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Welcome to *JBC* 34-3, our latest issue of the *Journal of Biocommunication*. Our Journal has developed into a “brand,” and has become an online educational product reflecting diverse biomedical communication topics. The *Journal of Biocommunication* represents the educational writings, creative imagery, video, and interactive media from the memberships of the ABCD, AIMBI, AMI, and BCA.

Our 34-3 Showcase features the amazing photographs from “Images From Science 2,” an exhibit of scientific photographs that recently was featured in the SPAS Gallery at the Rochester Institute of Technology in Rochester, NY. We wish to thank Professor Andrew Davidhazy and Professor Michael Peres for their impressive achievement with this exhibition, and for allowing us to share these images with our *JBC* memberships.

Our first article is called “Images for Science,” and is authored by Martin Scott, the former Director of Scientific Photography at Eastman Kodak Company. Mr. Scott reviews the expansive history of scientific imaging from the days of Leonardo daVinci and von Leeuwenhoek, to today’s modern digital imagery. The author includes some personal insight, as he asks us to think about the future of scientific imaging. This article also serves as the introductory text from the catalogue that accompanies the RIT exhibition “Images from Science 2.”

This issue also features the article, “Virtual Bronchoscopy: Using Game Design Techniques and Technology to Create an Interactive 3D Teaching Tool,” by Leslie Predy and Marc Dryer. This paper addresses a developing area in biomedical communications: 3D interactive, didactic game design. Using the creation of a virtual bronchoscopy simulation tool as an example, the authors discuss the appropriateness of certain gaming concepts, game design software, the applicability of preset software functionality, and the potential for future development in this field.

We also include the article, “3D Visualization of the Dental Anatomy of the Narwhal, *Monodon monoceros*” by Ethan M. Tyler et al. In this article computed tomography and digital three-dimensional imaging software were used to create a comprehensive visual record of the dental anatomy of the toothed whale, *Monodon monoceros*. This multi-institutional study was conducted with cooperation between the Johns Hopkins Medical Institution (JHMI), Harvard University School of Dental Medicine, the Smithsonian Institution (SI), the National Aquarium in Baltimore, and scientists with Narwhal Tusk Research (NTR). Digital reconstructions provide an undisturbed view of the whale’s teeth in situ, and reveal anatomical information that has been inaccessible and undescribed in previous studies.

The *JBC* Gallery for this issue features the AMI Salon winners from the July 2008 Indianapolis annual meeting of the Association of Medical Illustrators. This Gallery is absolutely outstanding, and represents imagery relating to anatomy, surgical procedures, molecular structure, medical research, genetics, bio-science, animation, and interactive media. Over twenty-three Salon categories are represented here featuring fifty-four Salon winners. Also included are six motion media trailers representing the Salon’s winning animations.

This issue’s installment of “25 Years Ago in *JBPA/JBP*” is the final one authored by Ron Irvine (Scriptor). We thank Ron for providing a look back at photographic materials and techniques of yesteryear and wish him well. BCA member Eugene McDermott takes up where Ron left off in Volume 35 number 1.

I also hope that you enjoy reading this issue’s Viewpoint called “Our Brain Trusts,” wherein I acknowledge the important role of our Association’s administrative boards.

Thank you for taking a look. Come back often.



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