

## Total Collection Offer

Test drive the full range of Primal Pictures software at a discounted rate for one year

Tailor your package according to your usage and budgetary requirements



The Total Collection offer contains unlimited access to our most comprehensive set of resources, ideal for a library or multi-department licence.

With over 50 titles, covering a full range of intuitive and accurate 3D anatomy, functional anatomy, clinical and speciality titles, Primal Pictures is ideal for a wide range of medical and health science courses and for those in practice as an invaluable image library and reference tool.

Your institution will receive unlimited access at a discounted rate for one year to all modules, covering all areas of clinically relevant anatomy, perfect to support your curriculum, patient education, continuing professional development and presentation needs.

Anatomy is clearly revealed in visually engaging and accurate 3D – more interactive and effective than 2D!

Multimedia and clinical content provides context and a dynamic library of images, animations and movies.

A wealth of specialty-focused content brings the subject to life and provides relevant context for better application.

Enliven lectures, lab sessions and patient education using our award winning content.

Increase workflow by quickly embedding seamless links in your course or presentation materials.

Receive timely reports monitoring your institution's usage.

Licenses are based on concurrency which allow large groups to access the content for a relatively small investment, including regular content and functionality updates.

## Customize your Primal Pictures licence

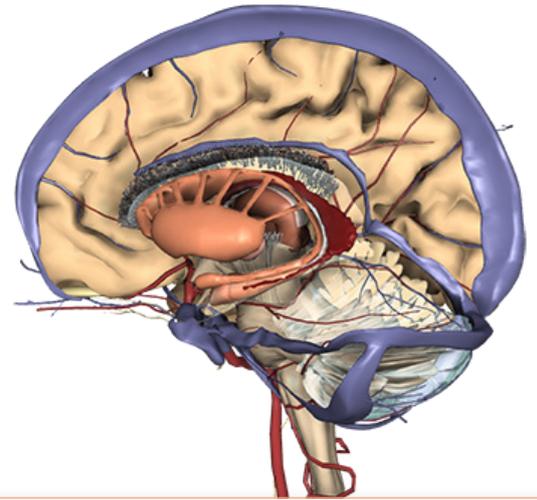
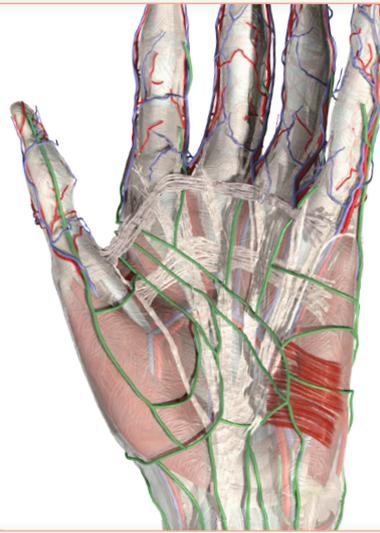
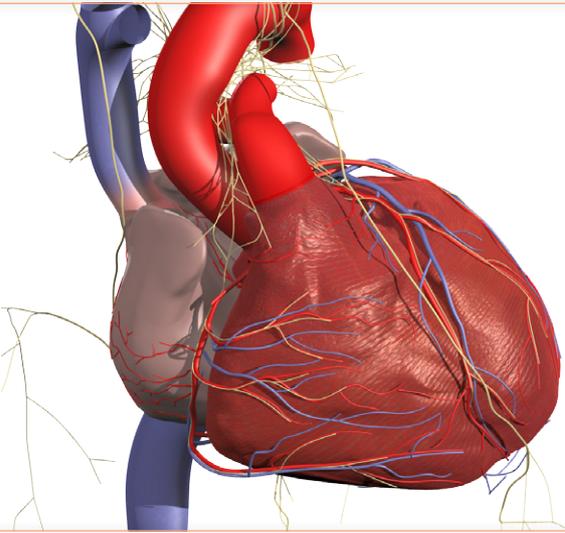
In collaboration with your dedicated account manager you will be provided with a bespoke package to suit your budget and content requirements.

Choose from the products on the following pages to suit your course, patient education or training needs.



# Anatomy

An invaluable suite of resources for all educators, medical professionals and students. Explore, customise and interact with highly accurate 3D human anatomy and clinical content.



## PRIMAL'S 3D ATLAS OF HUMAN ANATOMY

Our most detailed and comprehensive anatomy focused title containing Primal's benchmark and award winning 3D anatomy models. Explore the human body, in medically accurate and visually stunning 3D, region by region.

Accurately built by hand from imaging data, each region includes all anatomical structures, which are labeled and linked to a huge library of supporting content; including detailed text linked to multimedia content with high resolution, labeled dissection slides, annotated illustrations, clinical slides, video clips and biomechanics animations.

Each region also includes a detailed and many-layered cross section model which can be correlated with equivalent MRI in 3 planes. Users can rotate or tip the models and add or remove layers of anatomy from bone to skin.

Save valuable time sourcing images – and enliven your presentations, consultations and hand-outs – using a variety of multimedia content.

## PRIMAL'S 3D HUMAN ANATOMY AND PHYSIOLOGY

An innovative, integrated, multimedia learning resource, featuring 20 interactive modules. With content equivalent to the major text books, bring learning to life with interactive 3D models, narrated animations, an atlas of micro-anatomy, histology and dissection images, ancillary content covering aging, case studies, common clinical conditions and quizzes; all easily integrated into a variety of lesson plans.

A dedicated Faculty Area makes thousands of learning objects readily available for lesson plans and lectures – from images and animations to LMS compatible content.

The guided learning approach, from learning objectives to self-testing, makes learning more efficient for students.

## PRIMAL'S 3D REAL-TIME HUMAN ANATOMY

The perfect tool for creating custom images complete with labels and annotations using medically-accurate 3D anatomy models. With 100% user-driven functionality, rotate the models in any direction, choose which anatomical structures are added or removed in groups or individually. Structures can be viewed in x-ray, opaque or isolation.

Easily create customised images, complete with labels and annotations – print, save or share for presentations and hand outs.

Bring anatomy to life and grab the attention of your audience through use of a multitude of settings including cadaveric colors, X-ray mode and 3D anaglyph stereo mode.

## PRIMAL'S 3D HUMAN FUNCTIONAL ANATOMY

This popular and versatile digital resource, featuring over 290 interactive 3D anatomy views, brings functional anatomy to life.

Featuring an extensive library of over 75 animations covering many common movements such as flexion, extension, adduction and abduction for the head and neck, upper extremity, trunk, pelvis and lower extremities.

Animations, 3D anatomy and clinical content can be easily embedded into lectures, lesson plans, presentations and patient hand-outs.

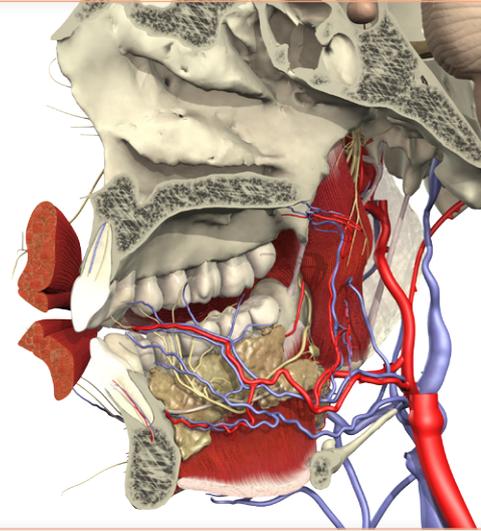
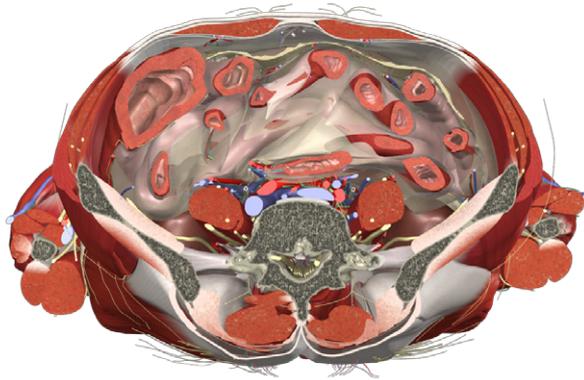
Available as a stand alone product or as part of our 3D Sports, Therapy and Rehabilitation package.

USED BY HEALTHCARE PROFESSIONALS SINCE

1991

# Clinical specialities

Unique products custom-built for a range of disciplines.



## SPEECH LANGUAGE PATHOLOGY

A comprehensive selection of 3D views covering key body systems and visually stunning head and neck views. Complemented by a wealth of multimedia clinical content that is sure to enhance teaching, learning and patient care. Uniquely covering key topics such as swallowing, phonetics and other commonly presenting disorders.

## AUDIOLOGY

A fully integrated resource providing a guided learning approach covering the anatomy and physiology for hearing, with interactive 3D models, narrated animations, and micro-anatomy images, as well as ancillary content that covers aging, case studies, common clinical conditions and quizzes. Easily integrated into a variety of lesson plans, this resource will transform how students learn and faculty teach audiology.

## UROLOGY

A 3D atlas complemented by more than 60 surgical videos, taken from the EAU's own library. This title features a wide range of procedures, including prostatectomy and laparoscopic radical nephrectomy. The movies provide an invaluable reference and teaching resource.

## DENTISTRY

Interact with accurate 3D models of the head, neck, face, oral and nasal cavities, dentition, individual teeth, palate and floor of mouth, larynx and pharynx, sinuses, eye, brain and more. Many views can be rotated 360 degrees or tipped in the vertical axis to give you a better view of specific anatomical structures.

## DENTAL HYGIENE

As well as 3D modeling of the head, neck, face, jaw, oral cavity and teeth showing cusps, grooves, pits, ridges and roots, this title includes a clinical topics section with text, relevant slides and animated sequences. The perfect 3D anatomy atlas and reference tool for dental hygienists in training and practice.

## PELVIC FLOOR DISORDERS

3D atlas of the complex anatomy of the female pelvis, pelvic floor and organs that complements an extensive clinical section covering commonly presenting conditions including prolapse, incontinence, voiding dysfunction and post-partum dysfunction. Gaining further understanding of the anatomy and the functions will help with diagnosis and treatment prescription.

## CT AND MRI: THORAX, ABDOMEN AND PELVIS

Thousands of clear and accurate images, in an intuitive digital format, provide you with an invaluable aid to cross-sectional anatomy, MDCT and MRI interpretation, together with a stunning 3D anatomy image library.

## CHIROPRACTIC

A digital resource for chiropractic educators, students and those in practice. Access and view the entire vertebral column and spinal cord, with a comprehensive clinical section that includes 300 articles supported by an extensive library of clinical images, illustrations and movies.

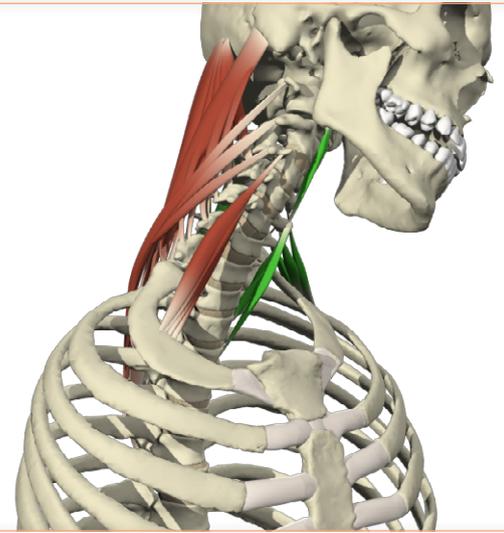
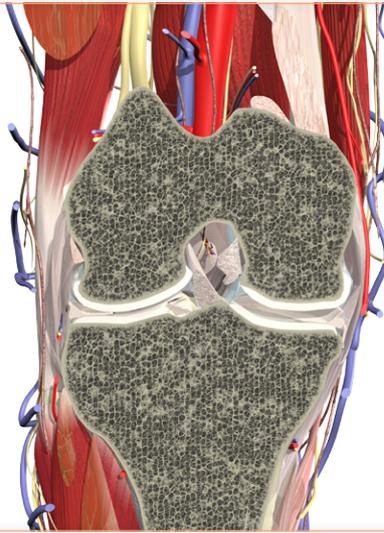
## MSK ULTRASOUND: UPPER & LOWER LIMB

Created in collaboration with a team of imaging experts, this is ideal as a training tool and source of high quality images for this challenging imaging technique. A 3D anatomy atlas focussing on the joints complements the interactive imaging area that allows correlation of labeled cross sections with corresponding ultrasound scans of each region and compare with MR scans. Pathology images for over 60 commonly presenting clinical conditions for the upper and lower limbs provide valuable clinical context.

BUILT FROM  
human  
scan data

# Sports and therapy

Everything you need to teach, learn and practice sports and therapy anatomy.



## SPORTS INJURIES SERIES

Three modules, covering the shoulder, knee and toe, provide 3D models and dissection views, as well as an extensive injuries section that covers a range of commonly occurring acute and overuse injuries, which also includes clinical videos, images and text.

## ANATOMY FOR EXERCISE

Ideal for physical therapy programs, rehabilitation programs, and anyone interested in science of sports. Includes 3D models and sequences covering anatomical language, bones, joints and joint action, muscles, respiratory and cardiovascular systems including labeled cardiac cycles.

## RESISTANCE TRAINING

A fantastic title for all fitness professionals and students, containing a wide range of content, covering the skeletal and muscular systems and featuring an extensive muscle atlas, as well as the cardiovascular system, respiratory system and anatomical language.

## MASSAGE & MANUAL THERAPIES

With an intuitive and comprehensive multimedia guide for anatomy, perfectly complementing a therapy focussed section, that covers 27 techniques and a wide variety of therapeutic topics, this is ideal for teaching, reference and patient education.

## PILATES

This 3D training resource includes skeletal, muscular, and respiratory systems plus anatomical structures involved in exercise. Includes an extensive information and guidance section covering key pilates principles, movement and muscular focus, preparatory exercises and classical matwork exercises.

## YOGA

This title combines Primal Pictures' expertise in 3D anatomy with the knowledge and experience of a team of renowned yoga instructors. Together, we have created a 3D reference, training and teaching tool for yoga instructors, advanced practitioners and exercise prescribers. Truly understand the anatomy of yoga by seeing 26 popular yoga poses as accurate and visually stunning 3D models.

## ANATOMY TRAINS

3D anatomy content covering the musculoskeletal system with anatomy train lines, tracks and stations. This product is an invaluable resource for understanding the 3D relationship of the myofascial meridians.

## ANATOMY FOR ACUPUNCTURE

3D models of 88 of the most commonly used acupuncture points and the anatomy in their needle passage. Anatomical alerts are provided for points where damage could be caused by wrong direction or depth of insertion; ideal for those in training or in practice.

## YOU MIGHT ALSO BE INTERESTED IN...

Interactive Hand Therapy  
Primary Hip Arthroplasty  
Podiatric Medicine and Surgery  
Primary Knee Arthroplasty  
Interactive Clinical Anatomy:  
Axilla Surgery

OVER

6,000

ANATOMICAL STRUCTURES

# Get in touch

## Address

Primal Pictures Ltd  
Christchurch Court  
10-15 Newgate Street  
London  
EC1A 7AZ

## Telephone

UK/ROW:  
+44 (0) 20 7017 5000

USA and Canada:  
+1 646 957 8891

## Email

info@primalpictures.com

## Visit

www.primalpictures.com  
www.anatomy.tv



I recommend this product to all teachers of anatomy as an important tool to illustrate your work, and for students as a learning tool to show you the human body in a way that they would not have seen before.

DR STEPHEN SANDLER  
SENIOR LECTURER  
THE BRITISH SCHOOL OF OSTEOPATHY LONDON



Primal's 3D Real-Time Human Anatomy software helps me to retain information by way of pictures, easy to read sections, and printable pages that help with my studying.

KERIANNE BECKFORD  
STUDENT, UNIVERSITY OF SOUTH FLORIDA



Quickly and effectively refer to detailed anatomical image that is relevant to my immediate task, be it scanning a patient, performing a regional injection, explaining where the problem is to a patient or a student and lastly teaching myself about regional anatomy, an ongoing process.

CHRISTOPHER LYDDELL  
RHEUMATOLOGIST, PRAIRIE MEDICAL CLINIC



This is an exceptionally good resource it is a valuable tool for teaching and learning and is accurate in its detail.

SHANE BRUN  
ASSOCIATE PROFESSOR, JAMES COOK UNIVERSITY

PRIMAL PICTURES OFFER FREE TRIALS TO HEALTHCARE PROFESSIONALS,  
LIBRARIANS AND FACULTY. TO FIND OUT MORE VISIT  
[WWW.PRIMALPICTURES.COM/FREETRIAL.ASPX](http://WWW.PRIMALPICTURES.COM/FREETRIAL.ASPX)