

# PRIMAL PICTURES



## New Possibilities begin with Next Generation Primal Pictures

The world's most trusted and accurate  
digital anatomy and physiology solution

# Revolutionizing medical education with anatomical solutions to fit every need

For over 27 years, Primal Pictures has led the way in offering premier 3D digital human anatomy solutions, **transforming how educators teach and students learn the complexities of human anatomy and medicine.** Our pioneering scientific approach puts quality, accuracy and detail at the heart of everything we do.

Primal's experts have created the world's most medically accurate and detailed 3D reconstruction of human anatomy **using real scan data** from the NLM Visible Human Project<sup>®</sup>, as well as CT images and MRIs. With advanced academic research and thousands of development hours underpinning its creation, our model surpasses all other anatomical resources available.



“

We chose to introduce Primal on a national level because we believe everybody needs a solid anatomy platform.

**Ghaith Salameh**  
Education and Knowledge Manager  
Electronic Library of Medicine, Jordan

“

I have 100 percent more confidence in Primal, than anything else I have seen on the market.

**Philip Dewhurst**  
Lecturer in Chiropractic Science  
AECC University College

“

Since its (Primal Pictures) addition, exam scores have increased by nearly 12% over previous years.

**Justin Miller**  
Professor  
Carthage College, Wisconsin

“

Students need tools like Anatomy.tv that help them visualize and really immerse themselves in the content.

**Sarah Howard**  
Liaison Librarian and Project Officer  
Queensland University of Technology, Australia



### **BUILD A COMPLETE ANATOMY SOLUTION**

Access a flexible and dynamic best-in-class 3D anatomy range of content across the spectrum of gross anatomy, physiology, biomechanics, review and assessment, along with medical specialties to meet your needs.



### **IMPROVE STUDENT ENGAGEMENT AND OUTCOMES**

Drive highly engaged learning and better student outcomes as you live up course materials with thousands of images, animations and movies that are easy to save, share, integrate or embed in your own online learning environment, supporting contextual and diversified learning experiences.

## **Advance anatomy knowledge**



### **ACCESS ANYTIME, ANYWHERE ON ANY DEVICE**

Enable learning on the go – remove barriers and support ‘flipped classroom’ and distance learning. Our web-based software is available on desktop, laptop and tablet, connected via our flexible authentication options.

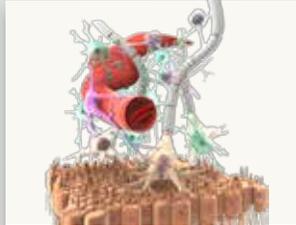


### **FAST, EFFICIENT, TARGETED RESULTS**

Discover relevant content quickly through our sleek, intuitive smartphone responsive redesign, making it faster and easier to navigate across the entire Primal portfolio, for a seamless user experience and finely-tuned search results.

# Next Generation Primal Pictures

A dynamic range of offerings for educators and students



## Gross Anatomy

Bring anatomy to life, captivate students, and ensure their success with the 3D interactive solution that provides highly accurate human anatomy in a structured and curated, ready-made collection supported by an extensive array of multimedia materials.

## Physiology

Designed to meet today's challenges of anatomy and physiology education with high-quality interactive content presented within an engaging environment. Facilitates user understanding of core concepts in physiology through animations, illustrations and images – aligned with and supported by our core 3D anatomy model, dissections and functional animations.

## Functional Anatomy

Discover the biomechanics of the human body with dynamic animations and movies of the entire body from every angle, with explanatory text to reinforce knowledge and understanding. Supported by our 3D graphical model of the complete skeleton, with ligaments, muscles, and neurovascular structure.

## Assessment

Increase knowledge retention and accurately assess student progress with scientifically proven Perceptual and Adaptive Learning Modules (PALMs). This powerful learning tool is powered by patented technology that reinforces comprehension and understanding of the essential anatomy concepts.

## Imaging

Facilitate interpretation of MRI, CT and ultrasound images using our specialist imaging series. Compare interactively-labeled sections of our 3D models, to solidify and enhance comprehension of cross-sectional anatomy.

## Clinical Specialties

We put content into context to support better application. Our wealth of specialty-focused content brings subjects to life for a range of disciplines including Speech Language Pathology, Dentistry, Audiology, Urology, Pelvic Floor Disorders, Chiropractic and Otolaryngology.

**TAKE A FREE TRIAL OF NEXT GENERATION PRIMAL PICTURES TODAY.**

To speak with us about helping your institution source or custom-create a cutting-edge solution for better learning outcomes and increased student engagement, email [info@primalpictures.com](mailto:info@primalpictures.com) or visit [www.primalpictures.com/contactus.aspx](http://www.primalpictures.com/contactus.aspx).

an **informa** business

© INFORMA PLC. ALL RIGHTS RESERVED