Primal Pictures
At the heart of medical education and practice

Enhance your knowledge, clinical practice and teaching
Enliven presentations, patient education, and lectures

Clinical Correlations. Therapies. Surgery. Patient Education
About Primal Pictures

Primal Pictures are an award winning medical software publisher. Founded in 1991 with the aim of creating the most detailed and accurate 3D rendering of the human body using real scan data. Having completed that goal in 2003, we have used our 3D models to create a range of innovative titles for many medical specialties and established ourselves as a leading content provider in medical education and practice. Our products are currently used in over 700 educational institutions and by thousands of practitioners worldwide.

“As an educator of both patients and physical therapists throughout the US and many other countries, I can honestly say there are no other more complete and comprehensive anatomy software programs on the market than Primal Pictures. This company’s product has benefitted my clinical practice and has helped our continuing education company become well respected and successful in teaching the anatomy component of our education. I would recommend this anatomy software to any university, continuing education provider, or clinician looking to improve their ability to learn and educate others in anatomy and functional movement.”

Edo Zylstra, PT, OCS, clinician, CEO of Kinetacore

- **Detail and accuracy you can trust** – the 3D anatomy is based on real scan data and has been verified by a team of anatomists and external experts!
- **An unparalleled image library** – with easy to use edit functions you can export and print any material from the software for your own presentations, lectures and patient education!
- **Clinical content provides context** and hundreds of images and movies for teaching and presenting!

## Detailed Regional Anatomy

### 3D Human Anatomy: Regional Edition

**DVD-ROM**

Our most detailed and comprehensive anatomy title with our bench-mark and award winning 3D anatomy models. Explore the human body, in accurate and visually stunning 3D, region by region.

Covers the whole body over 9 regions containing over 6000 anatomical structures, built and labeled accurately, by hand.

- **Head & Neck, Spine, Shoulder (and elbow), Hand (and wrist), Thorax & Abdomen, Pelvis & Perineum, Hip, Knee and Foot & Ankle**
- Highly detailed and interactive 3D anatomy models including over 6000 accurately labeled structures.
- Multiple 3D views of each region.
- Interactive functionality – rotate or tip the models, add and remove anatomy in layers and label any visible structure.
- Extensive text providing detail and context and links to extensive image library of labeled dissection slides, annotated illustrations, photographs and more.
- MRI correlations of cross sectional anatomy with MRI in 3 planes.
- Animations showing key biomechanics of the knee, hip and shoulder.

The following regions are available for purchase separately:

- **Interactive Spine**
- **Interactive Shoulder (includes elbow)**
- **Interactive Hand (includes wrist and forearm)**
- **Interactive Thorax & Abdomen**
- **Interactive Pelvis & Perineum (male and female)**
- **Interactive Hip (includes thigh)**
- **Interactive Knee**
- **Interactive Foot & Ankle**

For detailed head and neck anatomy please take a look at our 3D Head & Neck Anatomy with Special Senses and Basic Neuroanatomy DVD-ROM or for a more surgical focussed title please see 3D Anatomy for Otolaryngology and Head & Neck Surgery DVD-ROM

**Technical Specification:**

- **PC:** Windows XP, Vista, Windows 7
- **Mac:** Mac OSX 10.4, 10.5, 10.6.
  For 10.7 Intel computers only – not PowerPC.
**Primal Interactive Human: The 3D Real-time Body CD-ROM**

“The 3D real time viewer...is AMAZING!! It’s so easy to use and so beautiful. My colleagues were completely surprised by the astonishing quality and simplicity... As a radiologist we use images all day, every day. Your images are THE images to use in presentations or just for anatomic correlation during evaluation of scans.”

Drs. S.C. van Bokhoven

You are in control with 100% user driven functionality! Easily create and annotate your own customised images – then print or save them for use in your own presentations and hand outs.

11 interactive regions: Head, Spine, Shoulder, Hand, Thorax, Abdomen, Female Pelvis, Male Pelvis, Hip, Knee and Foot & Ankle

- Includes over 3000 anatomical structures.
- Intuitive functionality allows you to rotate models in any direction, zoom in/out, and choose which anatomical structures are added or removed - in groups or individually.
- Create custom images with your own labels and annotations.
- Use special effects to create outline only views – great for colouring exercises - or 3D stereograph (for a truly 3D experience!).

**Technical Specification**

PC: Windows XP, Vista, Windows 7

Mac: Mac (Intel) OSX 10.4, 10.5, 10.6

3D hardware accelerated graphics card; minimum required Directx 9 for PC or Open GL 2.0 for Mac. Processor speed: 2GHz with 2GB of RAM; Disk space: 1GB free.

For 10.7 Intel computers only – not PowerPC.

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**FUNCTIONAL ANATOMY**

**Interactive Functional Anatomy 2nd Edition DVD-ROM**

With a focus on normal muscle function, this hugely popular and versatile title features an extensive library of animated sequences showing the function of key muscles during common joint movements such as flexion and adduction. Gross motor movements such as walking and jumping are also included.

- Great overview of musculoskeletal anatomy of the whole body.
- Interactive functionality allows you to rotate and add or remove muscles in layers.
- Label any visible structure and access succinct explanatory text.
- 70 short animations show muscle function during flexion, extension, adduction, abduction and more in visually stunning 3D.
- 8 gross motor animations including walking upstairs, standing from sitting, jogging and walking.

**Technical Specification**

PC: Windows XP, Vista, Windows 7

Mac: Mac OSX 10.4, 10.5, 10.6

For 10.7 Intel computers only – not PowerPC.

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**CLINICAL TITLES**

**NEW in 2012:**

**3D Anatomy for Chiropractic DVD-ROM**

“With the release of their new DVD, 3D Anatomy For Chiropractic, Primal Pictures and their terrific scientific stff have created a new bench mark in educational media.”

Dr. Jeffrey Kintish, Chiropractic Physician

A fantastic new digital resource for chiropractic practitioners, educators and students. Combining unique 3D modeling of the spine and surrounding anatomy with a comprehensive clinical section that includes 300 articles supported by an extensive library of clinical images, illustrations and movies.

- Detailed and interactive 3D anatomy of the entire vertebral column plus focussed views of cervical, thoracic and lumbar areas.
- Includes specialised views of the spinal cord and nerve groups including brachial, sacral and coccygeal plexuses.
- Interactive MRI section correlates cross sections of the spine with equivalent MRI in 3 planes.
- An extensive clinical topics section includes over 300 articles covering examination, diagnosis, conditions and rehabilitation with over 250 supporting short video clips, illustrations, clinical slides and animations.
- A series of 14 clear animations showing normal muscle function during common joint movements.
- Animation of the mechanism of whiplash.

**Technical Specification:**

PC: Windows XP, Vista, Windows 7

Mac: Mac (Intel) OSX 10.4, 10.5, 10.6

For 10.7 Intel computers only – not PowerPC

Also available in Spanish and German – please contact us for details.
NEW in 2012:
3D Anatomy for Manual Therapies
DVD-ROM

Working with a team of the top names in massage and manual therapy, headed up by Judith DeLany, Primal Pictures have created a fabulous digital resource for manual therapists in training and practice.

- Interactive 3D anatomy section features 3D models that include bones, muscles, neurovascular structures and lymphatics.
- Includes comprehensive muscle atlas showing 168 muscles.
- 124 trigger points and associated pain referral.
- Extensive manual therapies section covers 27 techniques with engaging text supported by live movie clips, photographs and illustrations.
- Therapy content has been provided by a team of well-known expert practitioners and educators in massage and manual therapy, headed by Judith DeLany LMT

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac: Mac (Intel) OSX 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

NEW in 2012:
Anatomy for Urology 2nd Edition with the European Association of Urology

Building on the success of the popular first edition, we have enhanced and updated both the 3D anatomy atlas and the surgical content for this superb second edition. An essential tool for urologists in practice and training.

- Extensive interactive 3D anatomy section covers male and female pelvis, urinary systems and organs.
- Includes focussed views of the kidneys, urinary systems, prostate, penis and more.
- Extensive surgical library with 63 movies provided by the EAU including stress incontinence, post-prostatectomy incontinence and laparoscopic nephrectomy and prostatectomy.

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac: Mac (Intel) OSX 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

AWARD WINNING!
Pelvic Floor Disorders DVD-ROM

WINNER 2010 British Medical Association awards
Digital and Online resource category

Perfect for refreshing your anatomy knowledge of this complex area and for educating your clients more effectively, this clinically focussed title provides an easy to use reference and clinical guide.

- Detailed and interactive 3D anatomy section focussing on the female pelvis, pelvic floor and organs.
- Clinical topics section including many commonly presenting conditions – text is supported by images, movie clips and animations.
- Illustrated patient education sheets that can be saved, printed, edited and personalised.

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac: Mac OS X 10.3, 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC
BEST SELLER!
3D Head & Neck Anatomy for Dentistry DVD-ROM

With 3D models providing unsurpassed anatomical detail for the head, neck, oral cavity and dentition combined with clinical content, this popular title will enhance clinical practice and teaching wherever it is used!

- Over 90 accurate and detailed 3D views of the head, neck, face, oral cavity, dentition, brain, cranial nerves and more.
- Rotate, add and remove anatomy in layers and label any visible structure.
- Clinical section covers many topics and conditions with text, clinical photographs, illustrations and more.
- 10 mandibular and maxillary nerve block sites are shown on the interactive 3D models.

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac: Mac OS X 10.3, 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

“I can’t begin to imagine the number of potential uses there are for this product, but it will be invaluable not only for dentists’ own education, and also a great aid to communicating with dental nurses, hygienists and, most importantly perhaps, patients”
D A Lane, MPhil, BDS, DGDG(UK)

3D Anatomy for Dental Hygiene DVD-ROM

Fantastic interactive 3D modeling of the head, neck, face, jaw, oral cavity and teeth (showing cusps, grooves, pits, ridges and roots). Includes clinical topics section with text and relevant slides and animated sequences.

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac: Mac OS X 10.3, 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

“I can see it being used in institutions across the UK to support the curriculum already in place and in postgraduate lectures by companies aware of the need to present information in as many formats as possible to allow the student the best learning path.”
Review in Preventative Dentistry

3D Anatomy for Speech Language Pathology DVD-ROM

Ideal for clinical practice, teaching and study, this engaging digital resource can be used as an accurate and detailed anatomy and clinical reference and for effectively educating student and patients.

“...this invaluable, time-saving resource is easy to install and navigate. It covers 3D anatomy, animation, clinical topics and patient education. This is certainly a resource which saves time in both clinical work and teaching, and I am sure will be invaluable to students and therapists.”
Consultant SLT Addensbrookes Hospital

- Exceptionally detailed and accurate 3D anatomy focusing on the head, neck, pharynx, larynx and oral and nasal cavities plus overviews of the major body systems.
- Clinical topics such as cleft palate, swallowing problems, mucosal legions and neurological disorders are covered with a combination of engaging text, slides, movies and animations.
- Includes an extensive library of 2D animations with sound including swallowing and voiced and voiceless phonetics.

Technical Specification:
PC: Windows XP, Vista, Windows 7
Mac (Intel): Mac OS X 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC
3D Head & Neck Anatomy with Special Senses and Basic Neuroanatomy DVD-ROM

A beautiful and stunningly detailed anatomy atlas for the head, neck, face and senses!

• Over 90 3D views of the head, neck, face, ear, nose, throat, eye, cranial nerves, sinuses, teeth and brain.
• Interactive functions allow you to rotate the model through 360 degrees and add or remove layers of anatomy to view and label any feature with ease.
• Clicking on a feature will bring up hot links to all relating text, dissections, clinical slides, diagrams, illustrations, video clips and functional anatomy animations.

Technical Specification
PC: Windows XP, Vista, Windows 7
Mac: OS X – 10.3, 10.4, 10.5
For 10.7 Intel computers only – not PowerPC

3D Anatomy for Otolaryngology and Head & Neck Surgery DVD-ROM

Highly detailed and accurate interactive anatomy including all the anatomy of the head, neck and face from bone to skin plus specialized views of the oral and nasal cavities and ear.

• Anatomy is given clinical relevance with an extensive conditions section covering history taking, clinical and functional correlates.
• Surgery section includes procedures of the head and neck, Otology, Rhinology and Laryngology with detailed text and links to slides and video clips.

Technical Specification:
PC: Windows XP, Vista, Windows 7 Mac: Mac (Intel) OS X 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

NEW in 2012:
3D Anatomy for MSK Ultrasound: Lower Limb DVD-ROM

Lead contributors
David Elias, Consultant Radiologist, King’s College Hospital
Eugene McNally, Consultant Radiologist MB BCh, BAO, FRCPI, FRCR

Providing an invaluable anatomy and clinical atlas to aid the interpretation of ultrasound of the lower limb, this innovative new title has been designed in response to the increasing use of ultrasound in many different clinical settings. Perfect for training and as a daily reference, this innovative new program provides a much needed visual guide for musculoskeletal ultrasound.

• Extensive, interactive 3D anatomy atlas focussing on the hip, knee, ankle and foot.
• Interactive imaging section provides labeled cross sections and corresponding ultrasound scans of the each region based on probe position.
• Cross sectional anatomy for each region can also be compared with equivalent MR scans.
• Clinical topics section covers over 50 commonly presenting clinical conditions supported by illustrations and slides.

Technical Specification:
PC: Windows XP, Vista, Windows 7 Mac: Mac (Intel) OS X 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

Coming November 2012
3D Anatomy for MSK Ultrasound: Upper Limb DVD-ROM

Working again with Eugene McNally and David Elias to create a unique ultrasound anatomy reference for the shoulder, elbow, forearm, wrist and hand.
NEW: Anatomy Trains 2nd Edition DVD-ROM with Tom Myers

The 'Anatomy Trains' is a revolutionary way of analyzing soft-tissue patterns, and developing strategies for unwinding these patterns via fascial and myofascial work. Using the metaphor of train stations and lines, Tom Myers explains how patterns of strain communicate through the myofascial 'webbing', contributing to postural compensation and movement stability.

- The DVD-ROM brings this concept to life using a high resolution interactive 3D model of human musculature - with the anatomy trains lines, tracks, and stations presented and labeled.
- The models can be rotated 360°, labeled and are supplemented by text descriptions and videos.

Technical Specification
PC: Windows XP, Vista, Windows 7 Mac (Intel): OS X – 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

3D Anatomy for Resistance Training DVD-ROM

A fantastic title for fitness professionals and students. The wide range of content includes 3D anatomy covering bones and muscles - including an extensive muscle atlas - cardiovascular system, blood vessels, respiratory system and anatomical language.

- Animated sequences covering muscle function during common movement such as flexion/extension and abduction/adduction.
- 24 resistance exercises both as live video clips and labelled animations supplemented with descriptive text and tips.
- An interactive MCQ section based on the resistance exercises allows you to test yourself.

Technical Specification:
PC: Windows XP, Vista, Windows 7 Mac: Mac OS X 10.3, 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC

Radiological Cross-Sectional Anatomy with Multidetector CT: Thorax, Abdomen and Pelvis DVD-ROM

An accurate aid to cross section anatomy and CT interpretation. Use advanced functionality to scroll through labeled cross sections and compare with CT scans of the thorax, abdomen and pelvis and MRI of the male and female pelvis. 3D anatomy section includes over 60 interactive 3D views of thorax, abdomen and pelvis including, respiratory system, heart, lungs, digestive system and organs and male and female reproductive system in 3D.

Technical Specification
PC: Windows XP, Vista, Windows 7 Mac: OS X – 10.3, 10.4, 10.5
For 10.7 Intel computers only – not PowerPC

3D Anatomy for Yoga: The Essential Guide DVD-ROM

Helping both yoga instructors and practitioners gain a deeper understanding of human anatomy in the context of yoga asanas, this fantastic resource really is an essential guide to yoga – in 3D.

- This title provides a unique perspective on 26 asanas. View the poses as clear, accurate and interactive 3D models. A mixture of seated and standing poses are included - many shown as both beginner and classical forms.
- Interact with the 3D anatomy models directly and view easy to follow text with links to other content and rotate through 360°.
- View and label all the bones and muscles on the interactive poses.
- Click on a structure to access text that clearly explains the structure and its significance for yoga.

Technical Specification:
PC: Windows XP, Vista, Windows 7 Mac: Mac OS X 10.3, 10.4, 10.5, 10.6
For 10.7 Intel computers only – not PowerPC
And the award goes to…. Primal Pictures!

Over the last 21 years Primal software has won more than 10 medical publishing awards!

- 7 British Medical Association Book Awards (Digital & Online Resources category)
- 3 time winners of the International Health & Medical Media Awards (“the Freddies”)
- The Vesalius Trust Award for special contribution to medical education.

All CD-ROM and DVD-ROM products are sold on a single user license basis.

This means they are licensed for one individual only. They cannot be shared, copied or installed on a server.

Use of Images

Our customers love our software for many reasons, one being the ability to use our award-winning images in their own presentations. One click will save the 3D image you want to use to your computer as a .jpg file that can be used in PowerPoint™ and Word™ etc.

NON COMMERCIAL use of the images is royalty free - so for private educational use in PowerPoint presentations, lectures and patient education.

Any COMMERCIAL OR PUBLIC DOMAIN USE of the images including in books, websites, videos, DVD’s and any other use of the images in the public domain (e.g. advertising) will be subject to formal permission and an additional license fee – please contact Primal Pictures with any queries.

I cannot recommend this product highly enough. Having been qualified for almost 34 years I would confidently say I have a good working knowledge of functional anatomy … Muscles… no problems, ligaments… no problems, fascia and nerves equally confident until it came to precisely identifying the trajectories of all the arteries veins and lymph systems… This multi layered system works both as a functional unit with each joint stripped bare and builds up a complete understanding of how each “layer” contributes to the “whole”. One layer can be overlaid or removed and then rotated for 3D precision. Perfect for either teaching or revision purposes.

I decided… I would use it also as an educational tool for those patients who I thought would appreciate the added “wow factor” during their evaluation and subsequent diagnosis. The response was one of amazement and implicit co-operation as the stunning visual animations really assisted their comprehension of what structure was irritated. Compliance was immediate as interest stimulated.

So as a tool “Primal Pictures” is as much a must for a student or new grad as it is for someone of many years’ experience. Anyone using it will each have their own needs and requirements of the package as I have demonstrated but no-one cannot but be impressed with the simplicity of navigation...

K. L. Winrow – review published in In Touch.
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