Primal Pictures’ software compared with Visible Body Products
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Like Visible Body, Primal Pictures produces different products aimed at different audiences. Here we have focused on a few points of comparison we think show the benefits of VB Atlas over Primal’s main anatomy product.

1. **Ease of use** - VB is real 3D which is easy to **zoom** and **rotate** and **dissect**. You can see it in this video! (https://support.visiblebody.com/hc/en-us/articles/360003174453-Zooming-dissecting-and-rotating-the-3D-model) Learning about any structure is fast and easy. You can see in this video that a **definition**, **pronunciation**, and **related content** from the database doesn’t take a lot of digging through menus and buttons. It’s also easy to add related structures or remove them. (https://support.visiblebody.com/hc/en-us/articles/360003152034-Accessing-detailed-information-on-any-structure)

   By comparison, HERE is our competition trainer showing how in Primal you select a region of the body and use sliders to access preset views. It is not a complete free investigation of a 3D model.

2. **Search, Find and Investigate** - The VB platform supports a **deep search** of the many different types of content and is designed for investigation and learning. The main menu is set up to browse many different ways and it’s easy to jump around and discover. You can see it in action in this video (https://support.visiblebody.com/hc/en-us/articles/360003151974-Finding-content-Browse-or-Search)

   By comparison, HERE is our competition trainer showing the search feature in Primal. Note that Primal has a lot of content; however the search feature is only able to look within the currently active app, and will return limited results.

3. **Wide-audience access** - This is a feature for librarians if you are selling a site license of Atlas v. Primal. Product and design features that the VB team has worked on to appeal to the widest audience possible:
   - Fast to learn and easy to use!

      The same Atlas product that is accessible over the web customers can get on
their mobile app. All tools, features, and content are similar. You can log onto the
web or the iPad, Android, iPhone and use the same product with the same
features. By comparison, Primal’s new mobile app has drastically different
features and far less content than their web versions. Note that this is a wholly
different product from the web Anatomy TV product. It is instead a very basic 3D
anatomy app. This quick demo of Primal’s new mobile app is showing the user
interface and the 3D bone models.

- To appeal to the widest audience possible the following features are in the Atlas
  settings menu:
  ○ Choose between a complete male or female anatomical model
  ○ Set the user interface and all content descriptions to one of 7 languages
  ○ For accessibility and legibility in difference environments, select from
    three background colors

  By comparison, we do not see these features in the web or mobile version of
Primal.

- Web access for VB Atlas is supported on wide range of browsers and operating
  systems. Mobile access does not require an internet connection.
  By comparison, the Primal Anatomy most customers use on the web is not
  available on mobile. The mobile app is different and requires an internet
  connection. See those parameters on the Primal FAQ pages
  https://www.primalpictures.com/support/faqs/
  https://www.anatomy.tv/faqs.aspx

4. Quizzing - Atlas has interactive dissection quizzing students love to use to learn. But
   here you can extend the conversation into Courseware. It’s quiz and question banks lets
   instructors create and assign interactive dissection quizzing that reports to a gradebook.
   - See the dissection quizzing: https://youtu.be/MGvSubAM3sk
   - Check out the gradebook:
     https://www.youtube.com/watch?v=Gz3BwnRc2hY&feature=youtu.be

  By Comparison, HERE is our competition trainer showing the quizzing feature in Primal.

Primal offers an integration with some third party vendors.

- PALMS overview; https://www.youtube.com/watch?v=ow7MXmGnrPI