

## **Primal Pictures Launches Enhanced Version of its Award Winning Anatomy & Physiology Online Learning Tool**

*New Version of Medically Accurate 3D Human Anatomy Tool Includes Integrated Lab Activities to Support Student Learning*

London, UK, 5 December, 2011 - Primal Pictures, publisher of the most complete and medically accurate interactive 3D model of the human body and its systems, has launched an enhanced version of its award-winning [Anatomy & Physiology Online](#). The new version, *Anatomy & Physiology Online Plus*, offers 66 hours of comprehensive lab activities to support its 19 learning modules. Fully integrated into each chapter module, the lab activities include 138 3D interactive labeling exercises, 331 quizzes, 22 printable coloring pages, and 60 print and label activities.

“Today’s tech-savvy students are seeking more interactive ways to share and learn complex medical information, and our university customers are moving curriculums online at a record pace,” said Peter Allan, CEO of Primal Pictures. “The lab activities in *Anatomy & Physiology Online Plus* now provide anatomy & physiology students, and the faculty who teach them, with a complete and immersive learning experience in this critical subject area.”

*Anatomy & Physiology Online Plus* includes all the features of *Anatomy & Physiology Online*, which offers interactive, 3D views of human anatomy with integrated physiology content. Users can rotate images, peel away layers, add or remove anatomy from any image, and study animations and illustrations of physiology, dissection slides, clinical case studies, aging impact visuals, and a pronunciation guide. *Anatomy & Physiology Online*’s narrated animations make complex physiologic concepts more understandable.

Primal Pictures developed its 3D models using real medical scan data to create a highly detailed and accurate model that showcases the interrelations of body systems. Its range of 3D human anatomy titles are already used by more than 500,000 students and 70,000 educators at over 700 colleges and universities around the world. *Anatomy & Physiology Online* was recently named the best Digital and Online Resource in the British Medical Association’s Medical Book Awards.

“A growing number of students are opting to purchase *Anatomy & Physiology Online* in addition to a traditionally required textbook because it provides a more interactive, 3D learning experience.” said Laurie Wiseman, Publishing Director for Primal Pictures. “Our new version of the product adds the lab activities that students need to truly understand and remember complex anatomical structures and physiologic mechanisms.”

**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.

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