



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



网页版



App版

About ANATOMY



教科書繁多又厚重
實驗室和大體有限
受時間與地點影響



PRIMAL PICTURES 是什么？



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



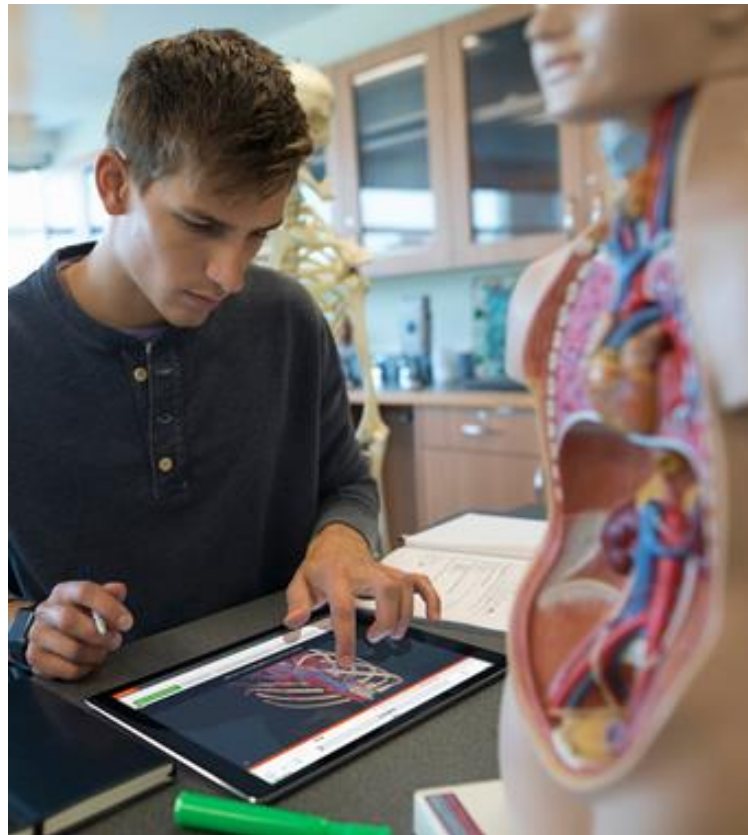
用户：全球超过**1200所**大学 and 医院，**50万**个用户

(剑桥·哈佛·加州·北京大学·上海交通·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



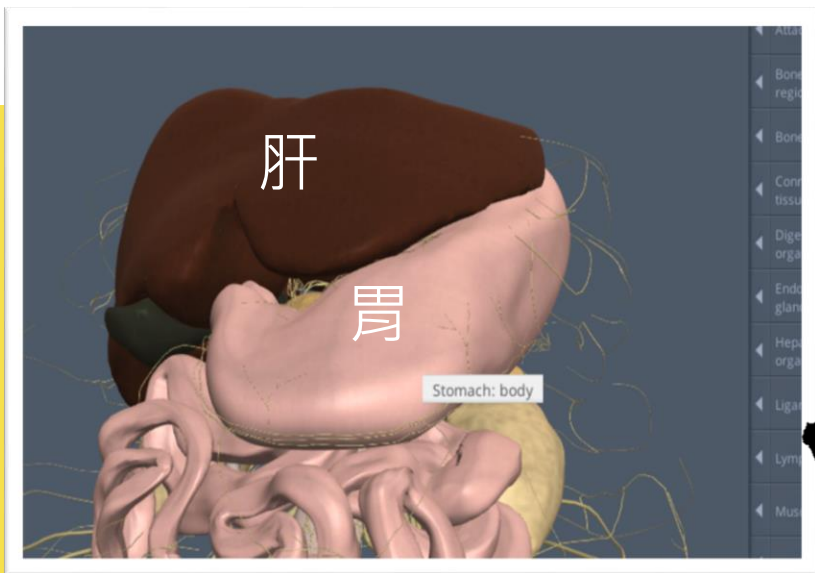
临床

- 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？



Primal Pictures

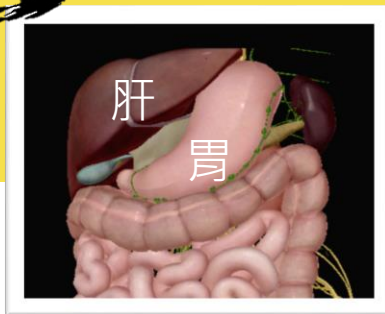
扫描 **真实大体**

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

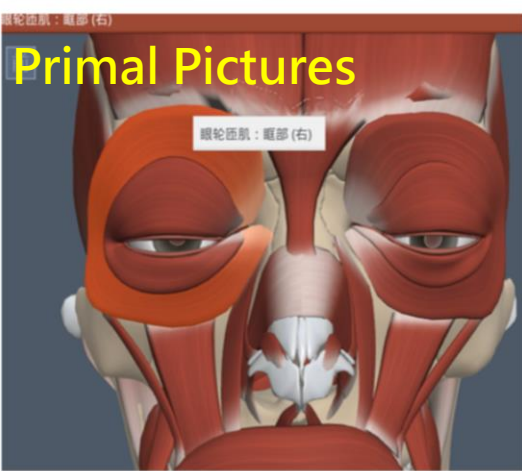
VS



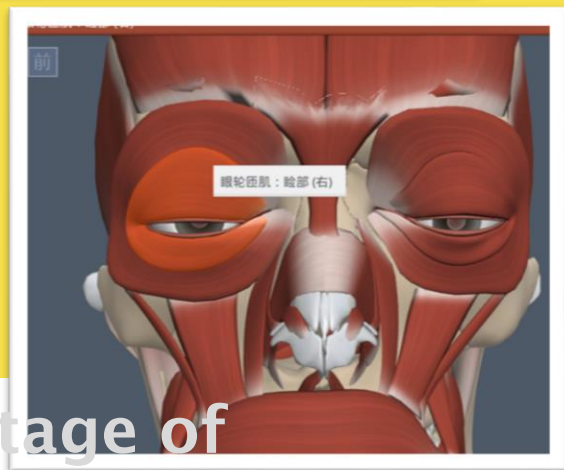
其他产品



Advantage of
PRIMAL PICTURES



⚙ 肌肉组织划分精准
⚙ 标示各部位名称

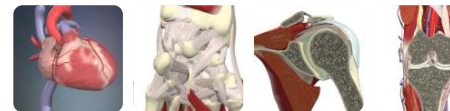


VS



Advantage of
PRIMAL PICTURES

学生可使用大体时间有限
老师需要花费额外时间处理



"Many students finds for visualizing anatomy could not be fully met with a cadaver learning experience," said Loucks. "The cadaver was only available to them on a limited basis, and needed to be shared by many students. Cadavers also required extra effort by the instructors, while the virtual approach leaves my TA and me with more time to focus on teaching."

When the school began using 3D SLP, they found that students were comfortable learning online. And, in today's high-definition world, students' expectations of vivid imagery and interactivity were also better met by the 3D tools. 3D SLP includes 3D animations of movements of the face (such as elevation/depression of the corners of the mouth and opening/closing of the lips), movements of the larynx/pharynx, movements of the TMJ and respiration, as well as 2D animations covering mechanisms of swallowing, mechanisms of articulation and voice, mechanisms of voice production and actions of the larynx.

Students also appreciated the flexibility the tools offered, especially when completing lab assignments. Throughout the semester, students must complete six different lab assignments on head and neck anatomy. All of these labs can be completed in their entirety using just 3D SLP, so students are able to complete the required labs in their own time frame, without reserving time in the cadaver lab.

每个学期有6个作业
所有作业都可以用3D Real Time 完成
学生自由分配时间，不占实验室



订阅模块

Disease & Conditions

3D Atlas

3D Real-time

Anatomy and Physiology

Functional Anatomy and Therapy

Quizzing

Imaging

Client Satisfaction

Clinical Specialties

Legacy Products
Clinical Specialties

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Clinical Specialties

100%

3D Real-time  

English Spanish German Chinese Portuguese Latin Japanese

English Spanish German Chinese Portuguese Latin Japanese

English Spanish German Chinese Portuguese Latin Japanese

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English Spanish German Chinese Portuguese Latin Japanese

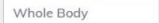
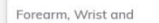
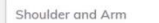
English Spanish German Chinese Portuguese Latin Japanese

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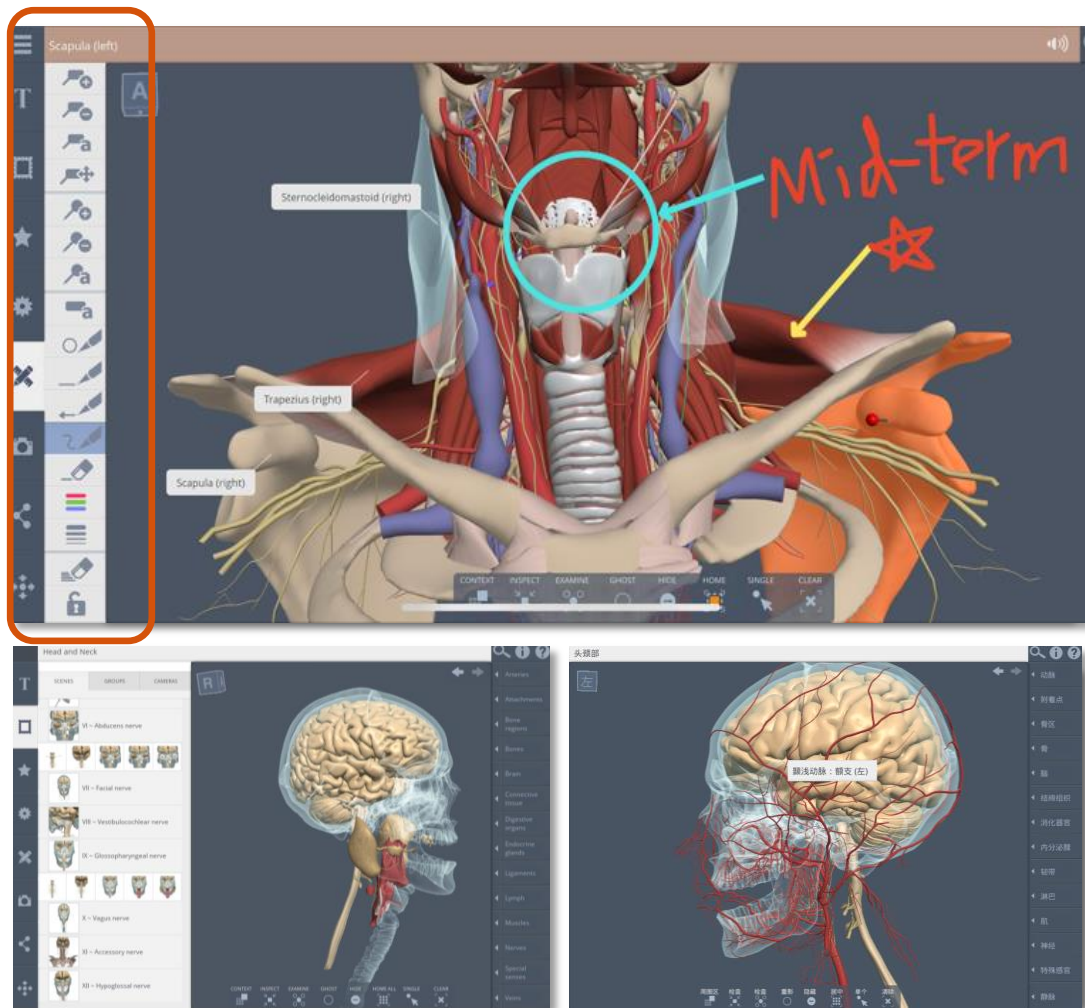


各大部位

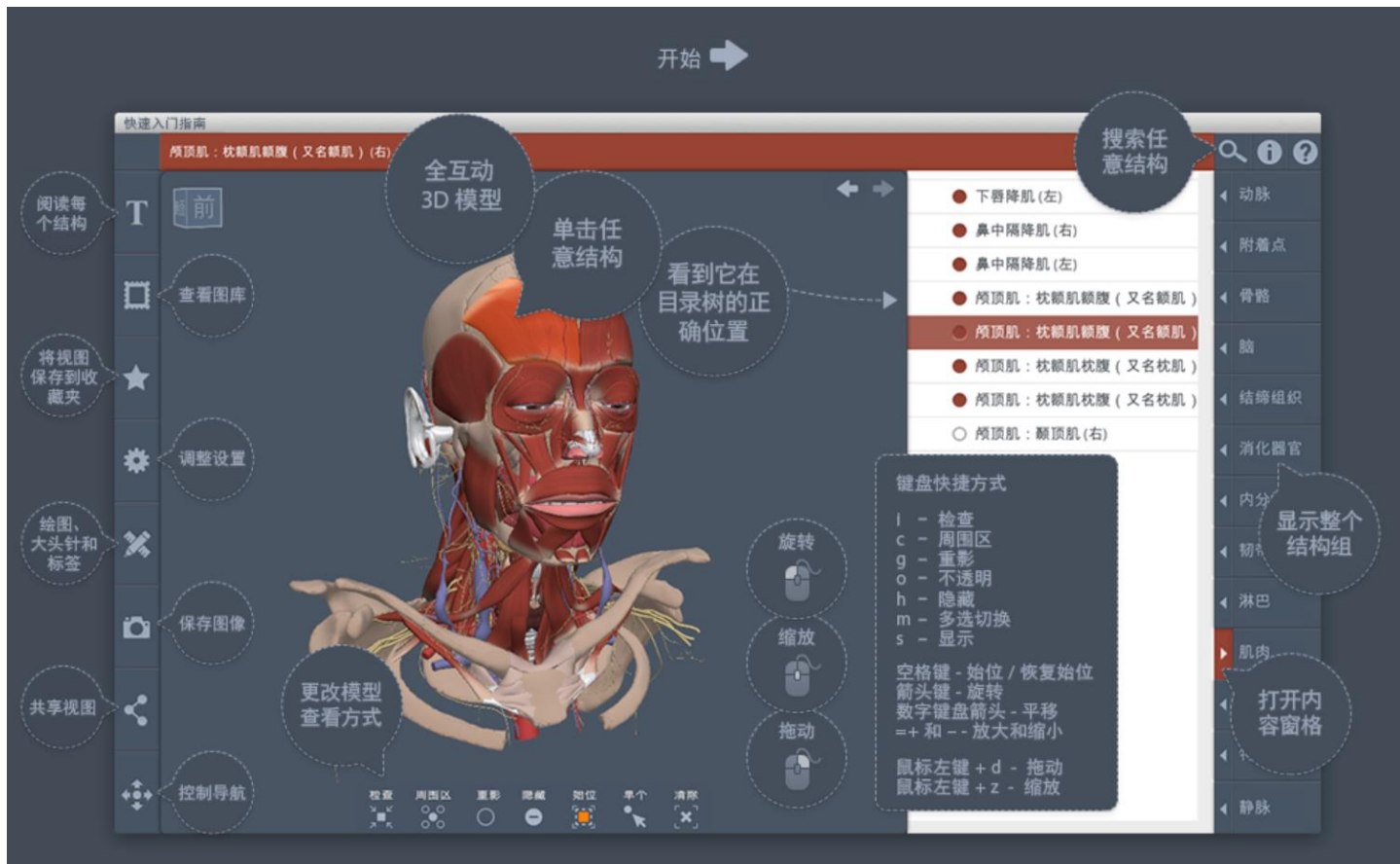
3D Real-time

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

- 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



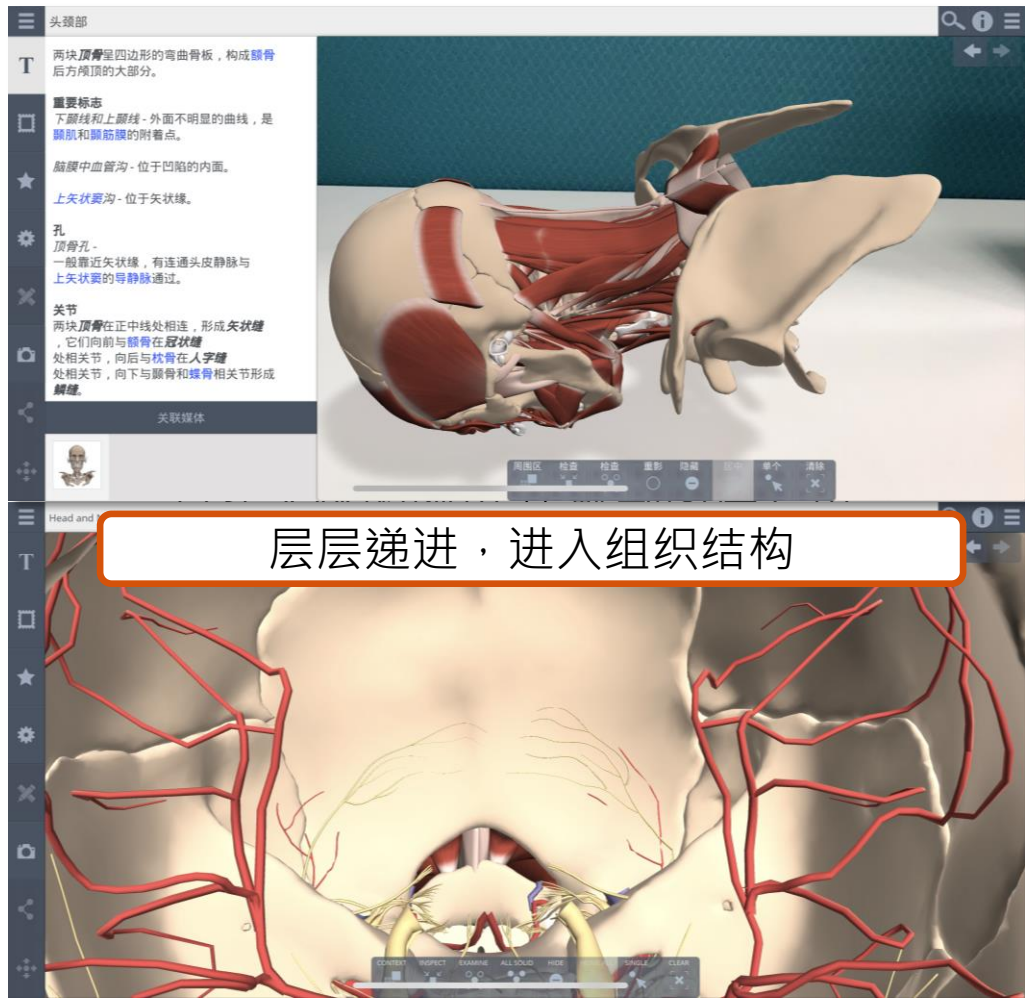
3D Real-time 中文界面操作说明



3D Real-time

使用真实大体扫描数据，并制作成人性
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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**
- 手机**APP**，支援**AR扩增实境**功能





加强立体、透视效果
提高学习效果



Disease and Conditions

共有16个模块,为各种疾病症状包含意外伤害的解说

- 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。

The screenshot displays a medical information application interface. On the left, there are three panels showing a list of medical specialties: Accidents and injuries, Cardiology, Chiropractic, Dentistry, Endocrinology, Gastroenterology, Gynecology, Hepatology, and Neurology. Each specialty is accompanied by a small icon. The main content area on the right is titled 'ACL injury: causes' and shows a list of causes with corresponding icons and text boxes:

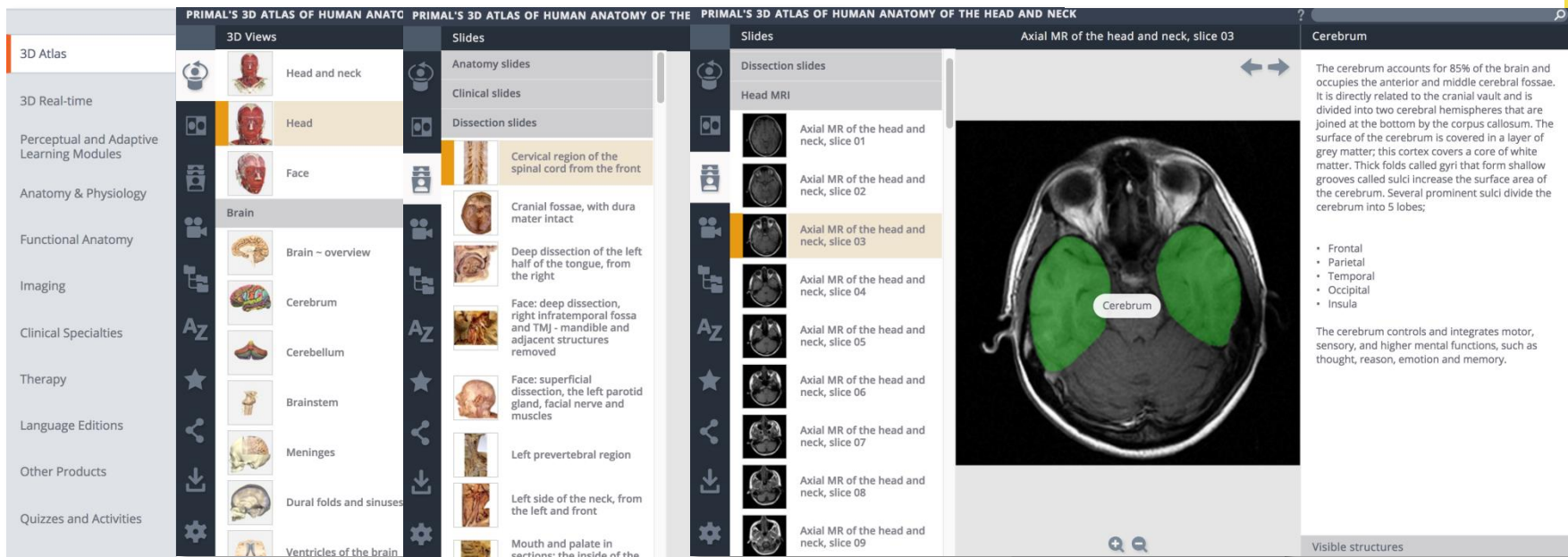
- Sports injury**: A sports injury where the knee is subject to direct contact as a player suddenly stops, changes direction rapidly, or lands incorrectly from a jump, can tear the ACL. This often happens suddenly and without warning.
- Car accident**: A car accident may result in direct impact to the knee joint and the ACL, or a sudden jarring action of the knee. Both apply acute stress on the ACL, causing it to tear.
- Gender**: Women are five times more likely to suffer an ACL injury compared to men. This may be because women have a smaller intercondylar notch, making the ACL thinner and more prone to injury. Women may also have more elastic ligaments than men, increasing their risk of overstretching and tearing.
- Previous injury**: Previous injury to the ACL can weaken the knee joint, making it unstable and prone to further injury. The risk of re-tearing the ACL is increased by 15 % compared to a healthy ACL.

On the far right, there is a sidebar with a search bar and a list of content types: MOVIES, SLIDES, and PDFS. Below this, there are two PDF documents listed: 'ACL injury: causes' and 'ACL injury: symptoms'. At the bottom right, there is a text box stating: 'Approximately 5.35 million individuals have an anterior cruciate ligament injury each year worldwide. This type of injury is most commonly seen in individuals between the ages 15 and 45. Women are five times more likely to develop the injury compared to men. An anterior cruciate ligament injury is a tear or sprain in the anterior cruciate ligament in the knee.'

3D Atlas

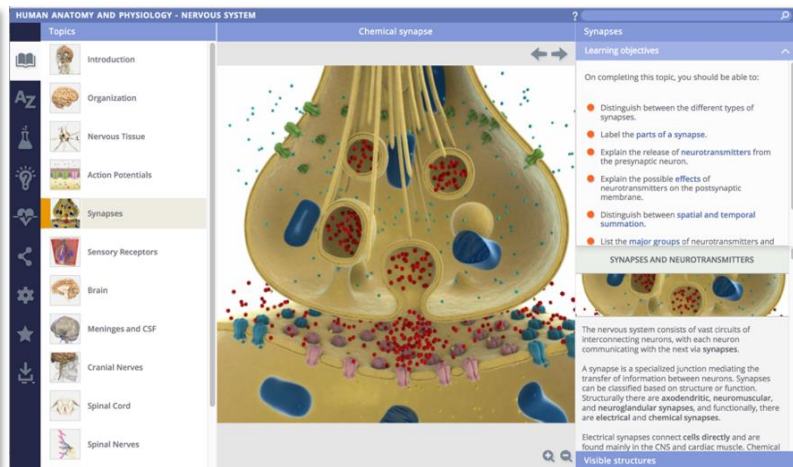
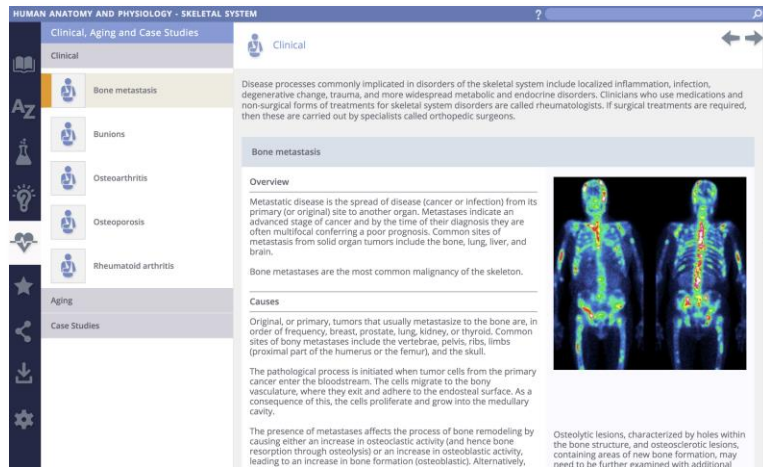
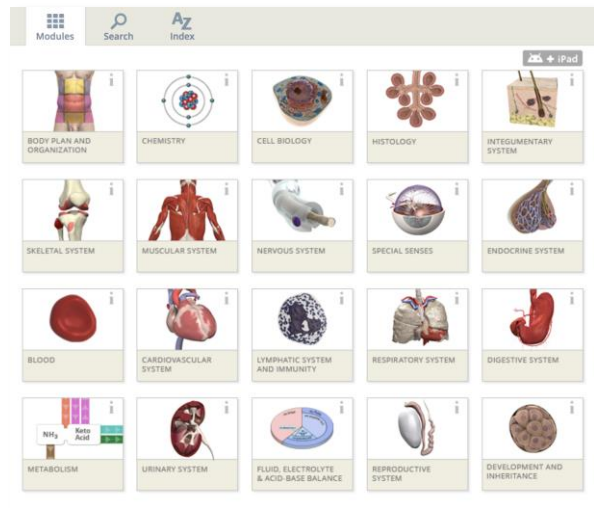
该模块为局部解剖学的完整参考信息,分为9个模组

- 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。



Anatomy and Physiology

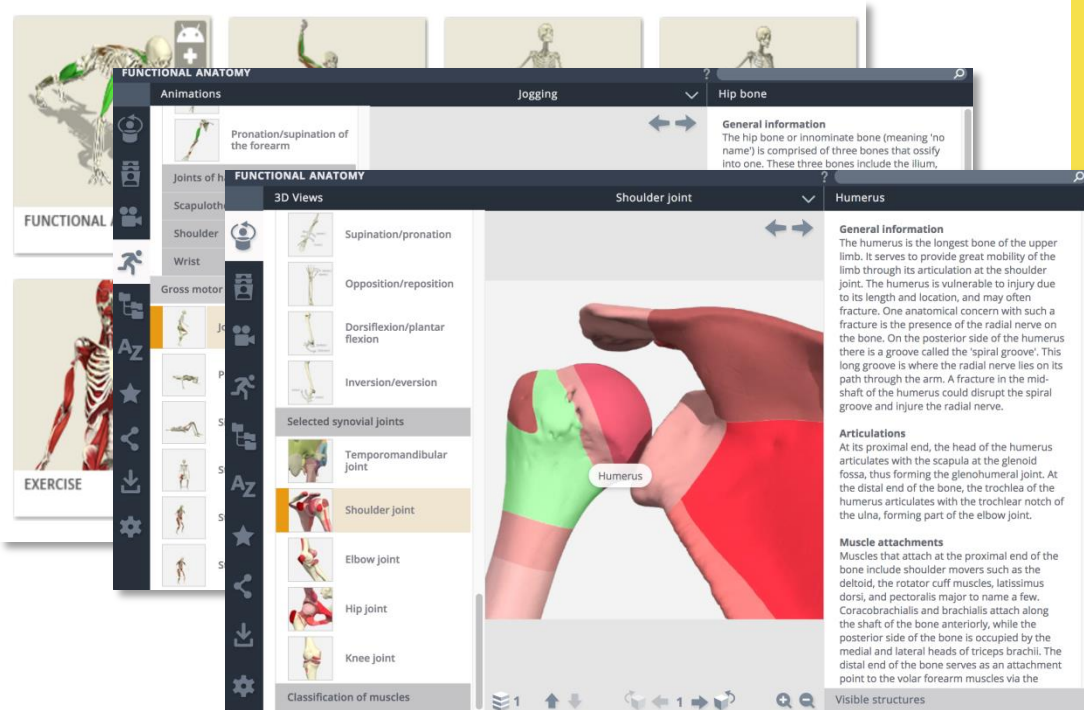
- 20个身体系统模组
- 辅助解剖学与生理学课程内容
- 多媒体学习取向：3D影像、综合说明文字、影片视频、叙述式动画及图解、发音指南、解剖图、投影片等
- 250 多个涵盖病理生理学的临床主题及案例研究
- 有关病因（病原学）、症状、诊断与治疗选项的综合临床信息



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)

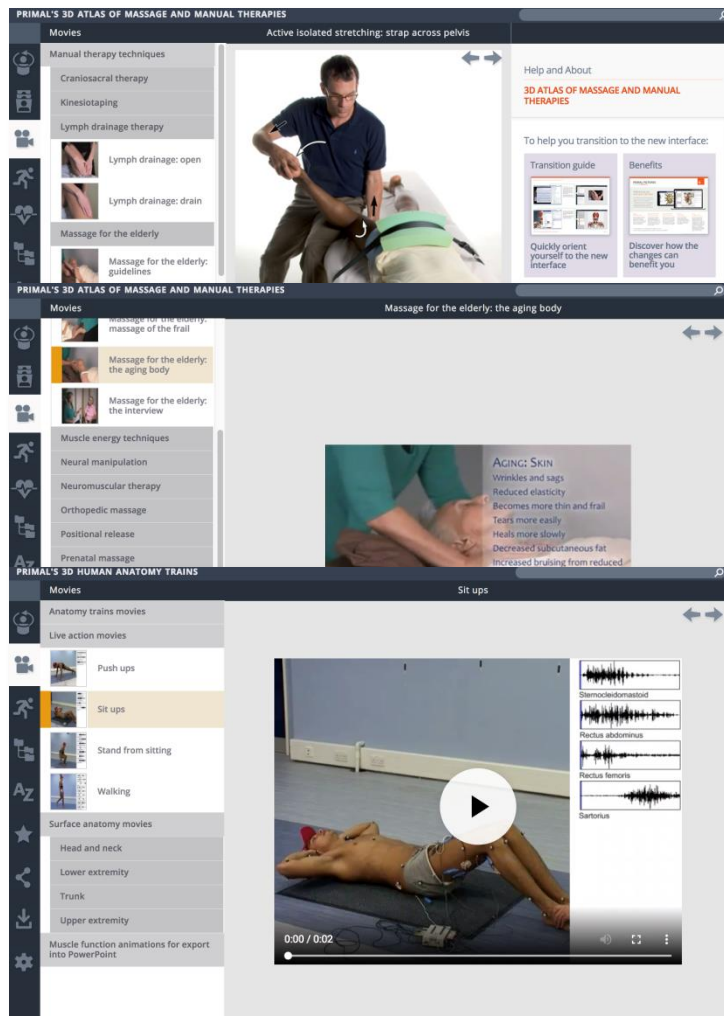
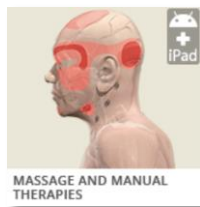
Massage and Manual Therapies (按摩与伸展照顾)

Exercise(运动)

Pilates(普拉提)

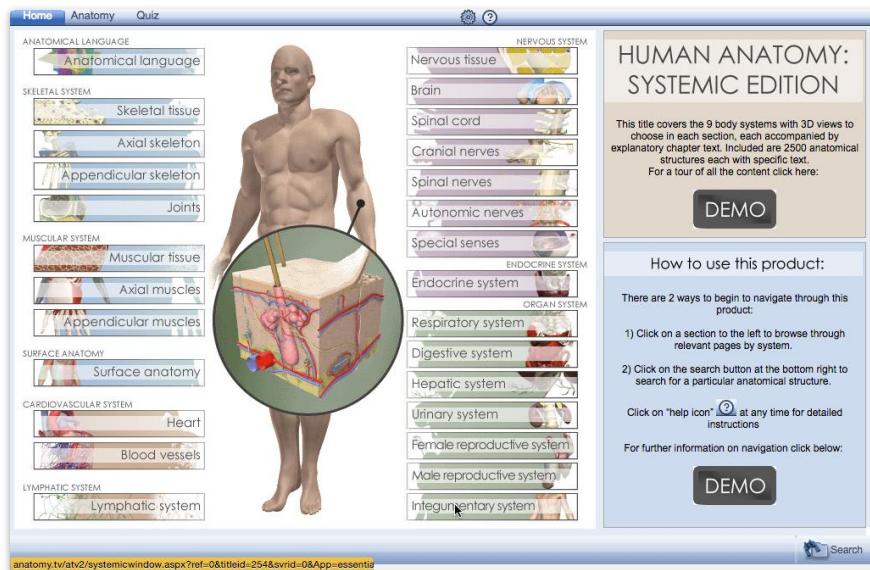
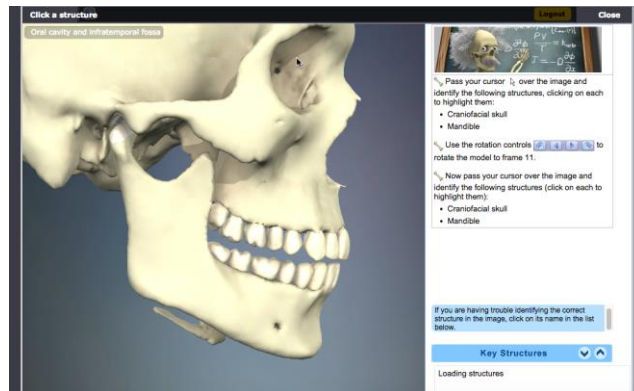
Yoga (瑜伽)

Resistance Training (抗阻力训练)



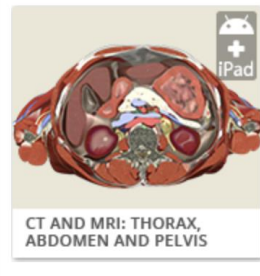
Quizzing

提供丰富的自我检测题目，
学生可以反复练习。

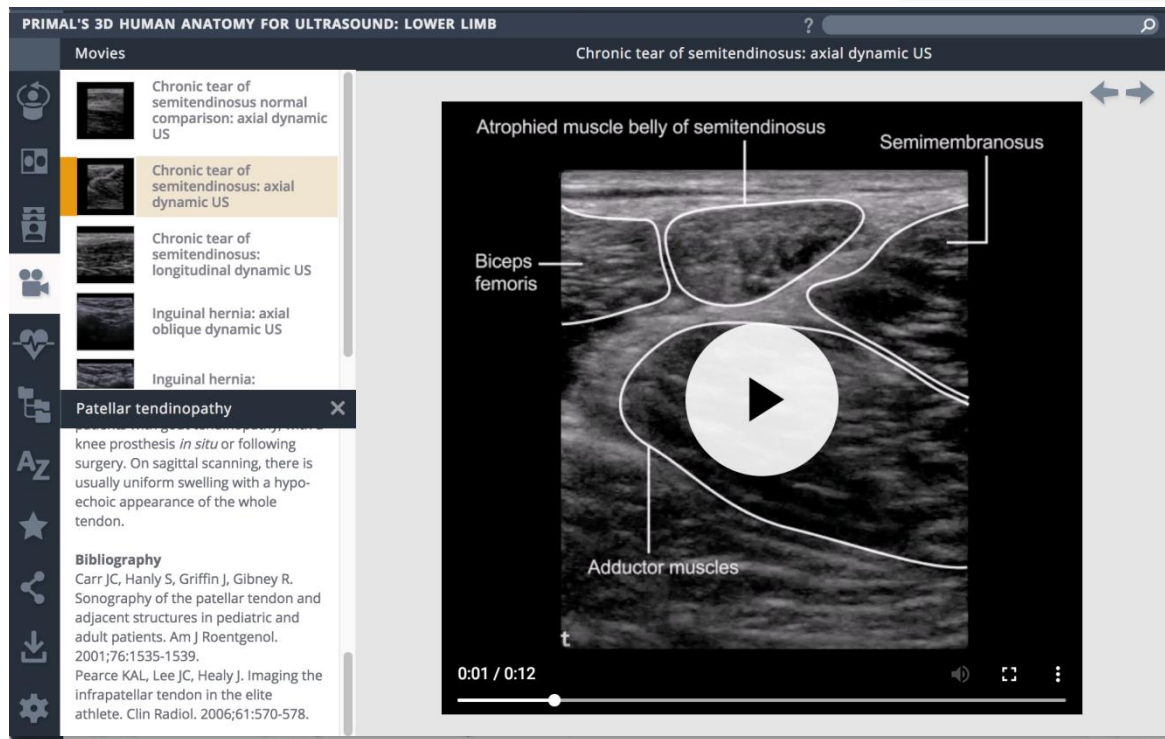


Imaging

提供丰富的人体超声波、CT、及MRI图片。



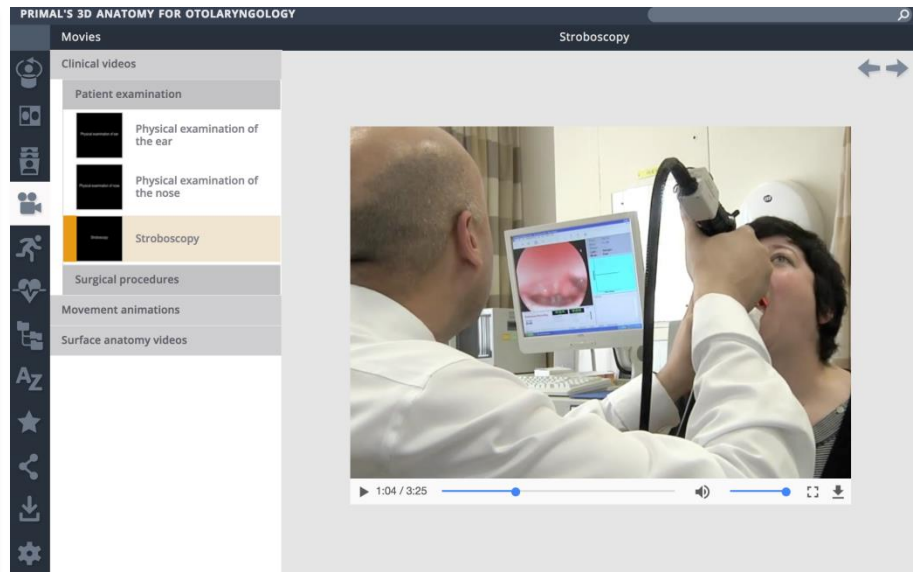
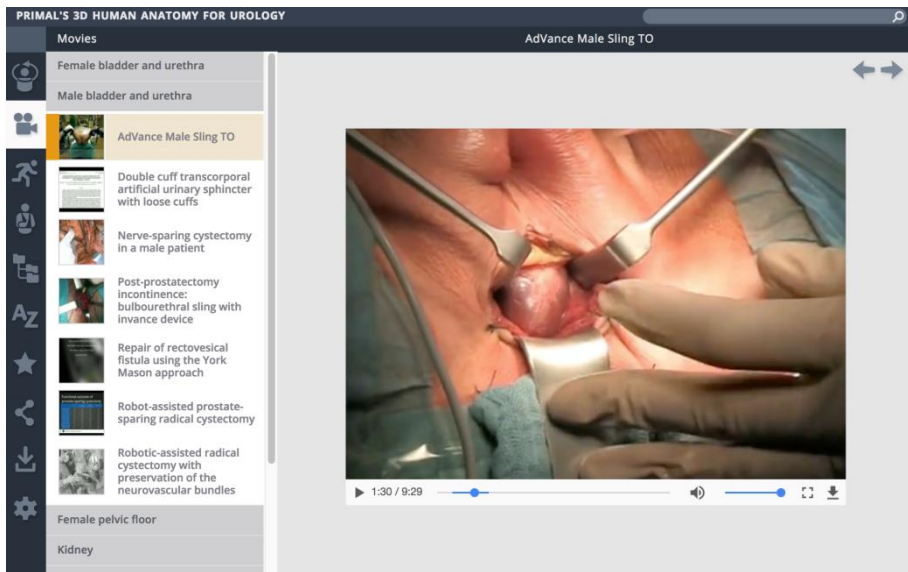
- 多维查看方式：
横向、纵向、及冠状切面
- 对应3D解剖图像还原
- 多层次结构查看
- 详细的文字说明



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(牙科，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。





搜索栏

- 部位
- 系统
- 类型
- 模块

消化系统

胃

Stomach

智能搜索全新上線

New Generation Smart search

Search

TITLES

BROWSE

INDEX

RESULTS

By Region

By Sys

By Media

By Title

Cardiovascular system

Digestive system

Endocrine system

Hepatic system

Integumentary system

Lymphatic system

Muscular system

Nervous system

Reproductive system

Respiratory system

Skeletal system

Special senses

Urinary system

Teeth

Salivary glands

Esophagus

Stomach

Liver

Gallbladder

Small intestine

Large intestine

Peritoneum

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 >

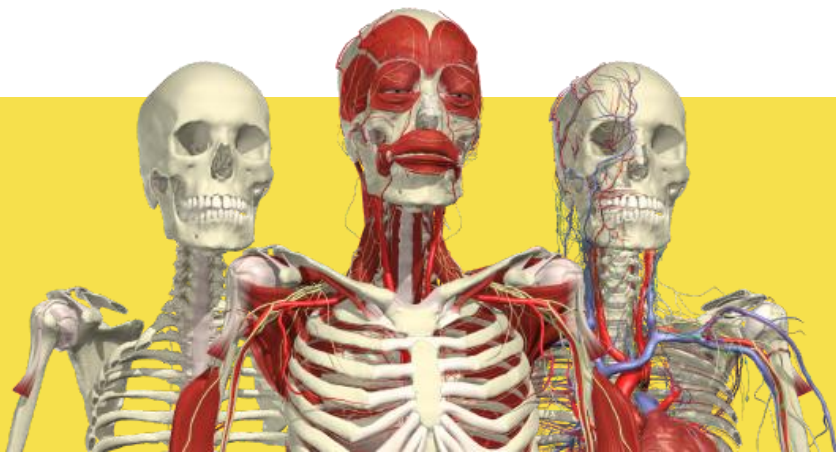
- Stomach: body
- Stomach: cardiac region
- Stomach: fundus
- Stomach: greater curvature
- Stomach: lesser curvature
- Stomach: pyloric antrum

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