, and heighten patient knowledge. Logical Images is a company of digital imaging experts, leaders in computer-based design and knowledge management, skilled image archivists, and practicing physicians. The company's products include VisualDx, visual clinical decision support software, and VisualDxHealth, online consumer wellness and health care resources located at [www.visualdxhealth.com](http://www.visualdxhealth.com). Logical Images has developed the most comprehensive digital medical image library with over 50,000 images including all age ranges and skin types. This extensive collection is the foundation for both the VisualDx professional tool and the VisualDxHealth consumer tool - designed to speed disease recognition for faster, more accurate decision making and patient understanding.

[www.logicalimages.com](http://www.logicalimages.com)

### **About The Webby Awards**

Hailed as the "Oscars of the Internet" by the *New York Times*, the Webby Awards is the leading international award honoring excellence on the Internet, including Web sites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 12th Annual Webby Awards received nearly 10,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and partners of The Webby Awards include the following: Adobe; Nokia; The Creative Group; .ORG; Getty Images; Level3; The Barbarian Group; Adweek; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail; and Museum of the Moving Image.

###