

Primal Pictures Launches 3D Anatomy Product for Chiropractic Students and Practitioners

Medically Accurate 3D Human Anatomy Tool Provides In-depth Views of Spine and Spinal Cord

London, UK, 28 November, 2011 - Primal Pictures, publishers of the most complete and medically accurate interactive 3D model of the human anatomy, have launched **3D Anatomy for Chiropractic**. This online and DVD-based tool provides practitioners and students with comprehensive 3D anatomical views, with correlating functional and clinical information.

“There is no other digital learning tool on the market that allows chiropractic practitioners and students to have such complete interaction and immersion with anatomical structures,” said Peter Allan, Managing Director of Primal Pictures. “Users can explore the interrelationship of anatomic structures, with one-click access to related clinical support material.”

3D Anatomy for Chiropractic features an anatomy section with 3D models covering the entire spine, spinal cord and nervous systems and associated image controls, together with two kinds of text articles. The 3D models include all individual anatomical features of the entire vertebral column. Users can choose views of the entire spine or focus on the cervical spine, thoracic spine, lumbar spine, sacral spine, spinal cord or surface features and bone regions. The product also includes 174 embedded videos and MRI images in three planes linked to anatomy cross sections. A comprehensive clinical section focuses on orthopaedic, neurological, and muscular examinations, treatments, including manipulation and rehabilitation and clinical conditions.

“With the touch of a mouse, users can add and remove over 20 layers from skin to bone, and rotate and zoom the 3D model,” said Allan. “They can also correlate views with multi-planar MRI, and label or highlight all visible structures to bring up related text and hot links.”

Practitioners can also use 3D Anatomy for Chiropractic to show and explain injuries, conditions and treatment options to patients.

Primal Pictures’ range of 3D human anatomy titles are already used by more than 500,000 students and 70,000 educators at over 600 colleges and universities around the world. Its flagship product, *Anatomy & Physiology Online*, was recently named the best Digital and Online Resource in the British Medical Association’s Medical Book Awards.

To purchase the product go to <http://www.primalpictures.com/anatomy-chiropractic-spine.aspx>

About Primal Pictures

[Primal Pictures](#) offers the most complete, detailed and medically-accurate 3D model of human anatomy for students, educators and health care practitioners. Primal Pictures’ 3D anatomy software is widely adopted in education and it is used for patient, practitioner and student education in over 20 countries. In 2011, over half a million students will learn anatomy using Primal software.

###