

High impact, live and on-demand video streaming to networked healthcare professionals anywhere



Streaming video over Internet protocol (IP) holds enormous promise for improving the speed, precision, quality and cost of healthcare. But in an industry where the timeliness and accuracy of information can spell the difference between life and death, IP video platforms must stream with impeccable reliability, deliver flawless image fidelity and be transparently simple to implement and use.

VBrick's scalable, cost-effective solutions ensure viewers receive the best possible video and audio quality that their network bandwidth can handle, regardless of the network protocol, playback device or computer operating system they use.

Improve the speed, precision and quality of healthcare by streaming...

- Live assessment and collaboration to the point of care
- Instrument images from the lab to the operating room
- Operating procedures to surgical candidates in the lecture hall
- On-demand video for diagnosis pre- and post-op treatment procedures to the patient's bedside
- Everything from hospital news to federal updates to people online everywhere

NOW IMPROVING THE PRACTICE OF HEALTHCARE

Whether you wish to stream real-time video from a pathology lab microscope to the surgical suite, or broadcast from the headquarters of a federal agency to desktops all over the Internet, VBrick offers the most comprehensive, turnkey solutions for streaming video from origination to destination.

Faster, more collaborative diagnosis and treatment

When seconds count, VBrick's solutions accelerate the pace and precision of healthcare decisions. Dependable, high-quality video connects medical professionals in real-time over any network. All you need to provide is the camera and an Internet connection.

Representative applications include:

- Real-time monitoring and clinical assessment reviews
- Remote diagnosis and telemedicine in real-time via the Internet
- Push-button collaboration with home-bound patients or residents in convalescent homes
- Remote sharing of diagnostic imaging from endoscopes, microscopes and imaging tools

More productive, cost-effective patient care

No healthcare professional can be everywhere at once. Streaming real-time video to their computer or network device is the next best thing. Online video not only gives healthcare providers a virtual bedside presence from any location, it also enables more cost-effective and secure ways to archive, access and distribute video records of patient evaluations and assessments.

Representative applications include:

- Real-time, visual monitoring of multiple patients and wards
- Provide nurses with a portable window on patients in their care
- Broadcast warnings and instructions in the event of emergencies, quarantines or epidemics
- Expanded support and remote review of operating room procedures

Ohio State University, School of Nursing

"Estimates are that the live and video on-demand training sessions for early responders and healthcare teams have saved over \$50,000 per quarter in travel expenses. The return on investment payback for the complete VBrick system was less than 3 months."

Cheryl Engle, Learning Environment Manager, Ohio State University

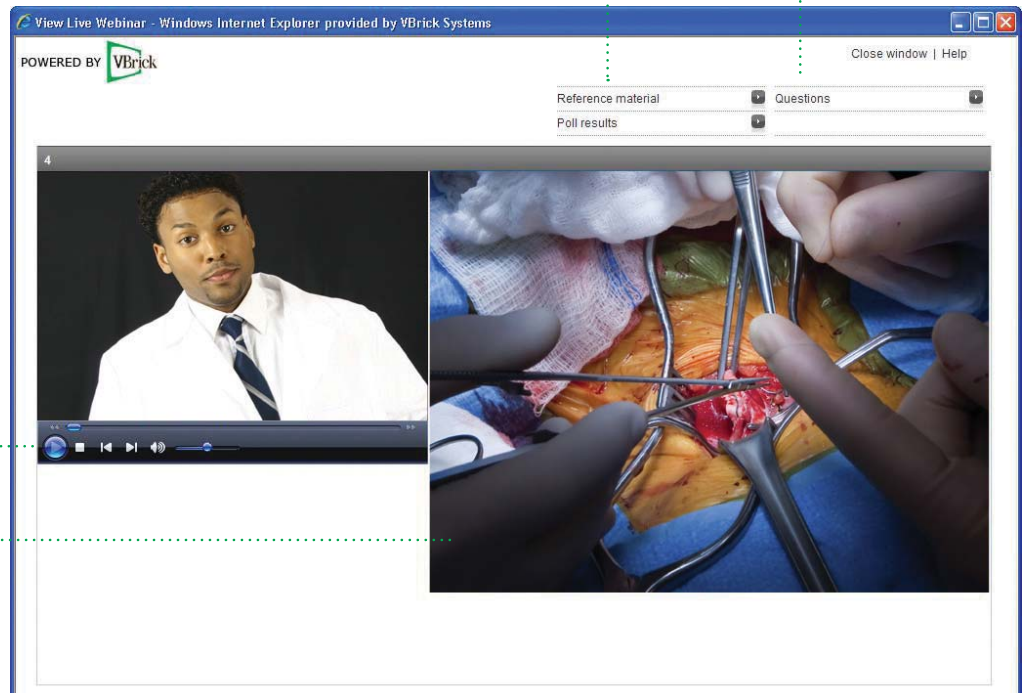
Better informed, more empowered staff and patients

Healthcare knowledge and technology is constantly advancing. But it is only as effective as the people who wield it. Streaming video connects healthcare staff with the latest, most up-to-date training and knowledge. It can also help patients better understand their diagnosis and participate in their own care.

Representative applications include:

- Broadcast live surgical procedures to students in the lecture hall
- Stream, record and review student performance during simulated training
- Bring self-service pre-op and post-treatment education to the patient's bedside
- Communicate key messages and reminders about your healthcare institution on-campus via digital signage and kiosks, and off-campus via the Internet

Audience Participation



Easy-to-use Buttons

Rich Media Presentations

- LiveVideo
- PowerPoint
- Documents

Penn State Hershey Medical Center, Live Surgeries

“Integrating VBrick’s streaming capabilities to the network was simple, since Penn’s network vendor used a lot of commodity video switches and control systems. All we did was add VBrick’s appliance to our rack, and we could stream all video from our ORs over the public Internet.”

Dr. Russ Scaduto, Director of Education Technology College of Medicine,
Penn State Hershey Medical Center



End-to-End IP Video Solutions for Healthcare

VBrick's powerful IP Video technology delivers intuitive, reliable and scalable solutions wherever video is put to work in the healthcare industry.

Live Capture

With the industry's broadest portfolio of encoding appliances, VBrick offers healthcare institutions an unmatched number of solutions for capturing, encoding and transmitting video from any source, including cameras, TV tuners, DVD players and computers.

Transport

VBrick's turnkey encoders distribute video over hospital LANs and WANs, as well as IP and wireless networks - all with minimal impact on network bandwidth.

Record & Store

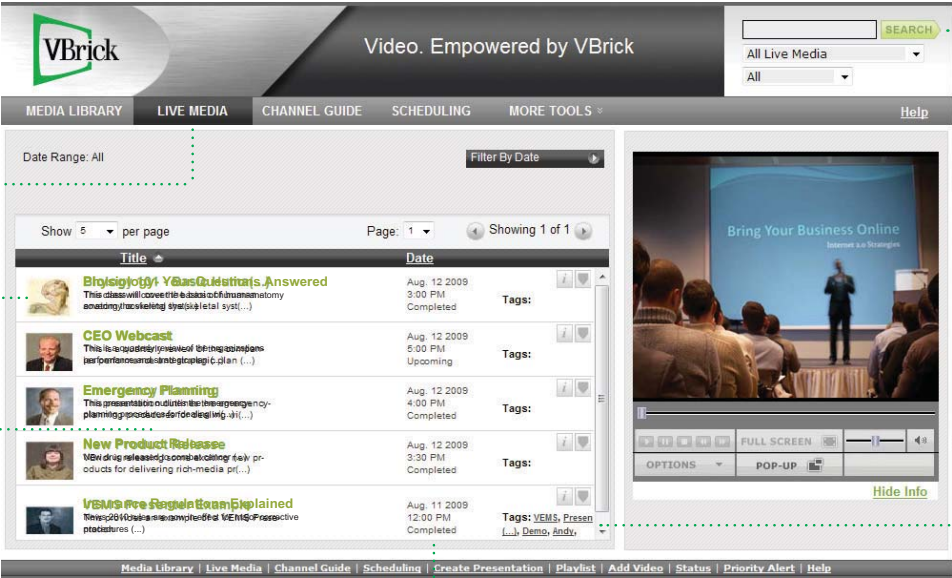
VBrick lets your healthcare institution record and store video as easily as clicking a mouse. Our Network Video Recorder simultaneously stores up to 40 broadcasts, while our Video-on-Demand servers scale easily to serve the needs of any size organization.

Manage & Control

VBrick's powerful media management software makes it easy to organize your video assets, control viewer access, and schedule recording and playback times. Our online viewing portal lets you access all your live IP Video channels and on-demand servers — at any time or from any place.

Video Playback

VBrick's adaptable IP video solutions take the guesswork out of playing live and on-demand video over television, digital displays and all major desktop media players. All of our playback platforms incorporate simple DVD-like controls for video previews, fast-forward and rewind, and full screen display. We also offer hardware decoders for mission-critical, point-to-point playback.



The screenshot shows the VBrick web interface. At the top, there is a search bar with a 'SEARCH' button and a dropdown menu for 'All Live Media'. Below the search bar is a navigation menu with options: MEDIA LIBRARY, LIVE MEDIA, CHANNEL GUIDE, SCHEDULING, MORE TOOLS, and Help. The main content area is divided into two sections. On the left, there is a 'LiveMedia' section with a 'Filter By Date' dropdown and a table of video entries. The table has columns for 'Title', 'Date', and 'Tags'. The entries include 'Biological Questions Answered', 'CEO Webcast', 'Emergency Planning', 'New Product Release', and 'VEMs are Regularly Explained'. On the right, there is a video player showing a presentation titled 'Bring Your Business Online'. Below the video player are playback controls including 'FULL SCREEN', 'POP-UP', and 'Hide Info'.

Search

LiveMedia

Thumbnails

Titles & Descriptions (searchable)

Presentation Status

Tags (searchable)

Communicate and Consult

- Clinical assessment and remote diagnosis
- Telemedicine and Telemedicine extension
- Stream live video to and from the operating room

Monitor and Alert

- Real-time video monitoring of Intensive Care and Maternity units
- Remote monitoring during Grand Rounds
- Broadcast video during local or national emergencies

Connect and Inform

- Administrative broadcasts on multi-building campuses
- Video-on-Demand kiosks for patients and family
- Video-enhanced digital signage at entrances and waiting rooms

Train & Educate

- Nurse training and assessment
- Internal and external webcasting of lectures and medical procedures
- Training and continued education delivered to the desktop

Glendale Community College, Nursing

“VBrick technology takes a very straightforward approach, and the system was adapted quickly to our requests. For example, the faculty asked for some last minute changes to how the system stored captured video. Instead of using student ID numbers to set up a file system, they instead wanted to categorize videos by skill set.”

Scott Kozakiewicz, Coordinator, Media Services, Glendale Community College



From clinical assessment to monitoring emergencies from a disaster area, VBrick video solutions provide the reliable, high quality video streaming for more efficient and cost-effective healthcare.

Can your streaming video-over-IP platform do this?

- Deliver clear, dependable, real-time video to the healthcare professional, wherever they practice
- Simultaneously stream to both internal or external audiences with minimal impact on bandwidth
- Scale from small groups to tens of thousands of simultaneous viewers, live or on-demand
- Deliver the best image and audio quality that your viewers' bandwidth will allow
- Set up with a simple "one touch" play to start the video or broadcast
- Control who views your video content, and when

VBrick technology is advancing healthcare at leading medical institutions, such as:

- Memorial Sloan Kettering Cancer Center
- The Mayo Clinic Hospital, Phoenix
- Johns Hopkins Hospital
- Toronto Medical Center
- St. James Hospital (UK)
- Peace Health
- Penn State Hershey Medical Center
- Columbia University Medical Center
- Ohio State
- St. Joseph's Hospital, Syracuse
- VA Hospital, Puerto Rico