

The Challenge

As one of the world's leading medical technology companies, Medtronic realizes the importance of accurate, comprehensive, and effective customer education. When the company opened one of its Bakken Education Centers in Atlanta, Georgia, they needed to make sure that the facilities would be capable of educating thousands of physicians and other medical professionals that would be coming through the doors. Services to be offered at the new facility included product training sessions, the sponsorship of major medical and scientific seminars, and professionally accredited workshops.

An essential part of the development of the Education Center was the professional integration of audio, video, and presentation technologies within the simulation labs and classrooms. And that's where Technical Innovation stepped up to the plate.

The Solution

Teaching within the healthcare industry requires precision and clarity. After careful engineering and product analysis, Technical Innovation



integrated a combination of overhead, sidewall robotic, and handheld digital cameras, capturing appropriate angles and images. Strategic ceiling-mounted and wireless microphones allow for spoken word content to be delivered, with the video signal, to adjacent classrooms (and beyond). Provisions for future video/audio stream and DVD recording were also established and incorporated into the design. Additional sources, including DVD, laptop, VCR, satellite, and auxiliary wall plates were also included. Duplex (two-way) interaction (camera, video, PC, and microphones) between the Education Center classrooms and the simulation lab were also integrated to allow for conversation between the participants.

The Reviews

Medtronic's Bakken Education Center in Atlanta stands as a benchmark for world-class medical education facilities. Its state-of-the-art classrooms, hands-on training areas, sophisticated audiovisual equipment, and other facilities serve physicians and other health care professionals, in addition to Medtronic's sales and technical support organization. In the end, this new Medtronic facility got straight-As.

The Technology

NEC LCD projectors
Canon video cameras
Extron signal routers

NEC LCD panels
Dalite wall-mounted projection screens