



REVOLUTIONARY 3D SOFTWARE WINS AWARD FOR OUTSTANDING EDUCATIONAL ENTRY

A revolutionary DVD-ROM produced by UK-based Primal Pictures and featuring interactive, 3-dimensional images of the head and neck has won the 'Michael E DeBakey, MD award for Outstanding Educational Entry' in the 34th International Health & Medical Education Media Awards – also known as the FREDDIES.

The *3D Head & Neck Anatomy with Special Senses and Basic Neuroanatomy* software had taken first place in the Health Education category beating finalists that included the American Heart Association and Canadian Broadcast Corporation. The special Founders' Awards, given to the winning entries that received the highest evaluations, were announced at the Awards Ceremony last week with the Michael E DeBakey, MD award going to Primal Pictures for the 'finest educational entry of the year'.

"We are absolutely delighted to have received this prestigious award," comments Peter Allan, Managing Director of Primal Pictures. "We developed this product to bring all areas of head and neck anatomy up to the same standard as the rest of our anatomy products. This part of the body is incredibly complex and the muscles, bones and vessels and the brain, eye and ear sections on the original head and neck anatomy product needed to be developed further. Any discipline studying this area of the human anatomy – including medics and Ear, Nose and Throat specialists - would need to study these areas in more detail; so it was a logical step for us to develop the software to meet their needs."

The FREDDIES were presented at a star-studded Gala on November 14th 2008 in Philadelphia, USA.

About 3D Head & Neck Anatomy with Special Senses and Basic Neuroanatomy

Built from real human scan data, this unique software is a highly detailed and interactive teaching and learning resource used in medical establishments worldwide and instantly improves doctor-patient communication. It provides stunning and accurate 3D anatomy visuals that can be rotated 360° and viewed through 24 layers from skin through to bone.

The DVD-ROM includes all anatomical structures of the head, face, larynx and pharynx, ear, eyes, oral and nasal cavities, cervical plexus, brachial plexus and nine views of the brain. Hot links relate features to text, dissections, clinical slides, x-rays of pathologies, high resolution dissection stills, video clips, functional anatomy animations and surface anatomy videos that demonstrate muscle action. The British Medical Association recently awarded the DVD-ROM its Electronic Book prize.

OUT NOW: 3D Head & Neck Anatomy for Dentistry

COMING SOON: Real Time view

About the FREDDIES

The mission of the FREDDIE Awards is 'to provide encouragement and acknowledgement to the producers of health and medical electronic media.' Past winners in the Health Education category include Discovery Health Channel and the American Academy of Ophthalmology. Other FREDDIE winners over the years include Bill Gates, Christopher Reeve, the American Red Cross and Doctors without Borders.