

The Lighter Side of Nanotechnology

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Grey Goos, the first comic strip developed for the nanotechnology community, has been released by leading Nanotechnology portal NanoApex. The weekly cartoon, currently in its fourth episode, examines the lighter side of nanotechnology and brings a diverse global audience together through its wry, but relevant humor.

"Nanotechnology can sometimes feel intimidating," said Grey Goos creator Joel Fisher. "We wanted to put a friendly face on the technology—humanize it, give people a chuckle." Grey Goos has already generated some positive attention in technology circles. "The first time I saw the cartoon I immediately sent it to everyone in my office," said Jon Nowick, a programmer with HSI Technology in Chicago. "The humor is insightful enough for techno-savvy readers like me and light enough to hang on an office refrigerator," he continued.

The Grey Goos cartoon is produced by APOKOLIPSTIK, Inc., an entrepreneurial company dedicated to developing nano-age comic strips and graphic literature. This Nano-Comic is building a global fan base and attracting readers from the US, UK, China and India and is generating interest in Nanotechnology through humor.

In the Grey Goos comic, a group of "nanobots" dubbed "Grey Goos" have escaped from the National Transistor Assembly Labs. Each with a different technical specialty and a distinct personality, they end up in a New York City loft with Dorothea (Dot) Kalm and Globo Bill, a couple of "constructs" who also have escaped from the same lab. Meanwhile, scientists at the lab have created a nanocop they've named Blue Goo,

whose job is to round up the wayward Grey Goos and return them to the lab. What happens next is "a lot of fun" said Joel Fisher. The strip is currently being offered exclusively by NanoApex, one of the Internet's leading resources for information about nanotechnology.

To see the Grey Goos in action, visit

www.nanoinvestornews.com/goo.php

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