In partnership since 2014

Ovid distributes Visible Body products to institutions throughout the globe
Visible Body Overview

Empowering better health education for all

- Virtual anatomy technology that is revolutionizing the way students learn, doctors practice, and how everyday people explore the human body.

- Customers use VB content in 7 languages: English, Japanese, Chinese, Spanish, French, German, Italian

- Subscriptions purchased by over 1,000 institutions. Over 7 million worldwide downloads.

- In 2019, 52,000 times a day customers accessed VB content.

Visible Body worked alongside Google to innovate and optimize fast search for highly accurate and interactive anatomy content.

On the main stage of their annual conference, Google demonstrated how Visible Body's models help people visualize and better understand human anatomy on their mobile phones.
Key products for institutions
Two main categories of virtual anatomy, physiology and pathology content

Site licenses
- On and off campus access
- Access for everyone within institution’s network
- Web access and mobile app access

Courseware
- On and off campus access
- Access for everyone within an institution’s network
- Create interactive assignments, labs and assessments that replace a textbook or manual and are offered online
Product Demo

Human Anatomy Atlas

A comprehensive 3D atlas of the human body
Product Demo

Visible Body Courseware

Interactive assignments and lessons that engage your students' passion for anatomy and physiology.
## Content to match healthcare courses

<table>
<thead>
<tr>
<th>Gross Anatomy 3D virtual cadavers</th>
<th>General education 3D specialty models</th>
<th>Related curriculum content</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female with 3,586 structures</td>
<td>Beating heart w/ adjustable heart rate, conduction, and ECG</td>
<td>• 2.5k interactive dissection quiz questions</td>
</tr>
<tr>
<td>Male with 3,572 structures</td>
<td>28 tissue and organ models</td>
<td>• 2.2k multiple choice quiz questions</td>
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<tr>
<td>25 cross-sectional slices of the virtual cadavers</td>
<td>Pathology 3D specialty models</td>
<td>• 1.3k definitions and pronunciations</td>
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<td>• 28 muscle and bone conditions</td>
<td>• 753 A&amp;P interactive lessons</td>
</tr>
<tr>
<td>Muscle/Bone/Nerves 3D specialty models</td>
<td>• 6 internal medicine common conditions</td>
<td>• 181 gross anatomy 3D preset plates</td>
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<tr>
<td>• 70 moving models of muscle actions</td>
<td>Diagnostic visuals</td>
<td>• 52 muscle function presentations</td>
</tr>
<tr>
<td>• Male and female dermatomes maps</td>
<td>• 25 MRI / CT scans</td>
<td>• 30 A&amp;P labs</td>
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<tr>
<td>• 126 bone models with 1k+ landmark maps</td>
<td>• 110 histology slides</td>
<td>• 23 VR/AR labs</td>
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<tr>
<td>• 2 brain maps depicting 20 functional areas</td>
<td>Animations &amp; illustrations explaining common processes and diseases</td>
<td>• 37 correlated courses</td>
</tr>
<tr>
<td>Dental 3D specialty models</td>
<td>• 127 physiology presentations</td>
<td></td>
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<tr>
<td>• 2 upper and lower arch models</td>
<td>• 50 pathology presentations</td>
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<tr>
<td>• Maps showing cusps and surfaces</td>
<td>• 95 illustrations</td>
<td></td>
</tr>
<tr>
<td>• 2 cross-sections of oral region</td>
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<td></td>
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<tr>
<td>• Moving model of mandible movements</td>
<td></td>
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<tr>
<td>• Models of molar, premolar, canine, incisor</td>
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</tr>
</tbody>
</table>
What market changes bring customers to VB products?

Before: In classroom instruction

Now: In classroom and online instruction

At public higher education institutions in 2017:
- 3 million students taking at least one online course
- 1.5 million students studying entirely online

Visible Body’s virtual anatomy supports online education

What market changes bring customers to VB products?

Before: Study in large blocks of time
Now: Study anywhere/anytime

Student study habits are changing from hours at the library to more bits and bursts

- Research point to “distributed” studying and “practice recall” as yielding better exam performance
- Part time student population is significant: 63% at community colleges and 25% at colleges
- Students over 25 years of age is significant: 56% at community colleges and 62% at colleges

Visible Body offers bite-sized, curriculum correlated content

What market changes bring customers to VB products?

Before: Search in books
Now: Search first online

The education community is looking for quality, quick-access visual learning products “…the human brain processes images 60,000 times faster than text, and 90 percent of information transmitted to the brain is visual.”

- Students rely heavily on information discovery tools on computers and mobile devices
- 64% of YouTube users report coming across false/untrue content

Visible Body offers in-app search of its visual, medically accurate, database

Sources:
What market changes bring customers to VB products?

- Organ donations are up but body donations are down to about 20k a year
- Students have positive experiences with multi-modal learning styles
- Healthcare degree enrollment increases driven by 2 million new jobs expected by 2026

Visible Body offers virtual and augmented reality dissection

What market changes bring customers to VB products?

Before: Expensive high-powered computers and mobile phones

Now: Inexpensive laptops and high-powered mobile phones common on campus

- 95% of undergraduate students own a laptop or a smartphone
- 30% own a laptop, a smartphone, and a tablet.

Visible Body products run on a wide-range of popular devices

What Visible Body offers that is unique

5 key takeaways about Visible Body

- **Used by over 1k schools** teaching virtual students, expanding lab time, addressing cost concerns
- To meet customer needs VB has traditional **site licenses** and **Courseware** that can be used to lower student cost of materials and increase student engagement
- VB has taken great care to work on the **devices that students have!**
- VB apps have **loads of content** that match healthcare degrees
- Best-selling reference in the **healthcare professional space**