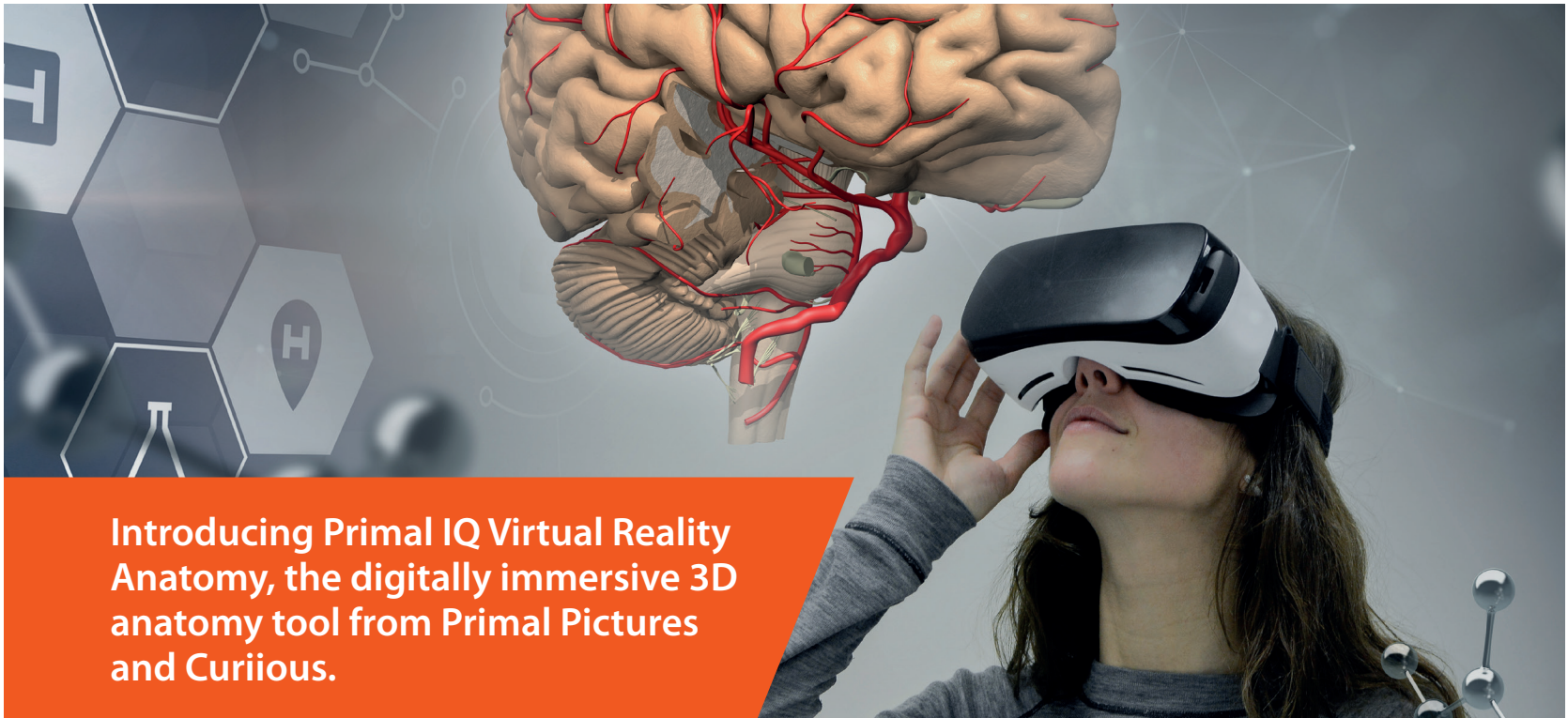


# Primal IQ Virtual Reality Anatomy

Digitally Immersive 3D Anatomy Content



**Introducing Primal IQ Virtual Reality Anatomy, the digitally immersive 3D anatomy tool from Primal Pictures and Curious.**

Primal Pictures has partnered with Curious, a leading creative communication company specializing in education, training and entertainment experiences, to create the **ultimate virtual reality anatomy experience** for students and educators.

Primal IQ Virtual Reality Anatomy delivers a fully immersive virtual reality environment allowing educators to elevate the teaching of anatomy far beyond any textbook.

- **Complete Anatomical Atlas** provides detailed regional and full body views of the human body.
- **Practice and perfect skills** in a safe and accurate learning setting.
- **Virtual environment** permits participants to walk 360 degrees around the model.
- **Select, scale and rotate** each structure.
- **Highlight and label** individual structures for emphasis and exploration.
- **Perfect for lab use** as quick reference to accompany dissections.
- **Increase engagement**, support experiential and contextual learning, and deliver diversified learning experiences.

**Make anatomy come to life for students at your institution with Primal IQ Virtual Reality Anatomy.**

*This product is a partnership between Primal Pictures and Curious.*

Evidence shows test scores among students using Immersive Technology improved by as much as 22%.

Mixed Reality reduces information bottlenecks and increases performance on skills-based tasks, resulting in gains in knowledge, abstract reasoning, and critical thinking.

**For more information on Virtual Reality, the anatomy model, or partnership and research opportunities please email [laura.taylor@primalpictures.com](mailto:laura.taylor@primalpictures.com) or [michelle.s@curious.com](mailto:michelle.s@curious.com).**