

Case Study

Plus Orthopedics

Plus Orthopedics is a company dedicated to one goal – successful joint reconstruction. Plus Orthopedics is represented throughout the US by a group of highly qualified sales professionals who provide clinicians and patients with a superior level of support. As Plus Orthopedics continues on their strategic plan for growth, training and development of their sales professionals is a key element. To support this growth plan, Plus Orthopedics wanted to utilize their existing audio-visual equipment and add capabilities to increase the functionality in a few key rooms. CompView evaluated the existing equipment, made recommendations for expanded system capability and then provided A/V design and installation services.

Executive Boardroom

One key room was the Executive Boardroom. This room would be used for corporate presentations to customers and to hold videoconferencing meetings with manufacturing partners in Europe. It was important to Plus to keep the room aesthetically clean. They wanted the equipment to reside in a credenza and hide any necessary cabling. To address the videoconferencing requirement, a Tandberg 880 VTC system was placed in the room. Computer data and video can be viewed on a wall mounted 50" plasma display. To provide audio, discreet in-wall speakers were installed in the soffit area above the plasma. A Crestron two-way wireless control touchpanel system allows for easy use of the A/V equipment by meeting attendees. Users simply touch the control system screen to power on and off the plasma monitor and make a source selection. The videoconferencing system and room lighting can also be controlled with the touchpanel. Preset lighting control is duplicated at the entry way using Crestron 8-button panels.



Workroom

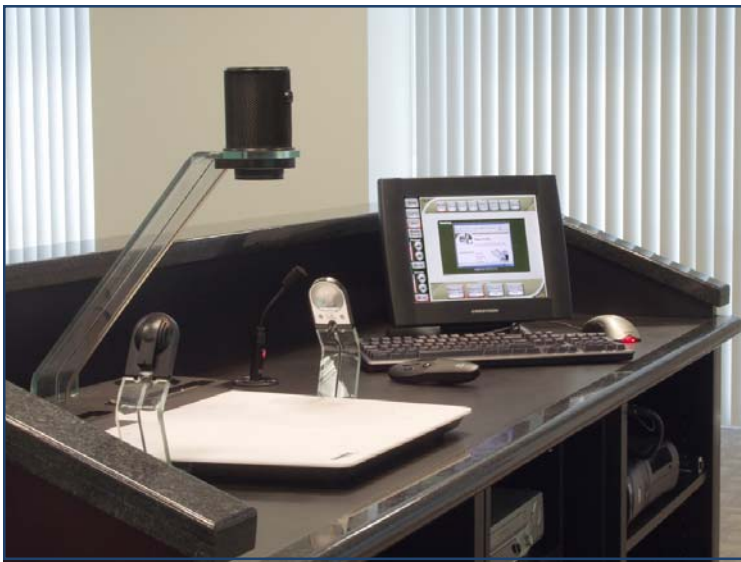
Simulated surgeries on foam bone models to train customers and their sales force are performed in Plus Orthopedics' workroom. Previously TV monitors were located along the wall and displayed images from a camera that was mounted above the instructor's table. The desire was to have the displays sit closer to the student worktables throughout the room and improve the audio system. CompView installed 17" LCD monitors above each workstation that allow students to view the instructor's table and still have an unobstructed view to the instructor. To make these demonstrations easier, the instructor can use a wireless headset giving them hands free and also ensuring they will be heard through flush mounted ceiling speakers above each workstation. A 4-button control system allows the instructor to turn on/off the displays and adjust the volume to the speakers. The complete system allows the instructor to focus on their demonstration/workstation rather than on the display equipment.

Training Room

Another room that needed system upgrades was the Training Room. This room will be used to present to doctors, showing them products being used in surgery and providing instruction on how to use Plus Orthopedics' equipment. The room would also be used to train their sales force and in-house staff. The existing room had limited control capability. CompView was able to make use of the existing equipment and recommended optional equipment to enhance the functionality of the room. Two rear projection screens and one plasma display were installed in the front of the room. Two XGA projectors project onto the rear screens and provide bright imagery. The plasma is mainly used for showing videoconferencing at 768K speed and DVD or video images while PowerPoint presentations are shown on the rear screens. The existing videoconferencing system and document camera were integrated and users can select these as alternate display sources. The document camera is useful for showing illustrations from books. A wireless microphone is available to the presenter which allows them to move about the room during a presentation and still be heard by the participants. Ceiling mounted microphones provide speech enhancement for the videoconferencing system and the inclusion of an audio mixer helps prevent feedback. Flush mounted ceiling speakers provide the audio for the room. Other components of the A/V system including switchers, receivers, amplifier and control are housed in an



equipment rack. A lectern is available at the front of the room complete with a podium microphone, VCR/DVD player and document camera. A control system was added with a touch screen display that allows the presenter to select a source for each screen/display, adjust the room lighting and operate the audio system. Preset lighting control is duplicated at the entry way using Crestron 8-button panels.



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The expanded system capabilities and functionalities in their new Corporate Headquarters will certainly assist Plus Orthopedics as they establish and develop long-term relationships with physicians, clinical personnel and their sales force.

