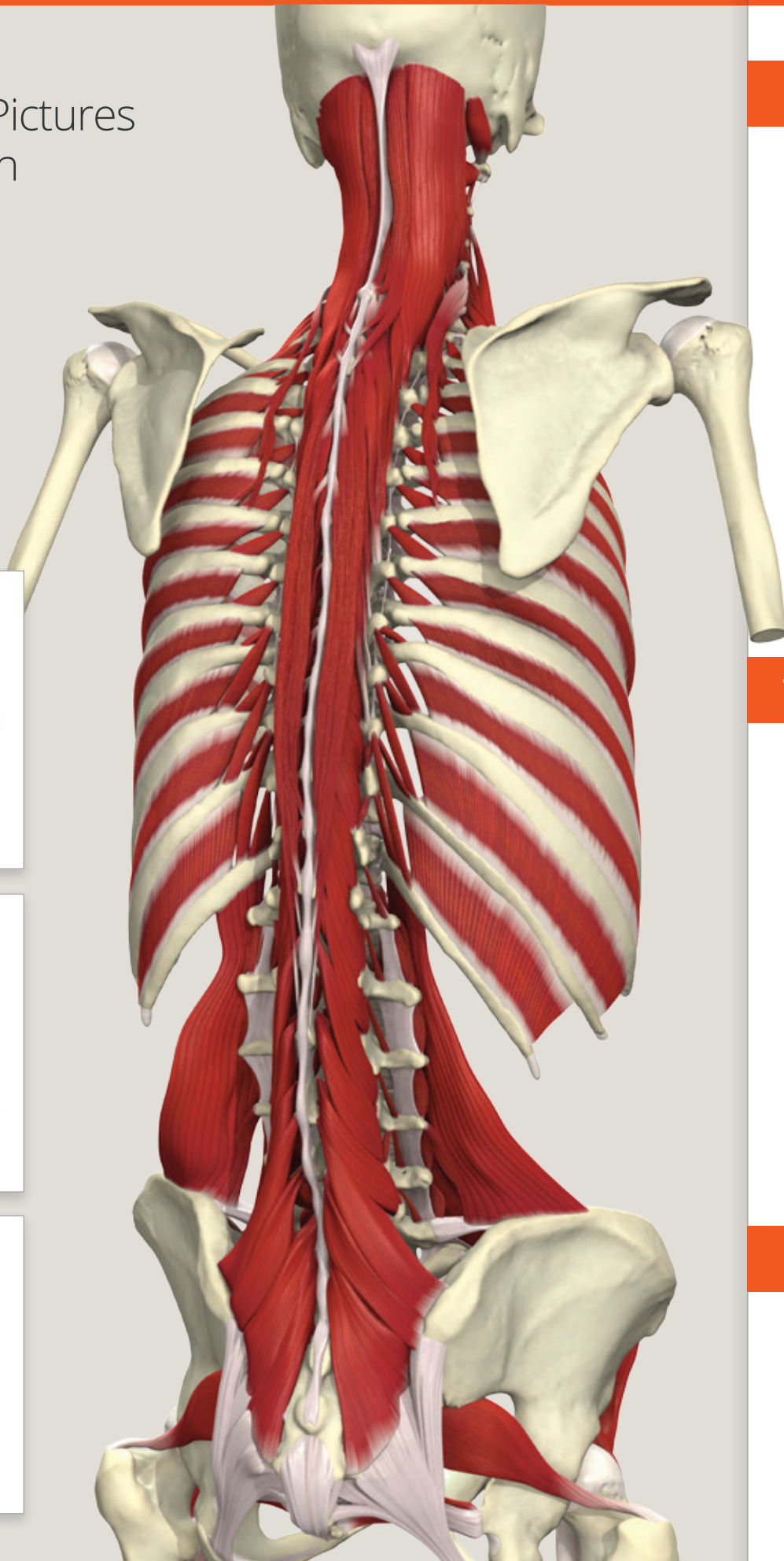
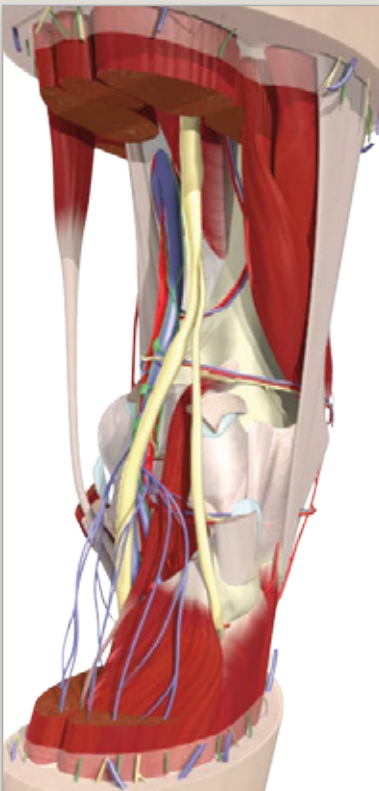
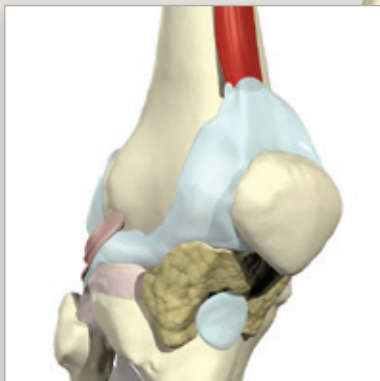


Boost sales, gain greater market share and fast-track training with Primal Pictures – **unrivalled** cutting-edge 3D anatomy



For more than 25 years, Primal Pictures has pioneered and led the way in 3D digital human anatomy

Differentiate your business with our **unrivalled, highly visual** and **engaging** solutions, enabling you to stand out in a crowded and competitive marketplace while highlighting the value of your medical therapies to doctors, surgeons and range of end users.



Sales and Marketing

Clearly and visually communicate product value and benefits – enable your sales and marketing teams to deliver confident and consistent presentations across your product portfolio.

Maximize the impact of sales conversations – **engage your end users** by visually demonstrating your unique selling points vs. your competition.

Stand out from the crowd with **custom, company-specific graphics** and create maximum impact at conferences, investor meetings and other points of engagement.

Partner with Primal Pictures to implement emerging technologies – work with us to realize strategies across **virtual and augmented reality** and **3D printing**... technologies which will help your brand stand alone.

Training

Get sales teams quickly up to speed – have them using anatomical language and understanding clinical conditions to **ensure they are seen as experts** in their field.

Maximize the effectiveness of your on-boarding process with both off-the-shelf and customized training packages and get new-starters **selling more**, sooner.

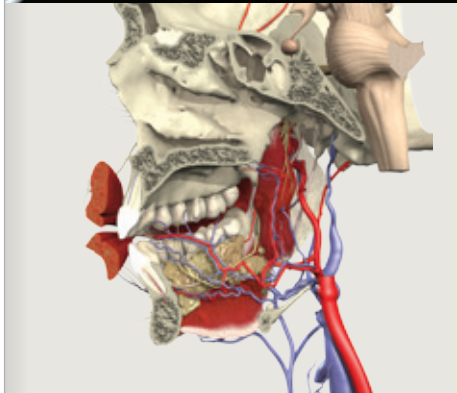
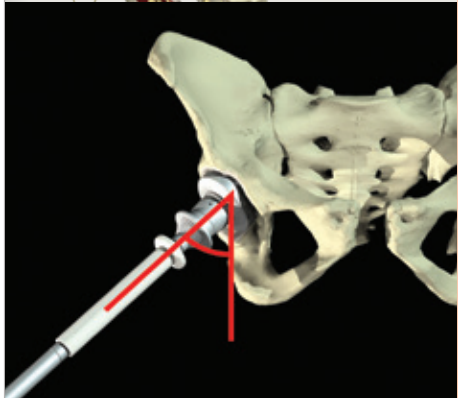
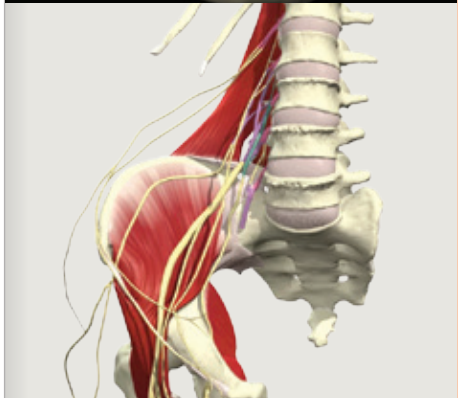
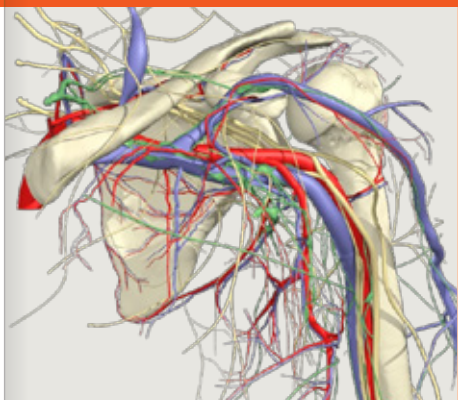
Upskill existing staff to sell, market and develop more effectively – provide an accessible tool for anatomical reference while facilitating continuous professional development.

Educate and train medical professionals in the use and application of your product portfolio by embedding the highest quality anatomy on the market.

R&D

Empower R&D staff with the Primal Pictures suite of products – the perfect anatomy reference tool and data set to inform product research and drive innovations.

Primal Pictures provides the perfect starting point for research and development – give your R&D professionals the **advantage they need** when creating life-changing medical therapies.



Drive competitive advantage Partner with Primal Pictures

Gaining the competitive edge is vital. Standing out in the crowd is essential.
Driving and delivering on your business goals is unquestionable.

When working with you to meet these demands, Primal Pictures recognizes a uniform approach simply doesn't work. Our approach – and commitment – is to provide engaging and unique solutions tailored to your specific market, product and business needs – ensuring you exceed market expectations.

Primal Pictures Strategic Value Program

Core Solutions

Primal Pictures **Core Solutions** provide a wealth of **market-leading interactive 3D products** and content across the spectrum of anatomy, physiology and clinical specialties:

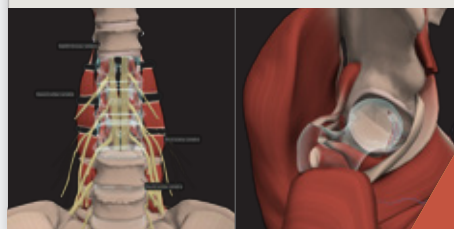
- Access the highest-quality tools and resources – **perfect for reference, marketing and sales enablement**, as well as staff and end-user training.
- Take advantage of our flexible licensing terms to quickly **source unrivalled 3D images, animations, videos and text** via curated image galleries, cross-portfolio search and focused specialty content.



Tailored Consult

When the image or content you need is nearly – but not quite available in our Core Solutions, rely on Primal Pictures' expert team to provide you with **Tailored Consult**. Through our **'Ask the Anatomist'** service, we can:

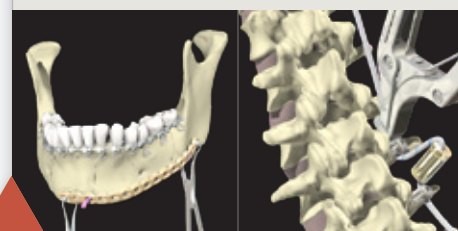
- **Customize content** to give you a solution definitively tailored to your objectives.
- Create your own **company-specific** content portfolio which perfectly aligns with your marketing, sales and training requirements.



Targeted Solutions

Primal Pictures can deliver custom **Targeted Solutions** specifically aligned with your business, product and end user requirements. Allow us to:

- Develop **exclusive programs** aligned with your marketing, sales and training objectives.
- Create instant engagement with original, customized animations and interactive solutions – **uniquely representing your brand values and product benefits** and focused on your market, user and business aims.



Targeted

Tailored

Core

**Exceed market expectations –
Get in touch with Primal Pictures today!**

Telephone

EU +44 (0)203 377 3737

USA +1 888 670 8900 (toll free)
or (908) 547 2200

Australia +61 2 8705 6907

Email

info@primalpictures.com

Visit

www.primalpictures.com
www.anatomy.tv