



PRIMAL PICTURES

3D互动式人体解剖学数据库

Innovating Medical and Allied Health Education
With 3D Anatomy Teaching and Learning Tools



PRIMAL PICTURES 介绍



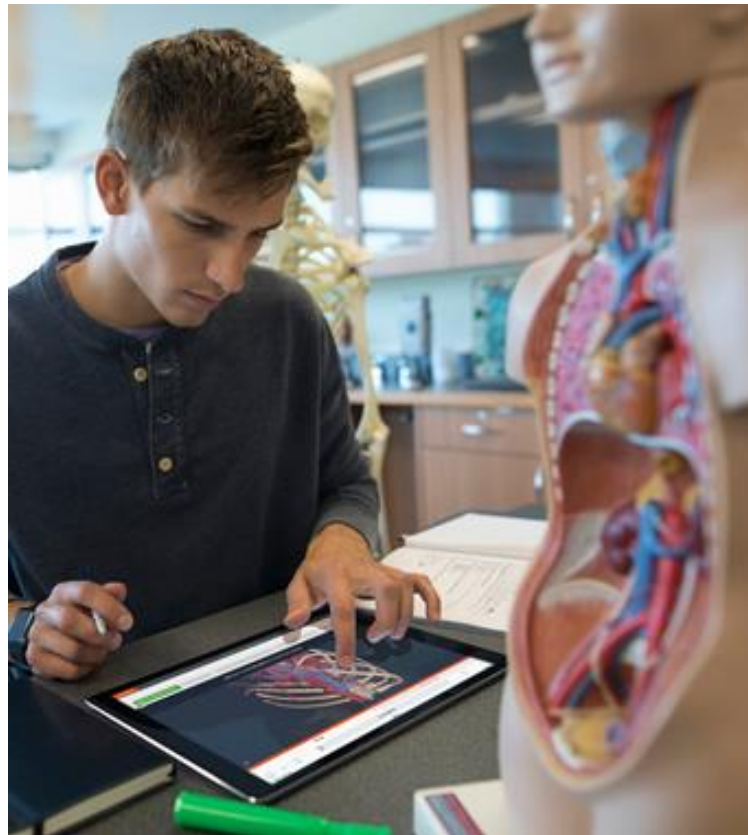
英国 Informa 出版集团提供
30年业界领先的在线医学教育提供商



用户：全球超过1200所大学和医院，50万个用户
(剑桥，哈佛，加州，北京大学，上海交通大学，复旦，首都医科，中山，南方医科，中国医学科学院，解放军医学院，第四军医，天津医科大学，香港大学，台湾大学，新加坡大学...等)



内容：6500+个偏重于特定独立器官、身体部位或解剖系统的高精度3D动态互动式解剖模型
包括3D 解剖图、大体图片、核磁共振成像、动画、视频和音频等



PRIMAL PICTURES 可以做什么？



教学

- 巩固**解剖学、生理学和医学教育**课程
- 详细了解人体结构与功能、生物学特性等信息



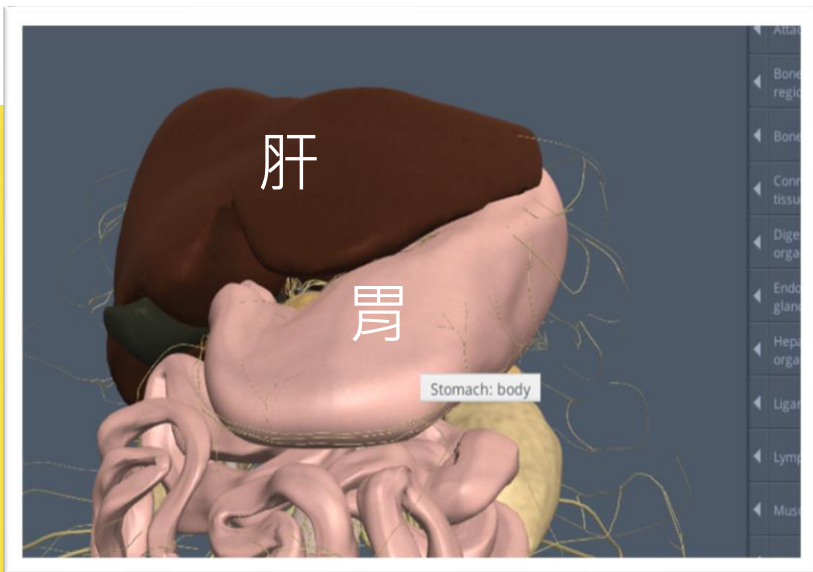
临床

- 持续的**临床专业学习发展**
- 为临床专科相关高级研究提供培训工具

- 为外科医生更好地准备复杂手术提供帮助
- 进行**患者教育**，满足患者了解当前准确医学信息



PRIMAL PICTURES 为什么与众不同？ 精准度！



Primal Pictures

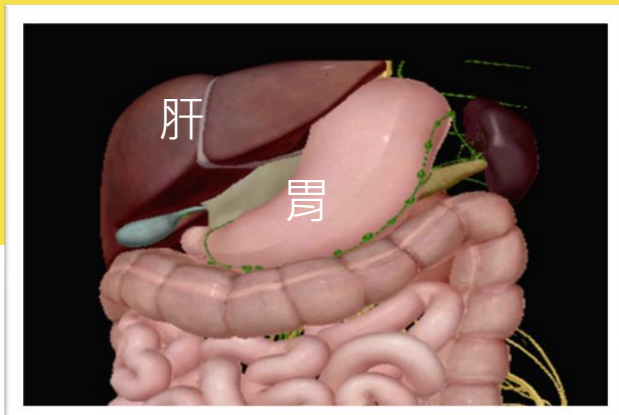
VS

扫描 真实大体

透过 核磁共振MRI 影像收录

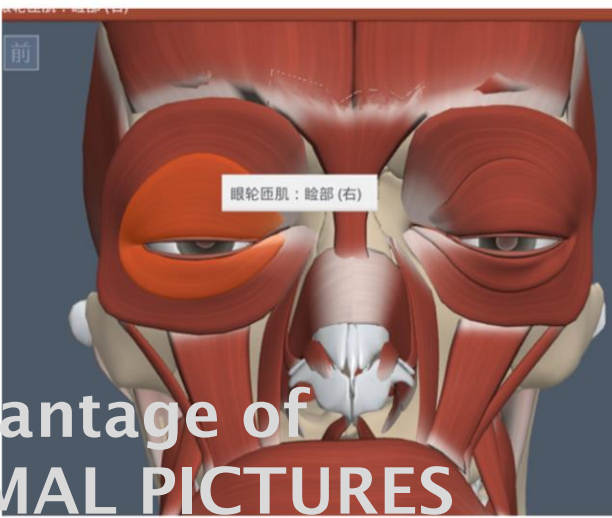
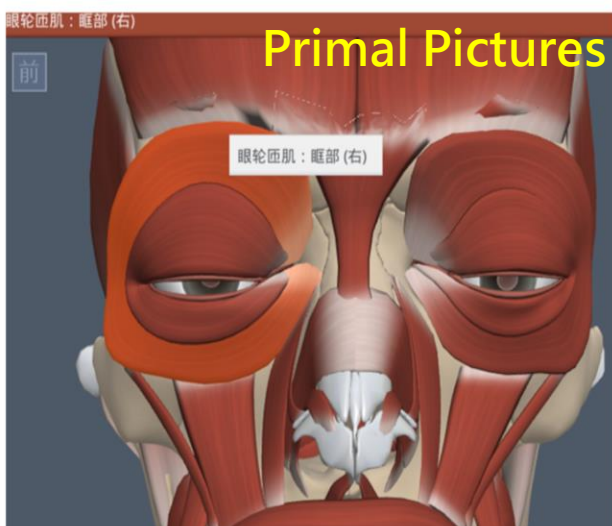
3D、精准 轻松客制化

全新HTML5的介面，不需要下载任何插件

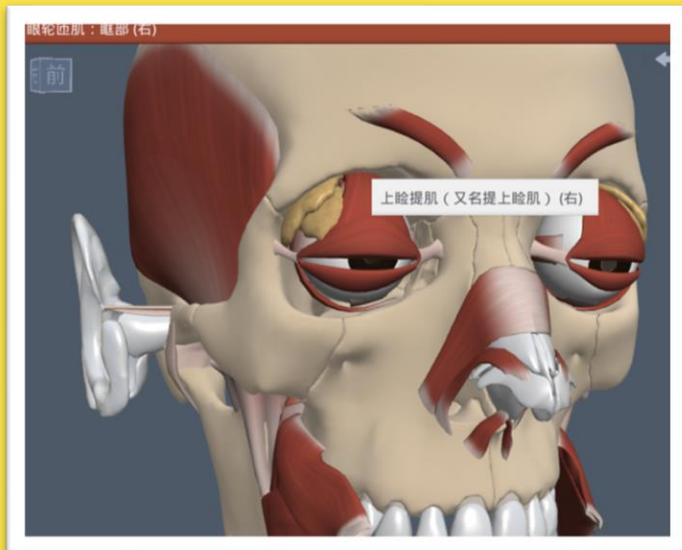


Advantage of
PRIMAL PICTURES

Primal Pictures



- ⚙️ 肌肉组织划分精准
- ⚙️ 标示各部位名称



其他产品



VS

Advantage of
PRIMAL PICTURES

www.anatomy.tv 全新智能检索界面

The screenshot displays the website's interface with the following elements:

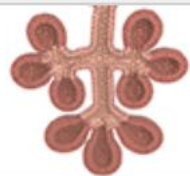
- Navigation Bar:** Includes a search bar, a menu icon, and a dropdown arrow. A "LOG IN TO PERSONAL ACCOUNT" button is located in the top right corner.
- Secondary Navigation:** Tabs for "WELCOME", "TITLES", "BROWSE", "INDEX", and "RESULTS".
- Language Selection:** A row of buttons for "English", "Latin", "Chinese", and "Japanese". A callout box labeled "支持多国语言" (Supports multiple languages) points to this row.
- Left Sidebar (Subscription Module):** A dark sidebar with a list of categories: "Disease & Conditions", "3D Atlas", "3D Real-time", "Virtual Reality", "Anatomy and Physiology", "Functional Anatomy and Therapy", "Quizzing", "Imaging", "Clinical Specialties", and "Legacy Products". A callout box labeled "订阅模块" (Subscription module) points to this sidebar.
- Main Content Area:** A grid of anatomical images with labels: "Head and Neck", "Spine", "Shoulder and Arm", "Forearm, Wrist and Hand", "Thorax", "Abdomen", "Male Pelvis", "Female Pelvis", "Hip and Thigh", "Knee", "Leg, Ankle and Foot", and "Whole Body". A callout box labeled "部位分类" (Body part classification) points to this grid.
- Mobile App Promotions:** "Download on the App Store" and "GET IT ON Google Play" buttons are visible in the top right.



PRIMAL PICTURES



Head and Neck



Histology



Respiratory System



Speech Language Pathology

各个模块介绍

Disease & Conditions

3D Atlas

3D Real-time

Virtual Reality

Anatomy and Physiology

Functional Anatomy and Therapy

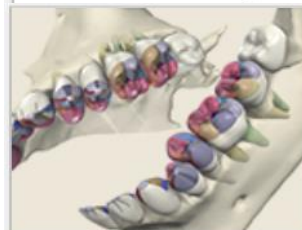
Quizzing

Imaging

Clinical Specialties



Resistance Training



Dental Hygiene



Cross-sectional Anatomy

Cross

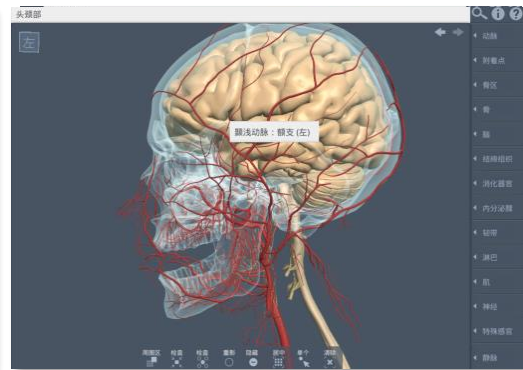
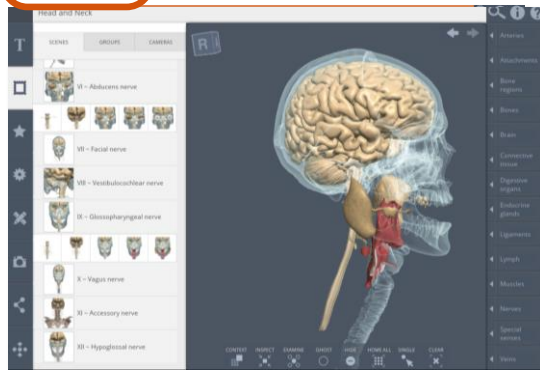
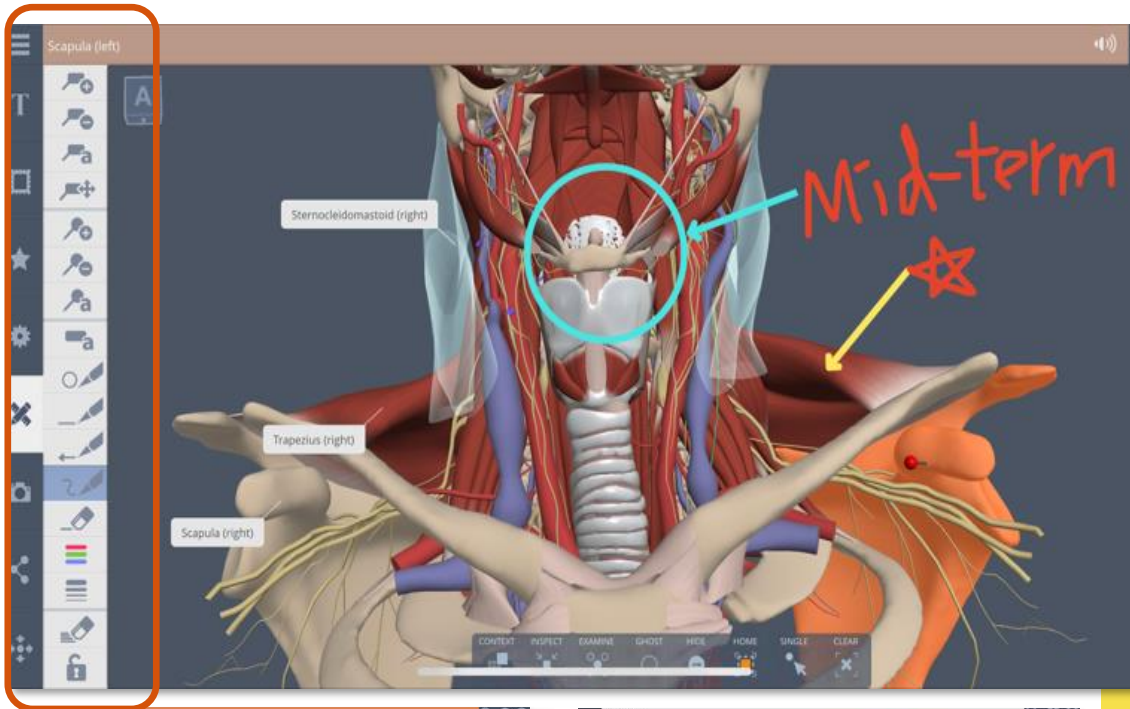


Massage and Manual Therapies

3D Real-time

使用真实大体扫描数据，并制作成人个性化操作平台，使用者可针对**12组模块**、**3000多个组织**进行人体解剖的深入了解，同时还可完全根据自己的需求**客制化解剖图片**

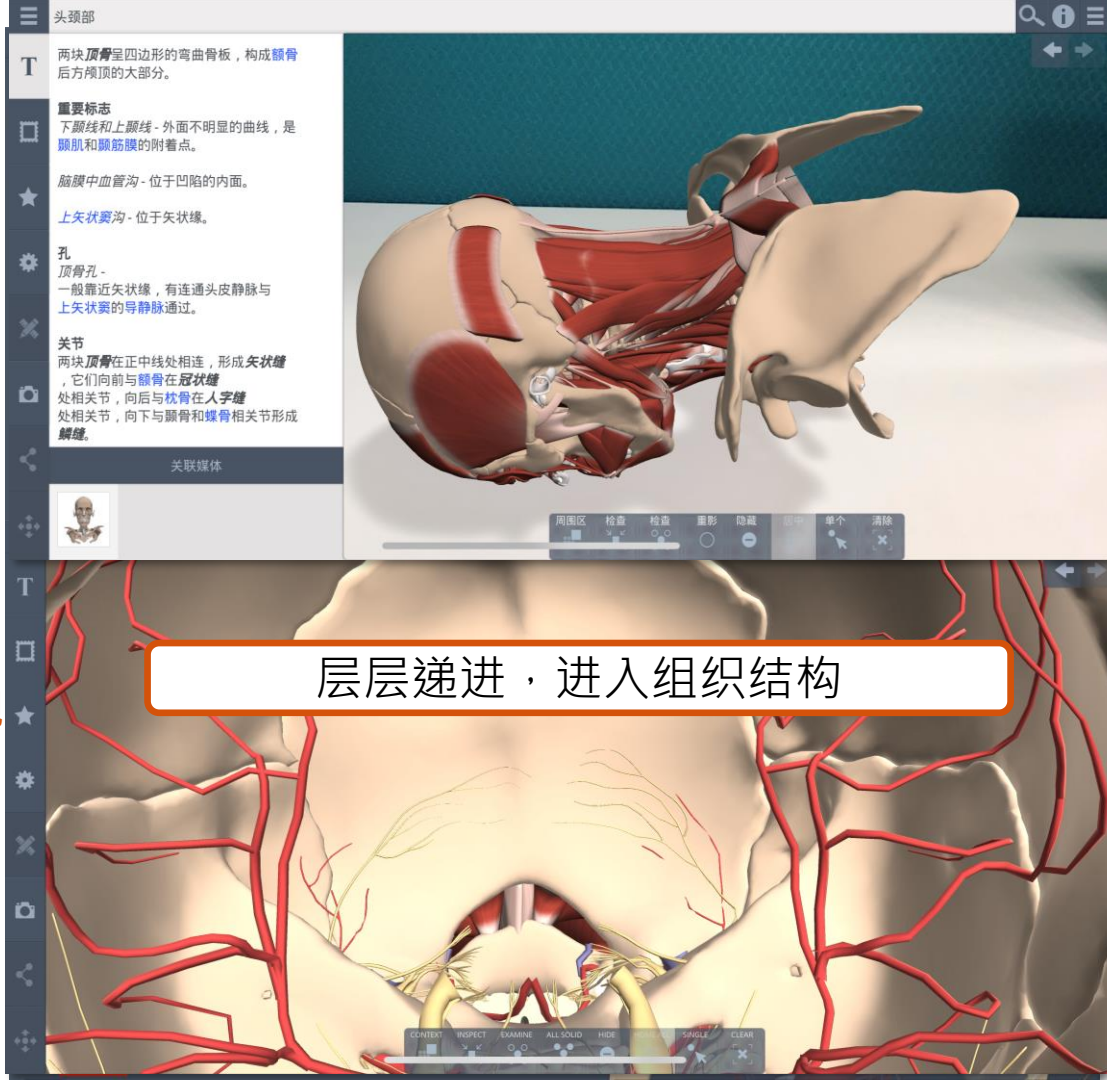
- 支持多国语言 (支援**简体中文**)
- 支持不同层级结构查看
- **360度任意角度**旋转查看
- 多种图片编辑工具
自定义图像输出
- 支持人体结构**透明化**呈现



3D Real-time

使用真实大体扫描数据，并制作成人性化操作平台，使用者可针对**12组模块**、**3000多个组织**进行人体解剖的深入了解，同时还可完全根据自己的需求**客制化解剖图片**

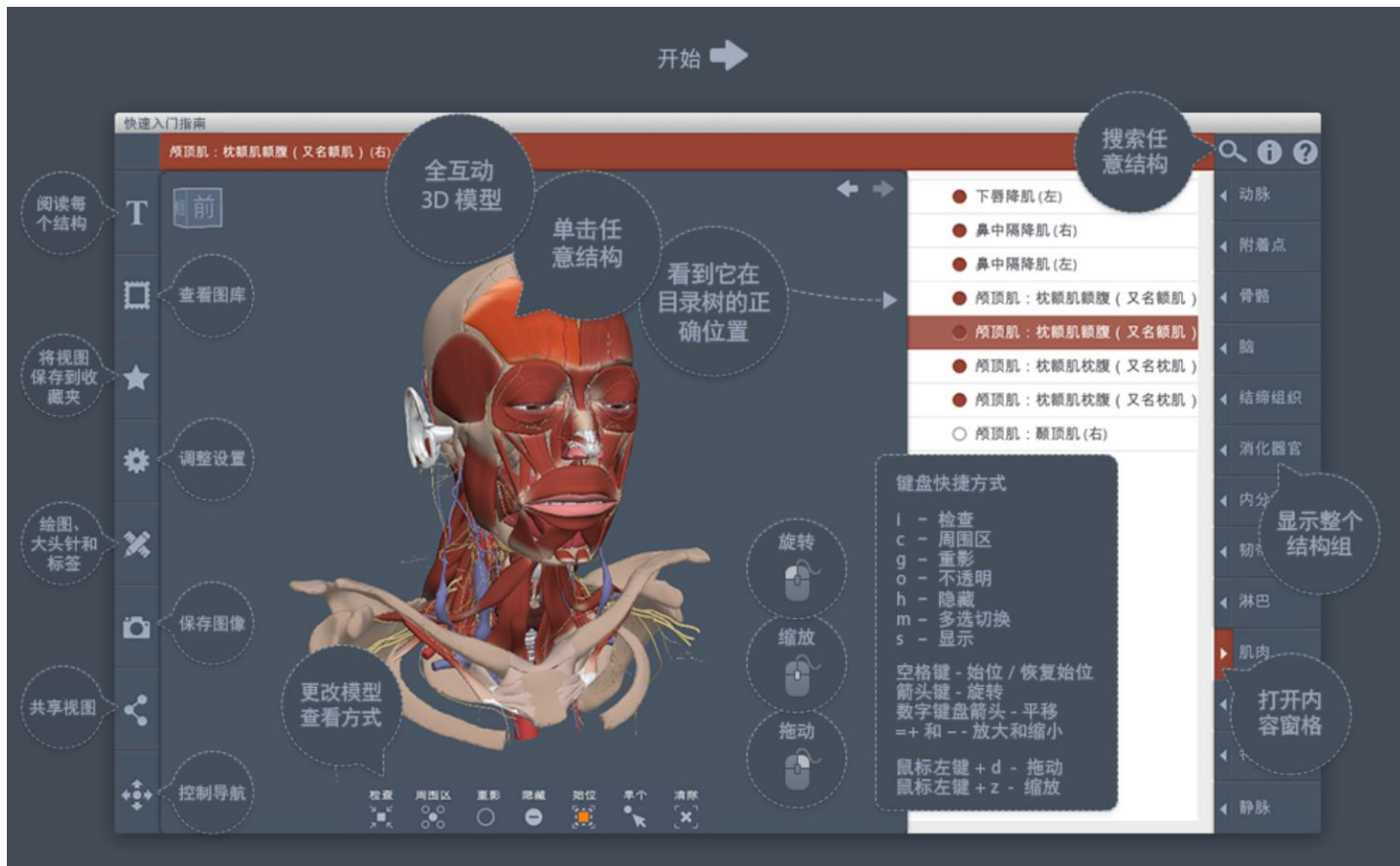
- 真实大体图与3D图片**对照学习**
- 可使用**3D眼镜**，呈现**VR虚拟立体透视**
- iOS 手机**APP**，支援**AR扩增实境功能**



iOS 手机APP，支援AR扩增实境功能

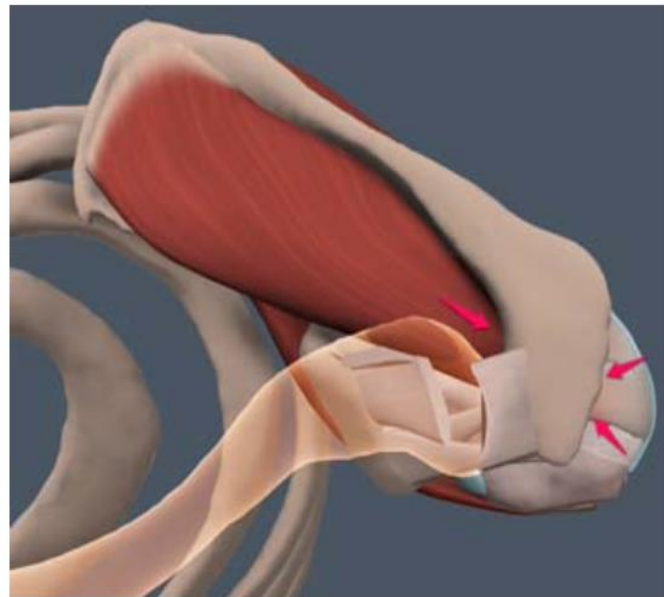
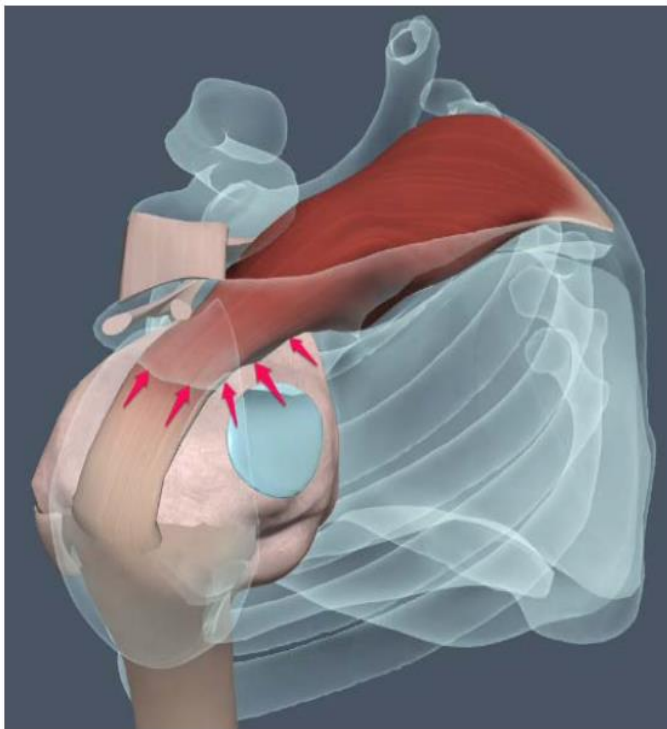
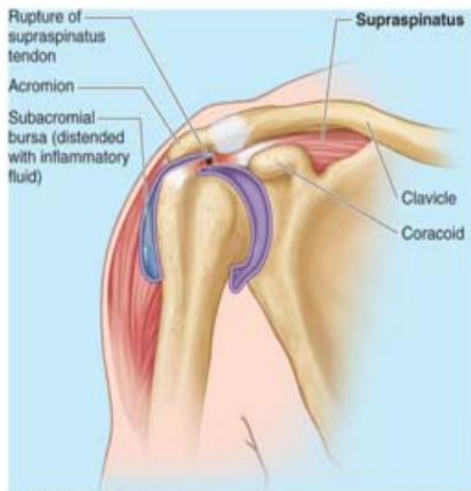


3D Real-time 中文界面操作说明



临床应用：标示出容易受伤、特别具有临床意义的肌肉，并**去除不必要、透明化邻近构造**，**强调局部构造**特征，并以特殊角度来清晰呈现！

棘上肌腱挤压、肌腱炎



优点：利用骨骼**透明化**和特殊观察角度，完整呈现棘上肌腱如何通过肩胛骨肩峰下方狭窄空间，因而肌肉（过度运动）肿胀造成夹挤现象

Disease and Conditions

超过80几种常见疾病说明

- 多种内容呈现方式：**Slides**、**Movie**和**PDF**；
- 各配有详尽的**文字说明**，以便读者可以快速了解疾病症状的说明和内容。

DISEASE AND CONDITIONS

Specialties

ACL injury: healthy anterior knee

Accidents and injuries

Cardiology

Chiropractic

Dentistry

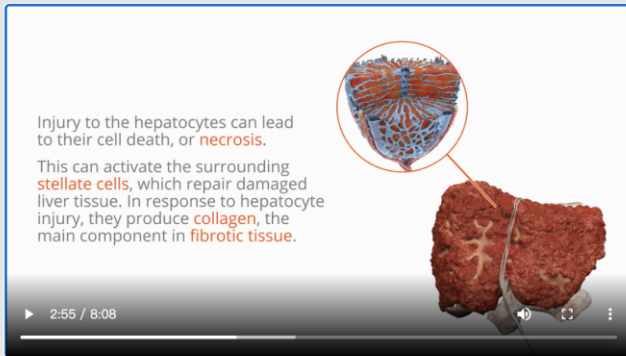
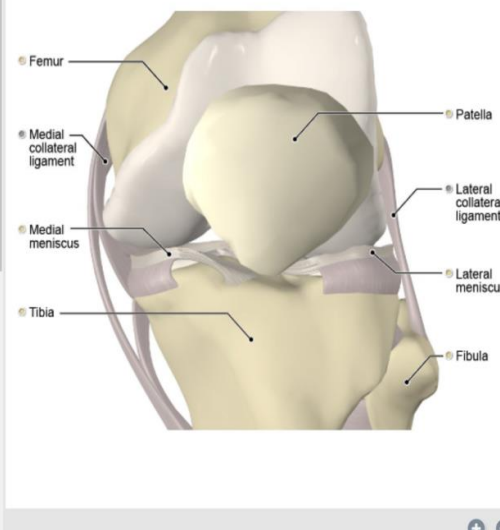
Endocrinology

Gastroenterology

Gynecology

Hepatology

Neurology



Injury to the hepatocytes can lead to their cell death, or **necrosis**.

This can activate the surrounding **stellate cells**, which repair damaged liver tissue. In response to hepatocyte injury, they produce **collagen**, the main component in **fibrotic tissue**.

2:55 / 8:08

Liver cirrhosis

MOVIES


What is liver cirrhosis?

SLIDES

PDFS

NAFLD

LIVER CIRRHOSIS



Approximately 50 million individuals currently have liver cirrhosis worldwide.

However, this statistic may be higher as patients can be **asymptomatic** and unaware they have the condition.

Men are twice as likely to develop cirrhosis compared to women.

Cirrhosis is a progressive condition involving the irreversible build-up of scar tissue, or **fibrosis**, in the liver.

3D Atlas

该模块为**局部解剖学**的完整参考信息,分为**9**个模组

- 多种内容呈现方式：**3D Anatomy**、**MRI**、**Slides**、及**Movie**；
- 各人体构成均配有详尽的**文字说明**，以便读者可以快速了解各部位内容及解释。

PRIMAL'S 3D ATLAS OF HUMAN ANATOMY OF THE HEAD AND NECK

3D Views

- Head and neck
- Head
- Face
- Brain
 - Brain - overview
 - Cerebrum
 - Cerebellum
 - Brainstem
 - Meninges
 - Dural folds and sinuses
 - Ventricles of the brain

Slides

- Anatomy slides
- Clinical slides
- Dissection slides
 - Cervical region of the spinal cord from the front
 - Cranial fossae, with dura mater intact
 - Deep dissection of the left half of the tongue, from the right
 - Face: deep dissection, right infratemporal fossa and TMJ - mandible and adjacent structures removed
 - Face: superficial dissection, the left parotid gland, facial nerve and muscles
 - Left prevertebral region
 - Left side of the neck, from the left and front
 - Mouth and palate in sections: the inside of the

Dissection slides

Head MRI

- Axial MR of the head and neck, slice 01
- Axial MR of the head and neck, slice 02
- Axial MR of the head and neck, slice 03
- Axial MR of the head and neck, slice 04
- Axial MR of the head and neck, slice 05
- Axial MR of the head and neck, slice 06
- Axial MR of the head and neck, slice 07
- Axial MR of the head and neck, slice 08
- Axial MR of the head and neck, slice 09

Axial MR of the head and neck, slice 03

Cerebrum

The cerebrum accounts for 85% of the brain and occupies the anterior and middle cerebral fossae. It is directly related to the cranial vault and is divided into two cerebral hemispheres that are joined at the bottom by the corpus callosum. The surface of the cerebrum is covered in a layer of grey matter; this cortex covers a core of white matter. Thick folds called gyri that form shallow grooves called sulci increase the surface area of the cerebrum. Several prominent sulci divide the cerebrum into 5 lobes;

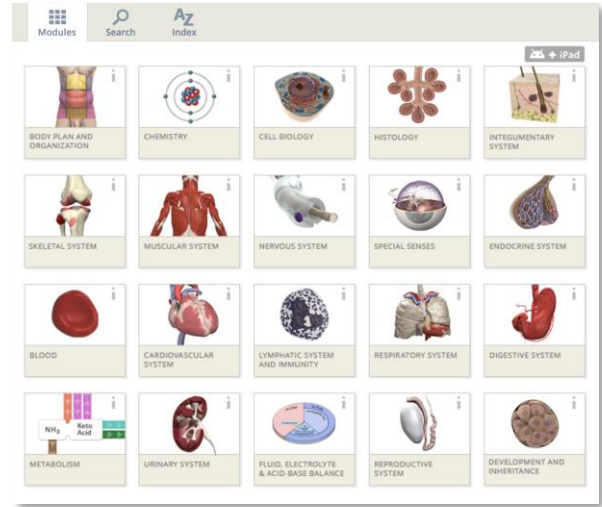
- Frontal
- Parietal
- Temporal
- Occipital
- Insula

The cerebrum controls and integrates motor, sensory, and higher mental functions, such as thought, reason, emotion and memory.

Visible structures

Anatomy and Physiology

- 20个身体系统模组
- 辅助解剖学，生理组织学课程内容
- 多媒体学习取向：3D影像、综合说明文字、影片视频、叙述式动画及图解、发音指南、解剖图、投影片等
- 250 多个涵盖病理生理学的**临床主题及案例研究**
- 有关病因（病原学）、症状、诊断与治疗选项的综合临床信息



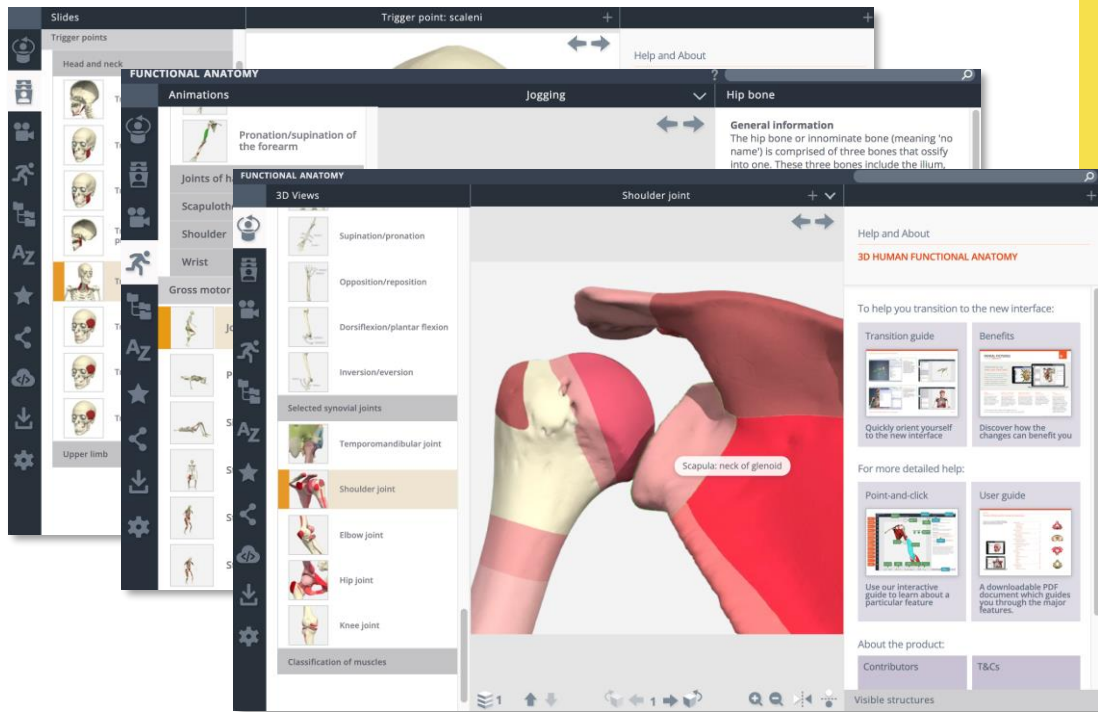
The screenshot shows three detailed content panels from the software:

- Photomicrograph of cardiac muscle:** A histological image showing striations, nuclei, and intercalated discs. Labels include: Nuclei, Striations, Cardiac muscle fibers, and Intercalated disc.
- Muscle Tissue:** Learning objectives and text describing skeletal muscle tissue. It notes that skeletal muscle tissue is made of long, thin, cylindrical fibers with striations. It also describes the sarcolemma and sarcomere. A small diagram shows a cross-section of a muscle fiber.
- Chemical synapse:** A 3D diagram of a synapse showing neurotransmitter release and receptor binding. Learning objectives include: Distinguish between different types of synapses, Label the parts of a synapse, Explain the release of neurotransmitters, Explain the effects of neurotransmitters on the postsynaptic membrane, and Distinguish between spatial and temporal summation. It also lists major groups of neurotransmitters and defines electrical synapses.
- Clinical:** Text discussing disease processes in skeletal system disorders, including localized inflammation, infection, degenerative change, trauma, and metastatic disease. It defines bone metastasis and lists common sites (vertebrae, pelvis, ribs, limbs). It also discusses causes of bone metastasis, such as tumor cells migrating to the bone and causing osteolytic or osteoblastic lesions.

Functional Anatomy and Therapy

互动式功能解剖提供您观察**肌肉**功能，以及与**骨骼**和**韧带**的运动，内有超过**70组完整骨架动画**。这个模块适合用在**物理治疗**、**职业治疗**的研究与发展上。

- 多种内容呈现方式：
3D Anatomy, Slides, Movies及**Animations**
- 涵括多种**运动伤害**专业参考资讯
- 影片及动画形式剖析运动过程中的肌肉受力及拉伸情况
- 详尽的文字阐述，并配有**临床相关性**说明



Therapy

提供治疗领域的专业知识。

读者可从以下几个方面进行参考与了解：

Anatomy Trains (肌筋膜疼痛症候群脉络分布)

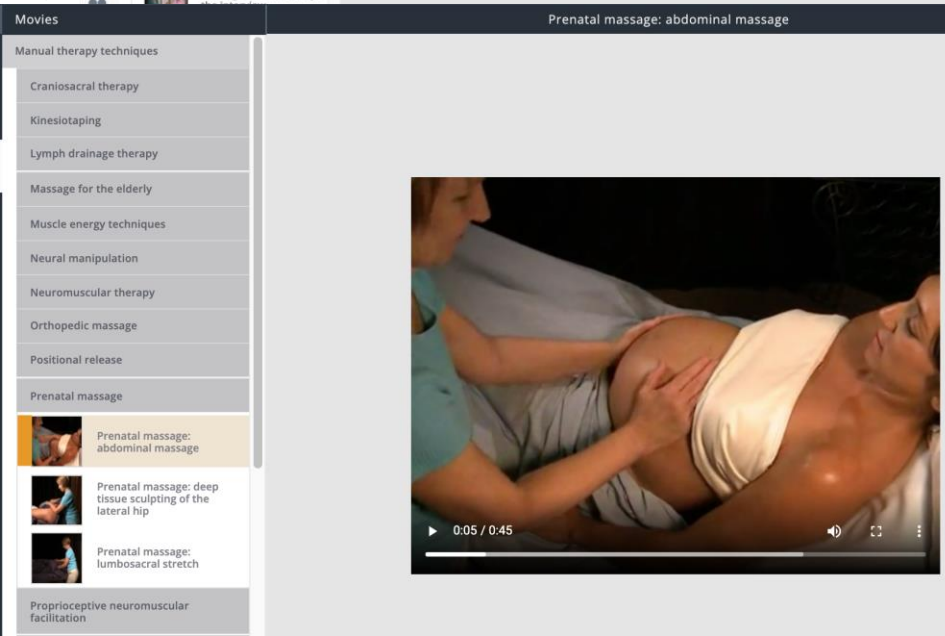
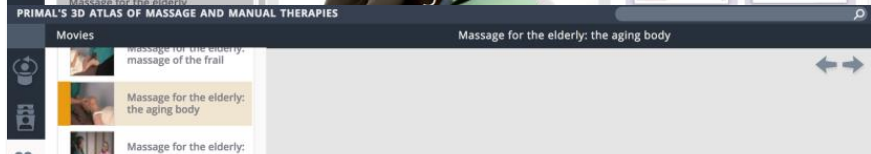
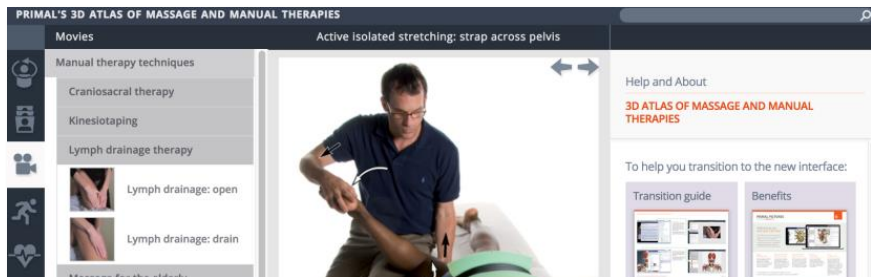
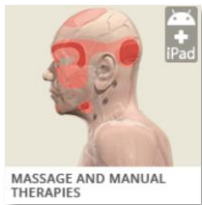
Massage and Manual Therapies (按摩与伸展照顾)

Exercise(运动)

Pilates(普拉提)

Yoga (瑜伽)

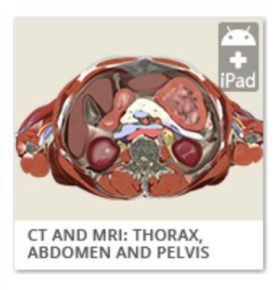
Resistance Training (抗阻力训练)



Imaging

提供丰富的人体超声波、CT、及MRI图片。

- 多维查看方式：
横向、纵向、及冠状切面
- 对应3D解剖图像还原
- 多层次结构查看
- 详细的文字说明



PRIMAL'S 3D HUMAN ANATOMY FOR ULTRASOUND: LOWER LIMB

Chronic tear of semitendinosus: axial dynamic US

Movies

- Chronic tear of semitendinosus normal comparison: axial dynamic US
- Chronic tear of semitendinosus: axial dynamic US
- Chronic tear of semitendinosus: longitudinal dynamic US
- Inguinal hernia: axial oblique dynamic US
- Inguinal hernia:

Patellar tendinopathy

knee prosthesis *in situ* or following surgery. On sagittal scanning, there is usually uniform swelling with a hypo-echoic appearance of the whole tendon.

Bibliography

Carr JC, Hanly S, Griffin J, Gibney R. Sonography of the patellar tendon and adjacent structures in pediatric and adult patients. Am J Roentgenol. 2001;76:1535-1539.

Pearce KAL, Lee JC, Healy J. Imaging the infrapatellar tendon in the elite athlete. Clin Radiol. 2006;61:570-578.

Atrophied muscle belly of semitendinosus

Semimembranosus

Biceps femoris

Adductor muscles

0:01 / 0:12

Clinical Specialties

提供多种临床专科诊疗参考资料。為多种临床专科提供更详尽资料信息(口腔科，耳鼻喉科，泌尿科...)

同时还加入临床诊疗示范视频，以及相关手术影片。

PRIMAL'S 3D HUMAN ANATOMY FOR UROLOGY

Movies

Female bladder and urethra

Male bladder and urethra

AdVance Male Sling TO

Double cuff transcorporal artificial urinary sphincter with loose cuffs

Nerve-sparing cystectomy in a male patient

Post-prostatectomy incontinence: bulbourethral sling with invance device

Repair of rectovesical fistula using the York Mason approach


Robot-assisted prostate-sparing radical cystectomy

Robotic-assisted radical cystectomy with preservation of the neurovascular bundles

Female pelvic floor

Kidney

AdVance Male Sling TO



1:30 / 9:29

The screenshot shows a video player interface for a urology course. The left sidebar contains a list of topics, with 'AdVance Male Sling TO' selected. The main video area displays a surgical procedure. The video progress bar shows 1:30 / 9:29.

PRIMAL'S 3D ANATOMY FOR OTOLARYNGOLOGY

Movies

Clinical videos

Patient examination

Physical examination of the ear

Physical examination of the nose


Stroboscopy

Surgical procedures

Movement animations

Surface anatomy videos

Stroboscopy

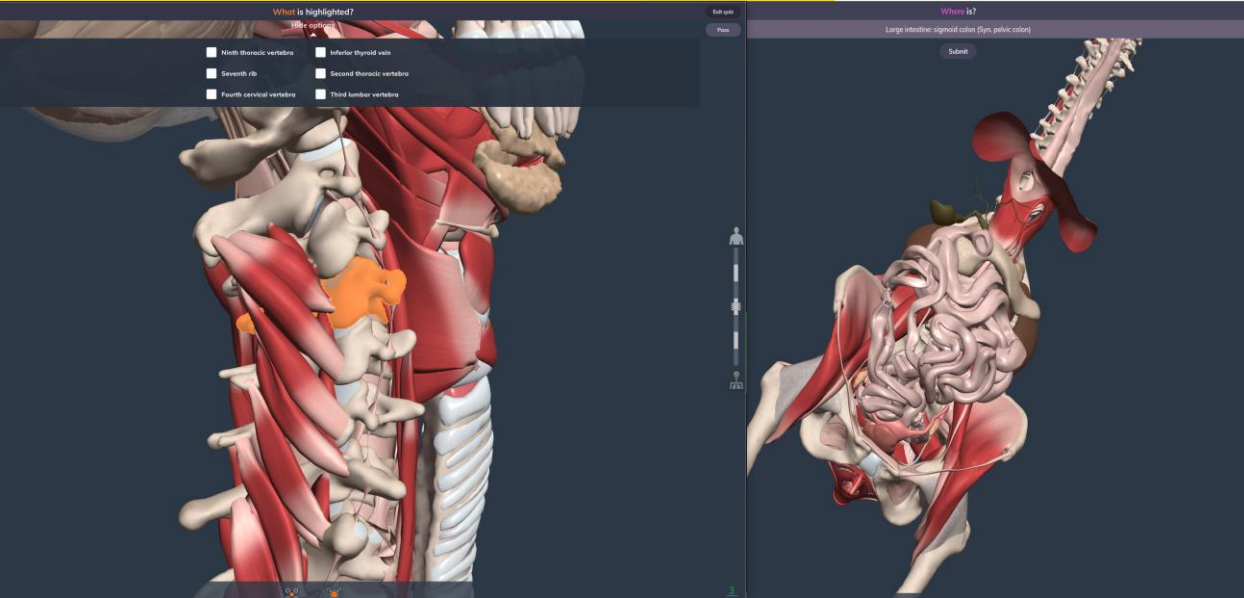


1:04 / 3:25

The screenshot shows a video player interface for an otolaryngology course. The left sidebar contains a list of topics, with 'Stroboscopy' selected. The main video area displays a stroboscopy procedure. The video progress bar shows 1:04 / 3:25.

Quizzing

提供丰富的自我检测题目，
学生可以反复练习。



Select Region for quiz

Mixed

Head and neck

Spine

Shoulder and arm

Elbow and forearm

Hand

Thorax

Abdomen

Female pelvis

Male pelvis

Hip and thigh

Foot

Select System for quiz

Mixed

Urinary organs

Bones

Connective tissues

Muscles

Arteries

Ligaments

Veins and lymph

Hepatic organs

Nerves

Digestive organs

搜索栏

Search



TITLES

BROWSE

INDEX

RESULTS

By Region

Cardiovascular system

Teeth

By Sys

消化系统

Digestive system

Salivary glands

By Media

Endocrine system

Esophagus

By Title

Hepatic syste

胃

Stomach

Integumentary system

Liver

Lymphatic system

Gallbladder

Muscular system

Small intestine

Nervous system

Large intestine

Reproductive system

Peritoneum

Respiratory system

Skeletal system

Special senses

Urinary system

- 部位
- 系统
- 类型
- 模块

智能搜索全新上线

New Generation Smart search



TITLES

BROWSE

INDEX

RESULTS

Stomach



By System ▶ Digestive system ▶ **Stomach**

42 results for 'Stomach'

RESET

Filter by Media Type

Structure

3D Views

Slide

Filter by Product

3D Atlas

3D Real-time

Filter by Region

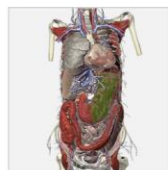
Trunk

Filter by System

Digestive system

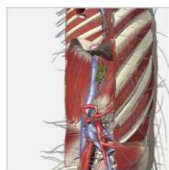
Structure 8 results

Show 2 more



Stomach: body

...



Stomach: cardiac region

...



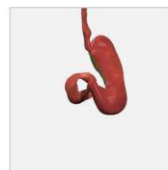
Stomach: fundus

...



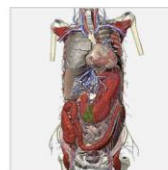
Stomach: greater curvature

...



Stomach: lesser curvature

...

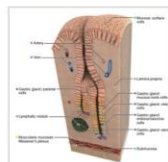


Stomach: pyloric antrum

...

Slide 33 results

Show 27 more



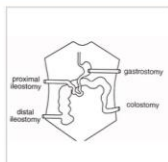
Stomach wall: cross-section

...



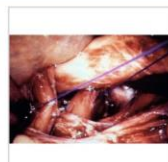
Stomach: muscular layers

...



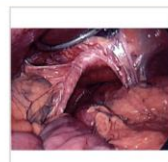
Ileostomies and gastrostomy - diagram of same

...



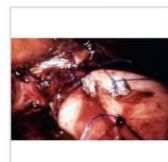
Laparoscopic hiatus hernia repair -

...



Massive hiatus hernia

...

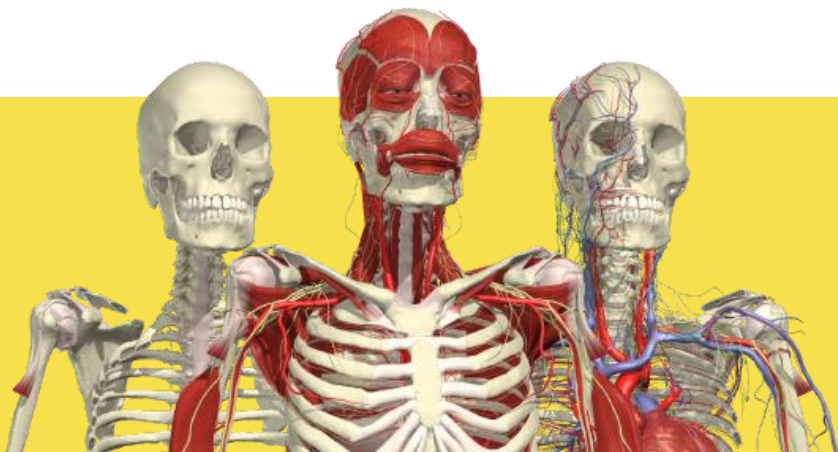


Nissen fundoplication - sutured wrap

...

筛选：

- ✓ 类型
- ✓ 模块
- ✓ 部位
- ✓ 系统



Thank You