

PRIMAL PICTURES PREVIEWS PRIMALONLINELEARNING.COM FOR ANATOMY AND PHYSIOLOGY

A Digital Revolution in Anatomy and Physiology Online Learning

LONDON and THE HUMAN ANATOMY & PHYSIOLOGY SOCIETY CONFERENCE (DENVER) — May 28, 2010 — [Primal Pictures](#), publishers of the most complete and medically accurate 3D model of the human anatomy for educators, students, and practitioners, unveiled today at the Human Anatomy & Physiology Society (HAPS) Annual Meeting, [PrimalOnlineLearning.com](#) - an online Anatomy and Physiology resource that provides clear 3D images and interactive models covering all body systems. The site, which will officially launch in September, provides learning objectives that guide both students and teachers, along with quizzes and reviews. Narrated animations and slides show physiological processes in a clear and memorable way, and clinical content and aging processes are also covered.

Dr. Craig Clifford, PhD, College of Science and Health Professions, Northeastern State University and HAPS member remarked, “Like all of us in academia, Primal Pictures is reaching out to young people and providing them with multifaceted learning tools to fit their complicated lifestyles. Primal is a wonderful resource of 3D animation in its depth and breadth.”

In addition to [PrimalOnlineLearning.com](#), Primal Pictures launched a new tool designed to enhance online medical education worldwide—a visual human anatomy application for iPhone/iPod Touch. The free application features an anatomy quiz containing more than 100 questions on three body systems: respiratory, cardiovascular and digestive. The application is available for download through iTunes at:

<http://itunes.apple.com/gb/app/free-primalanatomy-quiz/id347571836?mt=8>

HAPS conference presenter, Betsy Brantley, RN, Professor of Biology at Lansing Community College and advocate for the advancement of online learning commented, “Primal Picture’s iPhone application is a great idea to give people a taste of learning anatomy online. Many current students are focusing on healthcare careers, and, having grown up in the internet age, many of them are visual learners. The animations and presentation in Primal’s application are a great resource for them.”

The iPhone application incorporates stunning human anatomy imagery taken from Primal Pictures’ 3D model. This medical education aid taps into the power of the most complete 3D graphic model of the human body, representing the future of medical education. Primal Pictures’ award-winning range of 3D Human Anatomy titles is already used by more than 500,000 students and 70,000 educators at over 600 colleges and universities around the world.

Primal Pictures CEO Peter Allan commented, “There is a digital revolution underway in healthcare that is fundamentally changing the way that medical information is shared and presented. In medical education, this is driving educators and students to increasingly use online resources to improve their learning experience and results. In fact, we’re even seeing university systems requiring increasing percentages of their curriculum to move online. We are filling this need by making available to them one of the world’s leading human anatomy resources.”

About Primal Pictures

Primal Pictures was established in 1991 and offers the most complete and medically accurate 3D model of human anatomy. Primal Pictures' 3D anatomy software is widely adopted in education and it is currently used for patient, practitioner and student education in over 20 countries. In 2010 over half a million students will learn anatomy using Primal software. For additional information please visit www.primalpictures.com.