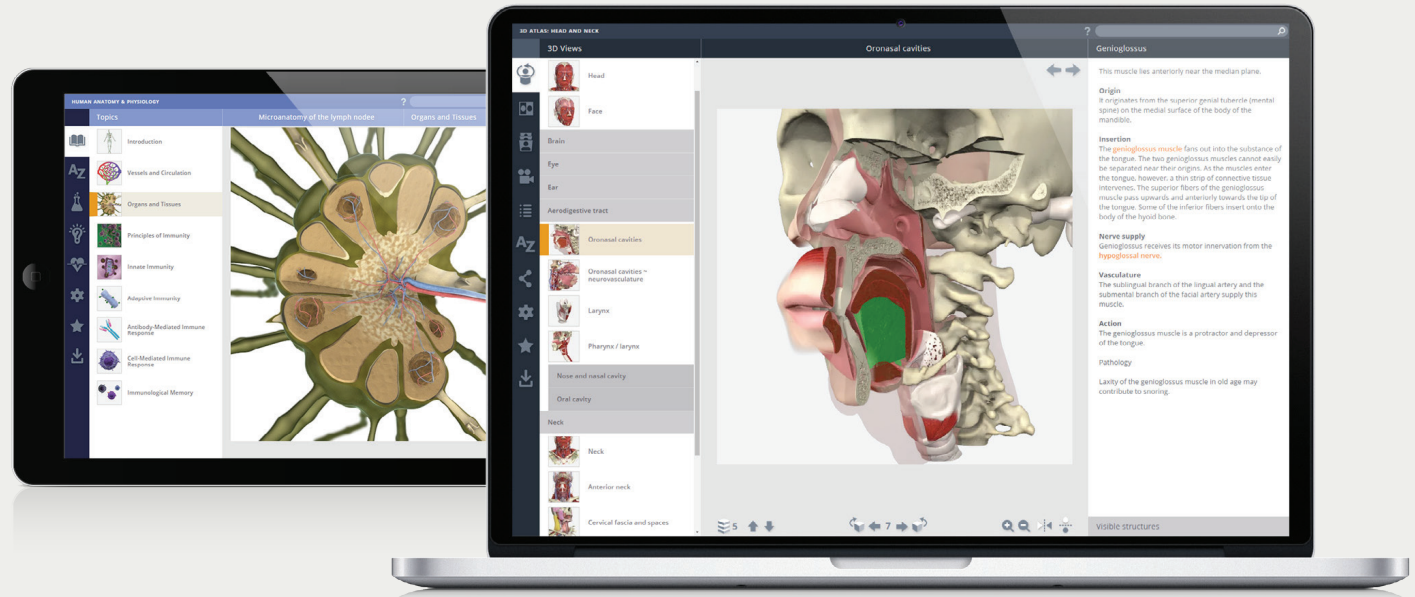


## Welcome to our new user interface!

Primal Pictures is launching a brand new user interface for our Anatomy.tv platform. We have completely re-designed our platform to provide a more contemporary, intuitive and consistent experience across the portfolio of Primal Pictures products.



### Simple, hassle-free access

We've said goodbye to Flash and with it, the need for plug-ins. Our new HTML5 interface runs seamlessly on all modern browsers and devices, with no need to install or unblock anything at all.

### Easier to find and share the content you need

Not only have the products had a facelift, with a new beautiful fresh design, but the layout has been updated too; browse all our content from the left hand toolbar and find that perfect anatomical image in just a few clicks.

### Save time, energy and work more efficiently

Know one product, know them all. No matter which product you open – from our 3D Atlas series, to Human Anatomy and Physiology and 3D Real-time – you will locate the content you need more quickly and easily.

### Improved product speed

Our new cloud-based content delivery network makes accessing and using our resources faster than ever. Jump right in, explore Primal Pictures and find what you need quickly.

### Same unrivalled content

For over 25 years, Primal Pictures has delivered the highest quality and most medically-accurate content, developed by an in-house team of highly skilled anatomists and translated into our products by our seasoned team of graphic artists and 3D modelers. All further peer-reviewed by leading anatomists and subject matter experts to ensure the highest level of accuracy.

Enhancements are scheduled to release across the Primal Pictures product portfolio in early-and-mid 2017.