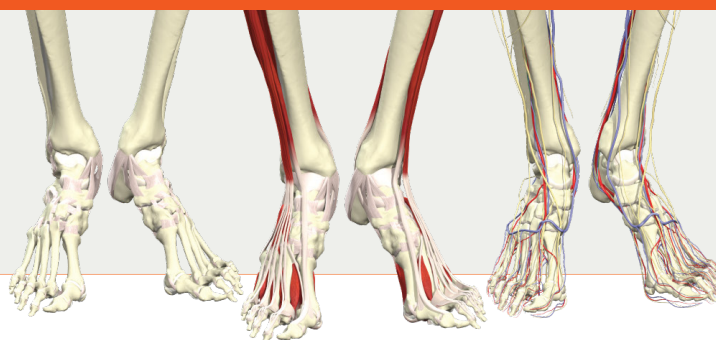


PRIMAL PICTURES 3D ANATOMY AND CLINICAL SOFTWARE

Enhance practice, training and
patient compliance



Who are Primal Pictures?

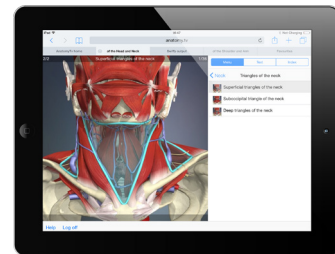
Primal Pictures have been publishing and developing medical software since 1991. Our award-winning multi-media software is unique because of its accuracy and detail derived from genuine medical scan data that has been interpreted by a team of anatomists and then translated into 3D images by an expert team of graphics specialists.

Our anatomy visuals are accompanied by 3D animations that demonstrate function, biomechanics and surgical procedures. In addition, the core 3D anatomy data is supplemented by clinical videos and text written by some of the world's leading medical specialists.

Products for your practice

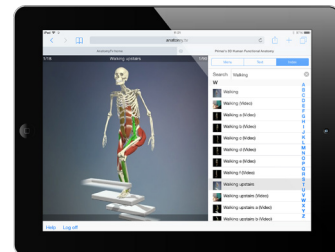
PRIMAL'S 3D ATLAS OF HUMAN ANATOMY

Our definitive anatomy series comprised of nine highly detailed and accurate regionally-modelled anatomy titles. It is the ultimate anatomy resource for medical practitioners – an unparalleled 3D anatomy atlas, professional reference and image library of the entire human anatomy. This software contains a visual aid to the interpretation of scans, which means you can view the main regional models in cross section on three planes and compare with equivalent MRI.



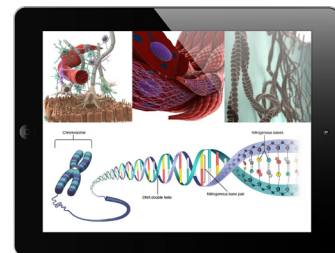
PRIMAL'S 3D HUMAN FUNCTIONAL ANATOMY

Physical therapists, occupational therapists, sports medics and anyone with an interest in movement find this title invaluable. Containing 70 common muscle movement animations and 8 gross motor movement animations, with the key muscles highlighted – easily show your colleagues and patients the muscles in use and how their condition effects their own movement.



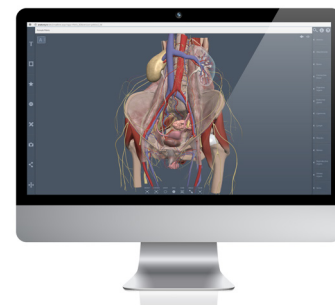
PRIMAL'S 3D HUMAN ANATOMY AND PHYSIOLOGY

For people at the start of their medical career, a guided learning resource with ground-breaking content and easily digested bite-size topics that tell you everything you need to know about A&P. Clinical sections, case studies, the effects of aging and quizzes make this a product like no other. You'll use this and think – where was this when I was student?



PRIMAL'S 3D REAL-TIME HUMAN ANATOMY

Allows you to rotate regional models in any direction using your mouse, zoom in/out, and choose which anatomical structures – muscles, vessel systems and organ systems – are added or removed in groups or individually, made x-ray, opaque or viewed in isolation. You can also add annotated labels and pins and see the body jump out of the screen by viewing in 3D.



We also have specialist products to serve many other departments:

- Speech Language Pathology
- Urology
- Pelvic Floor Disorders
- MSK Ultrasound
- Chiropractic Spine
- Otolaryngology
- Resistance Training

Group licenses for hospitals, institutions and libraries

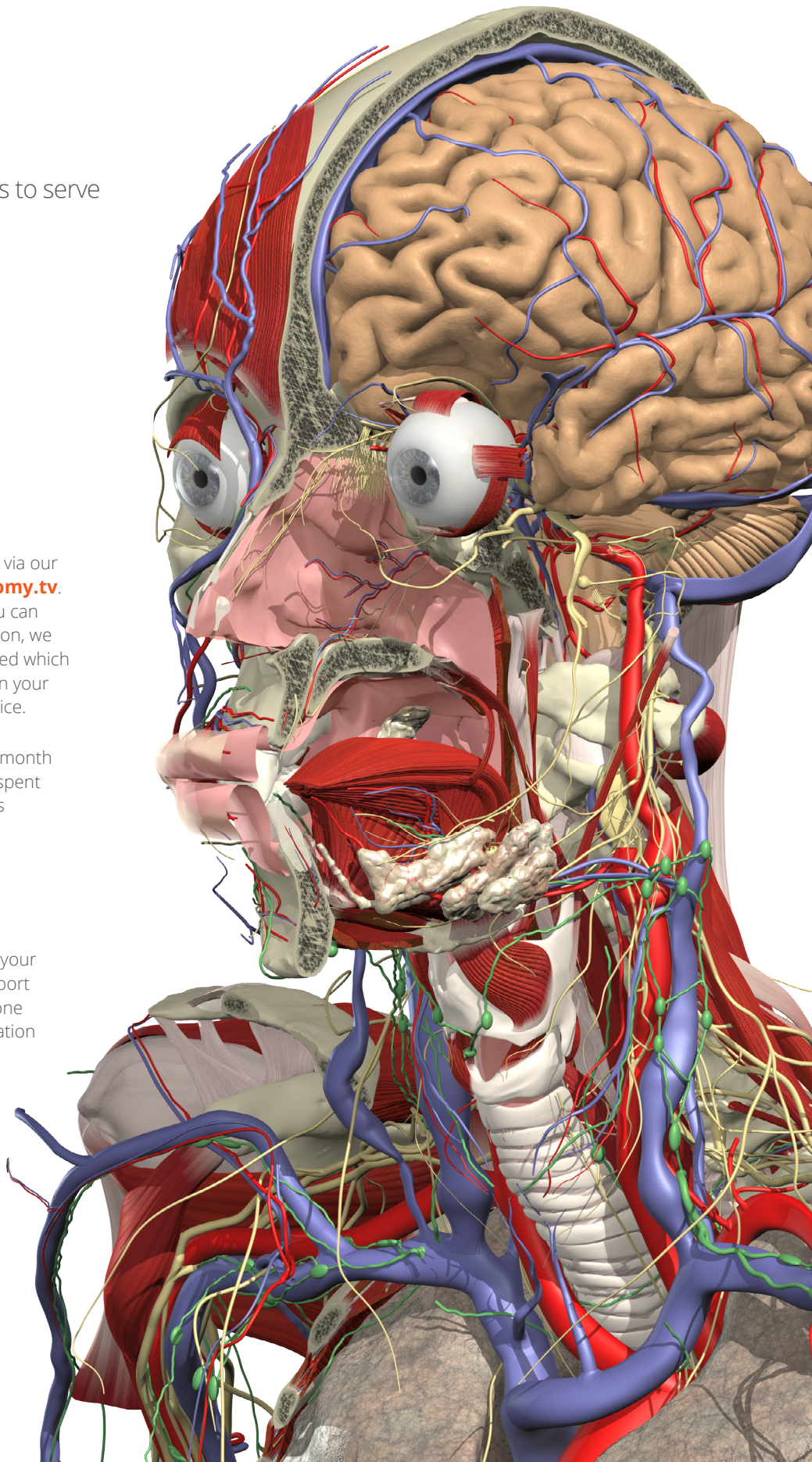
Primal Pictures offer group licensing via our robust online platform www.anatomy.tv. We can provide IP access so that you can even skip the login process. In addition, we are Athens + Shibboleth authenticated which allows us to be easily implemented in your hospital if you subscribe to that service.

User statistics are sent to you every month showing the amount of logins, time spent in the resource and the specific titles that have been accessed.

Use images in presentations + patient education

As well as sharing our software with your patients and each other, you can export images, slides and animations with one click to use in a PowerPoint presentation or to put into a patient hand out. You may have seen our anatomy images used in presentations at conventions and courses you have attended and with a licence to our software, you too can utilize this wonderful content.

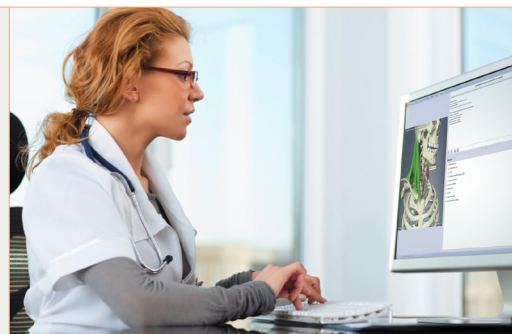
ANATOMY.TV
POWERED BY PRIMAL PICTURES



What our customers are saying



In the profession of physical therapy, where it's vital for us to understand and teach anatomy and biomechanics, this tool is fantastic for having a truly 3D understanding – it helps our patients see and understand and feel what's going on with them, so that they can participate more fully and effectively in their rehab. For teaching purposes, it's unparalleled in allowing people to quickly grasp concepts, relationships, and images.



Video tutorials

Anatomy.TV now has a dedicated tutorial section with narrated videos. These tutorials will allow you to make the most of our software, giving you key tips to allow you to reach your goal faster.



Thank you for the video tutorials, which are an excellent resource and a great help to us when introducing Anatomy.TV to staff and students.

MARTIN ELCOCK, LIBRARIAN
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