



For Immediate Release

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Moai Technologies (Moai) & Real Experiences at Life, Inc. (RE@L™) Announce their Strategic Alliance and the award of an SBIR Phase II Grant of \$1,400,000 funded by the National Institutes of Health (NIH)

MINNEAPOLIS, MN (April 2, 2018)

Moai Technologies and RE@L are pleased to announce their strategic alliance and the SBIR Grant from the NIH for the development and commercialization of Interactive Digital Media to Support Children’s Learning about Tobacco and the Human Body.

The product helps middle school students explore the STEM topic of the effect of tobacco and its related products on the human anatomy.

The product is a state of the art video adventure that far surpasses the quality of other anti-tobacco products in the K-12 school market.

The product targets an instructional objective that the vast majority of U.S. middle schools include in their curriculum: making students aware of the health hazards of tobacco and vapor use.

Don Rawitsch, PhD, Principal Investigator, Moai Technologies

“Our mission in developing this product is two-fold. We want to educate students in the middle school grades about the health hazards of habits such as smoking and chewing tobacco, and using vapor products, to deter their use of these substances. We also want to inform students about the science of the human body and how it reacts to these substances. It is another opportunity for STEM instruction in the classroom.”

Paul K. Gullickson, President & CEO RE@L

“I am very pleased to announce this strategic relationship with Moai Technologies and the grant award with the National Institutes of Health. It will bring a product to students, teachers and parents in support of the understanding the health dangers of smoking and use of other smokeless devices. We will also provide the opportunity for easy and confidential connections to local professionals who can provide expert assistance for the prevention of this addiction.”

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About Moai Technologies:

Moai Technologies, LLC is a company dedicated to bringing the most advanced and innovative medical, assistive and health technologies to market. Through partnerships and collaborative efforts with universities, organizations and individual contributors, Moai Technologies will be able to utilize the talents of the group as a whole to launch commercially successful products aimed at the betterment of consumers' quality of life and improve health outcomes.

About RE@L:

RE@L creates the highest-quality, educationally-sound, STEM-based products that support teachers and students. We support teachers in making effective uses of the technology tools in the schools across the country. Our unique solution, the RE@L Portal™, incorporates, STEM classroom learning materials, field-based experiences using our RE@L GIS™ and connections to the RE@L world practitioners via our two-way interaction: "RE@L View™". RE@L is founded by former executives of the Minnesota Educational Computing Corporation (MECC), the pioneering educational technology company that created Oregon Trail. The RE@L executive team is complemented by state-of-the-art experts in curriculum design, teaching skills, application development and digital marketing. They are a team that provides "Innovation with Experience".

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