FOR IMMEDIATE RELEASE:

Primal Pictures Launches 3D Anatomy for Musculoskeletal Ultrasound: Lower Limb

Tool provides in-depth views of the lower limb to guide interpretation of ultrasounds that are increasingly used to diagnose hip, knee and foot injuries and conditions

London, UK, July 17 2012 - Primal Pictures has launched 3D Anatomy for MSK Ultrasound: Lower Limb. This online and DVD resource provides medical practitioners with images and content to aid in the interpretation of ultrasound imaging used to diagnose and treat musculoskeletal (MSK) conditions of the hip, knee and foot. It is also used as a learning tool for faculty and students in ultrasound and radiology technology programs. Developed to support the rapidly growing use of MSK ultrasound, it is the latest tool from the award-winning publishers of the most complete and medically accurate 3D model of human anatomy.

“More and more practitioners are using ultrasound imaging to help diagnose musculoskeletal problems, and told us they wanted a tool that offers them visual guidance, clinical support and patient education,” said Peter Allan, Managing Director of Primal Pictures. “Our interactive imaging lets users compare scans with 3D cross sectional anatomy images of the hip, knee and foot, and is supported by extensive clinical content on common conditions and treatment options.”

An interactive imaging section allows the user to compare the labeled cross sectional anatomy of the hip, knee and foot with comparable ultrasound scans based on transducer positions and with MRIs in axial, sagittal and coronal planes. Rotational tools allow the user to see the ultrasound image at the same orientation as the anatomy view, which aids in understanding the image.

3D Anatomy for MSK Ultrasound: Lower Limb features an interactive anatomy atlas with 3D models and views of the hip, knee, ankle, and foot, plus nerves of the lower extremity. Every visible structure is labeled and interactive functions allow the user to add or remove anatomy in layers to reveal deep and superficial structures. Each view can be fully rotated or tipped to view structures and understand their relationships more easily.

In addition to thousands of 3D views of the bones, muscles, nerves and vessels of the lower body, the DVD also includes clinical content covering more than 50 conditions such as bursitis, tendon tears and ruptures, muscle tears, fractures, cysts and many more commonly presenting conditions and injuries.

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_msk_ultrasound.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 2012, over half a million students will learn anatomy using Primal software. In the past 12 months, Primal won the British Medical Association's annual prize for the best digital resource, and the Queen’s Award for Enterprise: Innovation 2012, the highest official award that a British business can achieve.

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