


Join us to preview the world's first
Datacenter in a box.
 Register Now » Indianapolis, IN, March 19, 2007
 Monument Circle



Home	Login/Register	Post Story	Classified Ads	Subscribe	Advertise	About DBN	Contact Us
Tuesday, February 27, 2007			Select Industry <input type="text"/>	Indianapolis <input type="text"/>			

Ask Live! Chat online



**Need info
 Subscribing,
 Advertising etc.**

**Subscribe
 NOW!**



Latest News

[Lorraine Ball to Teach eMarketing Workshop](#) eMarketing Monday, March 19th 8:00 – 10:00 a.m. (INDIANAPOLIS, IN ...

[Journal Communications Completes Sale of Norlight Telecommunications to Q-Comm Corporation](#) INDIANAPOLIS -- Journal Communications, Inc. (NYSE:JRN) and Q-Comm Corporation announced ...

[Jeffrey R. Binder – Seasoned Orthopedic Medical Device Leader – Named President and Chief Executive Officer of Biomet, Inc.](#) INDIANAPOLIS -- The Biomet, Inc. (NASDAQ:BMET) Board of Directors today ...

[Watchfire Releases Top Ten List For Digital Outdoor Advertising](#) INDIANAPOLIS -- Watchfire Digital Outdoor (http://www.watchfiredigitaloutdoor.com), the digital billboard division ...

[BioCrossroads Celebrates 5 Years of Progress](#) INDIANAPOLIS -- Indiana Gains Reputation, Recognition of One of Nation's ...

[Aprimo Positioned in Leaders Quadrant for Marketing Resource Management](#) INDIANAPOLIS – Aprimo, Incorporated, the global leader in Enterprise Marketing ...

[Child Safety Expert, Kent McCool to Appear at Carmel Mayor's Wellness Challenge](#) Child Safety Expert to Appear at Carmel Mayor's Wellness Challenge (INDIANAPOLIS, ...

[Selah House Focus on National Eating Disorders Week – February 25 – March 3rd 2007](#) Marcia Dewalt marcia@selahhouse.net 888-641-0022 National Eating Disorders Week – February 25 ...

[MFB Corp. Announces a Stock Repurchase Program](#) INDIANAPOLIS -- MFB Corp. (NASDAQ:MFBC), parent company of MFB

Medical Animatics and Roundpeg Collaborate to Create Customer Value

Indianapolis -

(INDIANAPOLIS, IN February 12, 2007) - Roundpeg, one of Indianapolis' leading small business marketing firms and Medical Animatics, a national leader in the production of scientific and medical visualizations, have formed an unusual collaboration to provide 21st century marketing services to the medical community.

Roundpeg, well known for its strategic marketing and gorilla marketing tactics, will create marketing plans, calendars and provide copy writing expertise. Medical Animatics, with an in-depth understanding of the needs of the medical community, will help craft relevant messages providing the pictures, images and graphics to compliment Roundpeg's words.

"Regardless of the industry, marketing basics apply," said Lorraine Ball, founder of Roundpeg. "We look forward to working with Medical Animatics to bring what we know about marketing together with what they know about the medical community."

"The collaboration came about as a result of work Roundpeg was doing for us," said Harlon Wilson, founder of Medical Animatics. "It became obvious together we could help clients leverage interactive media, animation and video as part of their overall marketing plans."

About Roundpeg: A full service marketing firm, Roundpeg works exclusively with small business owners to find a starting point for growth and change.

Offering business and marketing planning, branding, publicity and development of marketing collateral, Roundpeg is dedicated to expanding the entrepreneurial base in Indiana. In addition to marketing services, Roundpeg offers marketing, networking and eCommerce seminars for small business owners. Their **Business Notes from Roundpeg** is a bimonthly eNewsletter featuring marketing tips and one of the most comprehensive monthly networking lists is distributed to more than

Financial ...

[Andre B. Lacy Announces Retirement from FinishMaster, Inc.](#) INDIANAPOLIS -- Andre B. Lacy, age 67, Chairman and Chief ...



Syndicate Our News
All Regions - XML
News For Your Web Site ?

3,500 local business owners. For more information about Roundpeg go to: www.roundpeg.biz

About Medical Animatics: Founded in January of 2005 by Harlon Wilson and Kurtis Rush, recent graduates of the Indiana University-Purdue University Indianapolis School of Informatics, Medical Animatics, Inc. use state-of-the-art new media and visualization technologies to serve the growing needs of the health education, medical, and scientific markets. From Patient Education Tools and Informed Consent Multimedia Applications (PICMA) to Biomechanical Animations for Olympic athlete training, Medical Animatics, Inc. combines cutting-edge new media technologies with content development expertise that is tailored for the various learning styles of any audience. For more information about Medical Animatics go to: www.medicalanimatics.com

For more information:

Lorraine Ball

317.569.1396

lorraine@roundpeg.biz

Harlon Wilson

317-536-6035

hwilson@medicalanimatics.com

Posted on:
Monday, February 12, 2007 02:02 PM

