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## Translation

### New Interactive Videos at Permanent Exhibit "Dr. Kitanomaru's Bio Pharmaceutical Laboratory" at the Science Museum

July 28, 2010 (Tokyo) - Since July 2006, Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku, Tokyo; President: Osamu Nagayama (hereafter, "Chugai")] has shown videos with easy-to-understand explanations on medicine, biotechnology, and cancer at the permanent exhibit "Dr. Kitanomaru's Bio Pharmaceutical Laboratory" at the Science Museum (Chiyoda-ku, Tokyo). We have just completed new interactive videos on illness, human mechanism of protecting the body and influenza using microscopic images and computer graphics. We hope all visitors, especially elementary and junior high school students, will be more interested in mechanisms of body and medicine as well as in science in general.

"Dr. Kitanomaru's Bio Pharmaceutical Laboratory" takes the form of a human cell occupying the 10-meter wide, 2.5-meter deep booth, complete with all the various organelles that make up a cell, such as the nucleus, endoplasmic reticulum, and mitochondria, presented to enable the viewer to understand at a glance how the cells that form the human body are made up.

Visitors will also be able to learn in detail about illness, mechanisms of the body and medicine, while watching videos inside the booth of living cells in the body, as seen through a microscope. An exhibit brochure which is made for visitors to enjoy learning is also available.

Since the start of the exhibit in July 2006, the number of views has exceeded 170,000. Positive comments have been given from viewers, mainly elementary and junior high school students, including "Science is exciting!" and "Biological drugs are wonderful!"

As a leading company in the field of biopharmaceuticals and antibody pharmaceuticals, Chugai is eager to stimulate greater awareness of science and technology among the general public.

#### \* Science Museum

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External appearance of the Booth

