

SMART (Scientific & Medical ART) Imagebase Frequently Asked Questions

What is the SMART (Scientific & Medical ART) Imagebase?

The SMART Imagebase is a premier database of accurate, high quality medical illustrations, animations, and interactive multimedia from Nucleus Medical Art, the internet's leading creator and licensor of medical art. The collection contains thousands of proprietary, copyrighted images depicting normal anatomy, physiology, embryology, and histology, as well as the web's largest repository of reference illustrations depicting surgery, trauma, pathology, diseases and conditions. The SMART Imagebase is a unique, educational resource for students, teachers, library patrons, and professionals in the fields of healthcare, law, and news media.

How do I find out more about costs and ordering?

For more information about costs and ordering, contact EBSCO Publishing:

*10 Estes Street
Ipswich, MA
01938
USA
800-653-2726 (U.S. & Canada)
978-356-6500 (International)
Fax: 978-356-6565
information@epnet.com*

Who are the target audiences for the SMART Imagebase?

1. College students and teachers
2. Healthcare professionals and support staff
3. Public library patrons
4. High school students and teachers
5. Legal professionals and support staff
6. News media professionals

How does each target audience use the downloadable images and animations in the SMART Imagebase?

1. College students and teachers may use the SMART Imagebase content for educational, non-commercial purposes such as research, classroom assignments, test preparation, lectures, web-based courseware, lesson plans, and testing.
2. Doctors, allied health professionals, and hospital graphics department staff may use the SMART Imagebase content for educational, non-commercial purposes such as research, patient education, and research presentations.
3. Public library patrons may use the SMART Imagebase content for educational, non-commercial purposes such as research, scholarship, and educating themselves, friends, family, and associates.
4. High school students and teachers may use the SMART Imagebase content for educational, non-commercial purposes such as research, classroom assignments, test preparation, lectures, web-based courseware, lesson plans, and testing.
5. Lawyers, paralegals, legal nurse consultants and other legal professionals working on personal injury or medical malpractice cases may use the SMART Imagebase content for limited commercial purposes such as print or electronic demonstrative evidence for research, client conferences, medical

expert conferences, depositions, demand letters, settlement conferences, arbitration, mediation, mock trials, focus groups, and trials.

6. News media graphic designers may use the SMART Imagebase content for limited commercial purposes in support of news reports in print, broadcast or on the web.

What content is included in the SMART Imagebase?

The SMART Imagebase contains over 12,000 items, including full-color medical illustrations, medical animations, and interactive multimedia.

Where have I seen these images and animation before?

Nucleus Medical Art is the most popularly referenced resource for medical illustrations and animations on the web based on rankings from Alexa.com, a division of Amazon.com. The company's content is seen online by millions of people daily on clients such as Yahoo!, MSN.com, WebMD, HONmedia, DiscoveryHealth, Healthwise, The Doe Report and hundreds of other web sites, newspapers, broadcasts, books, posters and other media. Cumulatively, commercial clients spend millions of dollars annually to license Nucleus Medical Art's content.

What are your quality control procedures for insuring medical accuracy?

1. All new content is initially created by experienced, highly educated medical illustrators/animations receiving graduate or undergraduate degrees from one of the following schools: The Johns Hopkins School of Medicine, The Medical College of Georgia, The Rochester Institute of Technology, The University of Toronto, or The University of Texas Memorial Research Center. Each institution provides a rigorous core curriculum of anatomy, physiology, histology, embryology, and other life science courses combined with art and visual communications instruction.

2. All new content is peer-reviewed by the Nucleus Internal Review Committee, comprised of our most experienced medical illustrators/animations.

3. All new content is given a final review by Medical Subject Experts, either a physician or Ph.D., prior to its publication.

What are my usage rights for the SMART Imagebase content?

The SMART Imagebase Commercial and Educational Usage Agreement allows for two levels of content usage, depending on what type of organization licenses the product. If you are using the web site at, or under the license of, a college, university, school, public library, general corporation, or hospital, you may only use the images for educational, non-commercial projects. You may not publish the images on a public web site, or use them for promotion, marketing or sales. For more examples of restrictions, [please read the full agreement](#).

If you are using the web site at, or under the license of, a law firm, you may only use the images as demonstrative evidence for pre-trial events and trial. If you are using the web site under the license of a news corporation, you may use the image in print, broadcast or web-based news stories. For more examples of restrictions, [please read the full agreement](#).

How do I find images?

To find images, type a keyword or phrase in the search field at the upper left and click Search. You may also browse the images by Content Type, Body Systems, Body Regions or Medical Specialties.

What file formats are the images and animations available in?

Downloadable images are available in two formats:

* JPEG format images, which are suitable for use in PowerPoint™, Flash animations, posters, web

sites and other media.

- * PDF files, which are ideal for printing as handouts.
- * Animations are available as QuickTime™ movies.

How big are the images?

The JPEG Images are 370×540 pixels, or approximately 5×7.5 inches.

The PDF Images are 612×792 pixels, or 8.5×11 inches.

The Quicktime™ animations are 240×320 pixels.

How do I download non-watermarked images?

To download a non-watermarked image, simply click “Download” at the lower right side of the image preview. Next, select one of following image types and click “Proceed:”

- * Small JPEG
- * Small PDF
- * Small PDF with Custom Labels

Afterward, follow the directions for accessing the image on your Windows or Macintosh operating system.

If you have any difficulty, you may contact EBSCO at:

10 Estes Street

Ipswich, MA

01938

USA

800-653-2726 (U.S. & Canada)

978-356-6500 (International)

Fax: 978-356-6565

information@epnet.com

How do I edit an image using the SMART Imagebase online labeling system?

If you choose Small PDF with Custom Labels, you will have the option of customizing your image by adding a title, subtitle, and, in the case of Stock Illustrations, labels and leader lines. After completing your edits, click “Apply” to see them take effect. When you are done, you may “Click to download.”

May I email non-watermarked images, animations, or video files?

No, due to copyright infringement rules, non-watermarked images, animations, or video files cannot be emailed. Digitally watermarked images may be emailed to friends, family, and associates.

What if I cannot find an image I’m looking for?

You may submit a request for a new image by contacting Nucleus Medical Art directly. Because the company receives hundreds of requests for new artwork daily, we can only honor requests for the most popularly requested subjects.

What is the difference between the Comprehensive and Standard versions of the SMART Imagebase?

The Comprehensive version of the SMART Imagebase contains all images, animations and interactive multimedia from the Nucleus Medical Art catalog. The Standard version is edited for middle and high school students, excluding graphic or explicit content of surgery, trauma, pathology, and reproductive anatomy. There are over 12,000 items included in the Comprehensive version, and more than 2,000 in the Standard version.

Nucleus Medical Art is a leading creator and publisher of online medical illustrations, medical animations, interactive media, and educational material for patient, consumer and professional education. Their customers include publishers, health care web sites, medical institutions, pharmaceutical companies,

attorneys and health care professionals. The company's images are seen online by millions of people daily on Yahoo!, MSN.com, EBSCO Publishing, WebMD, HONmedia, DiscoveryHealth, Healthwise and thousands of web sites, books, periodicals, posters, and videos. Nucleus is a strong proponent of health science literacy, and uses its content and technology to provide medical visual information to students, teachers, consumers and learning institutions all over the world.