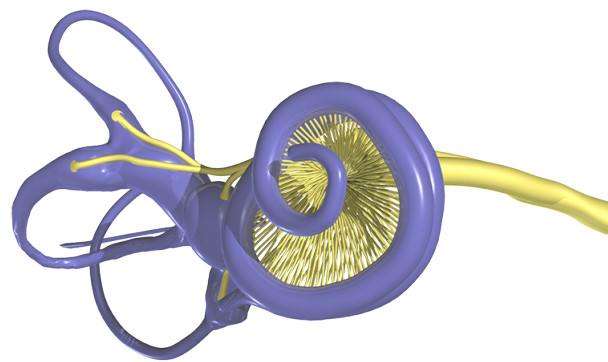


# PRIMAL PICTURES

## Audiology: Anatomy & Physiology of Hearing

This interactive and fully integrated resource provides a superb guided learning approach covering the anatomy and physiology for hearing. Audiology brings learning to life with interactive 3D models, narrated animations, and micro-anatomy images, as well as ancillary content that covers aging, case studies, common clinical conditions and quizzes. Easily integrated into a variety of lesson plans, this resource will transform how students learn and faculty teach audiology.

- Provides seamless electronic access to accurate 3D anatomy and clinical content.
- All content can be easily embedded into lectures, lesson plans, handouts and Learning Management Systems.
- Licenses are based on concurrency and can therefore allow large groups to access the content for a relatively small per user fee.
- Our flexible student adoption models provide access to the students - and faculty - for an agreed time period and cost less than many textbooks.
- Regular content and functionality updates are included in the price for all annual licenses and subscriptions.



**Anatomy is clearly revealed** in visually engaging and accurate 3D – more memorable and effective than 2D!

**Physiology is brought to life** using narrated animations and clearly annotated illustrations.

**Interactive learning activities and quizzes** allow students to apply their knowledge in an engaging environment.

**Increase workflow, enliven lectures** and lab sessions using content directly. Or quickly embed seamless links using CreateWeblink function.

**Faculty are provided with access** to literally thousands of 3D images, clinical slides, illustrations animations and movies via a multiuser license or adoption.

# PRIMAL PICTURES

## Audiology: Anatomy & Physiology of Hearing

**Spectacular interactive 3D anatomy views** from Primal's renowned library of accurately built models form a key part of the learning experience. Students can view, rotate, explore and label the accurate and appealing 3D models to master both gross and micro anatomy more effectively.

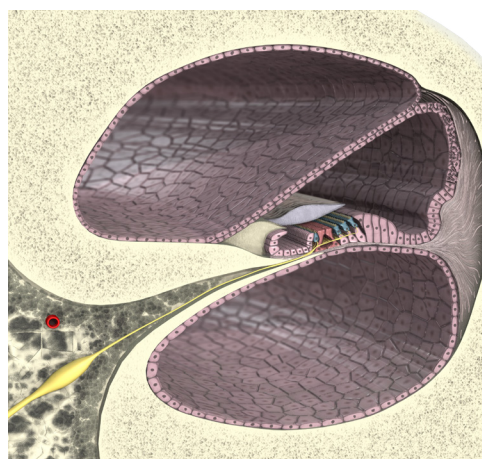
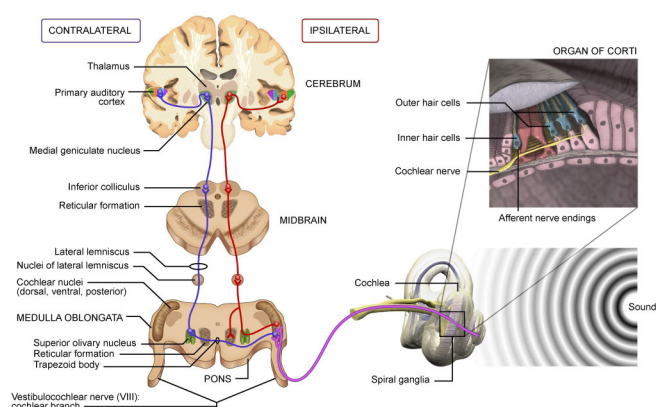
**Interactive quizzes** provide immediate feedback at the end of each section and module. Different format questions such as drag and drop and what/where require attention and interaction from the student. The quizzes can also be imported into many Learning Management Systems.

**Comprehensive pronunciation guide** - with thousands of term correctly pronounced.

**Clear text explanations** guide students through each topic and provides context.

**Clinical case studies and sections** provide insightful context and allow students to test their knowledge and understanding.

**Narrated and subtitled animations** present complex physiological processes in an easy to follow format - students can play, pause and watch again to consolidate their knowledge.



The content is presented as 15 units covering the following topics:

- Introduction
- Anatomical Terms
- Basic Acoustics and Sound
- Action Potentials
- Synapses and Neurotransmitters
- Skull
- Development of the Ear
- Anatomy of Hearing
- Microanatomy and the Cochlea
- Auditory and Facial Nerve
- Central Auditory Pathway
- Transmission of Sound
- Physiology of the Cochlea
- Anatomy of Equilibrium Balance
- Equilibrium Balance

# PRIMAL PICTURES

## Get in touch

### Telephone

800-901-5494

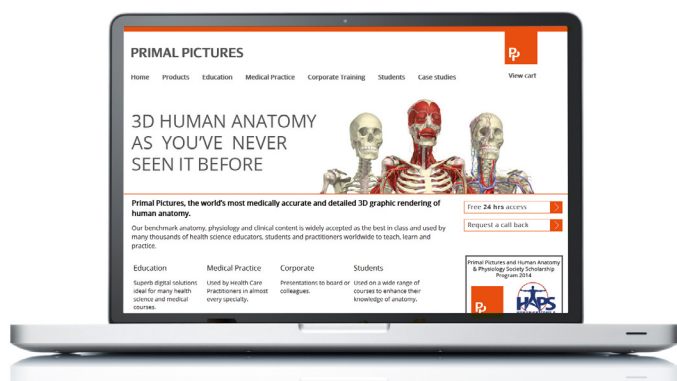
### Website

[www.statref.com](http://www.statref.com)

"I have reviewed Anatomy and Physiology and found it to be a great study tool.

The software includes many helpful features – interactive illustrations, clear and detailed explanations and good chapter quizzes. I would definitely recommend using the software in and out of class to enhance the learning experience."

Amira Shaham, Albalancy, PhD  
Professor of Anatomy and Physiology  
Collin College, TX, USA



"I am simply writing to say how fantastic your product is and how helpful it has been to me over my 3 years of study. I honestly do not think that I could have done as well as I have in my anatomy and physiology exams without your product! The anatomy and physiology subscription is brilliant and I have recommended it to my lecturers; I am hoping that they take my advice sign up immediately!"

April Edwards  
Student  
University of Portsmouth