

FigureZero is a platform to **create**, **organize**, and **share** rich, zoomable figures for researchers and educators.

A recent push for online and open publication has yielded an opportunity to create rich, interactive presentations of scientific research. Unlike static images found in traditional publications, FigureZero is an interactive zoomable canvas on which authors can map regions of interest, create annotations, and embed citations to share with other researchers. A single FigureZero figure can contain hundreds of annotations, each unique and capable of encapsulating a variety of formats (PubMed ID, D.O.I., YouTube, and Vimeo).

Technology

FigureZero figures are uploaded, converted, and annotated entirely in Amazon's cloud, providing reliable, scalable access via web and iPhone + iPad applications. The technology itself is a core component in a larger medical education platform (to be announced later). We have been feature complete since late September, 2012.

Target users

Researchers (academic & industry) - Create a FigureZero figure from a scientific poster to present at a conference, share with colleagues, and embed into digital media.

Educators (K-12, college, medical school) - Create a FigureZero figure from course content, defining regions of interest, narratives, and direct links to citations for student independent study.

Publishers (online and traditional) - Offer FigureZero as a primary publication medium, hosting a standalone version of the platform to provide a unique offering to potential authors.

Conferences and professional societies - Provide state-of-the-art hosted colloquia for authors to present rich interactive figures for use during and after the conference.

Vendors and exhibitors - Sponsor a figure that references a product or technique; integrate your brand within a dynamic application distributed to key customer segments.

Team

The team is led by Rich Stoner (PhD, Neuroengineering), who has had success in both academic and software development endeavors. Justin Kiggins & Dan Knudsen (UCSD Neurosciences grad. program) guide design and manage social media and marketing. Soren Solari (PhD, Neurosciences) is overseeing business development and partnerships. We have key advisors in digital pathology, neurosciences, anatomy, and medical education.

Next steps...

The FigureZero beta test begins on October 1st, 2012 and will last until December 31st, 2012. We will focus our efforts on the national Society for Neuroscience conference in mid-October to demonstrate our technical capabilities and evaluate how the system performs under load. We are actively seeking industry partners and sponsor institutions interested in using FigureZero technology in education and research.



FigureZero platform

For more information, please contact us at contact@figurezero.com or [@figurezero](https://twitter.com/figurezero).