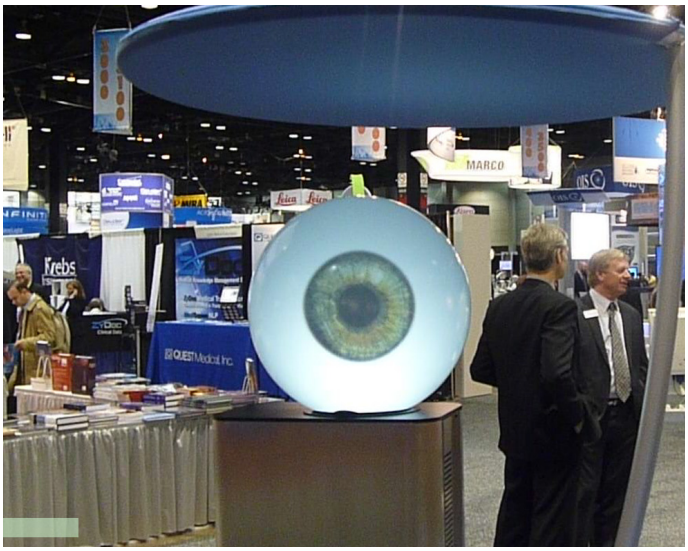
//Optos

Date: October 2010
Location: Chicago
Client: Optos Plc

Products: PufferSphere M 600
Content: Pufferfish
Sector: Trade Show

Task
Leading medical technology company, and near-pufferfish-neighbours, Optos specialise in the design, development, manufacturing and marketing of ultra-widefield retinal imaging devices. The field of view into the eye that their system facilitates dramatically enhances the chance of identifying risks to patient's sight. Identifying the obvious synergy between PufferSphere's unique spherical viewing window and shape of the eye, Optos approached Pufferfish to explore how they could use the displays to communicate the power of their technology in a way that was not only intuitive, but would hold the attention of potential clients at busy industry conferences and shows.



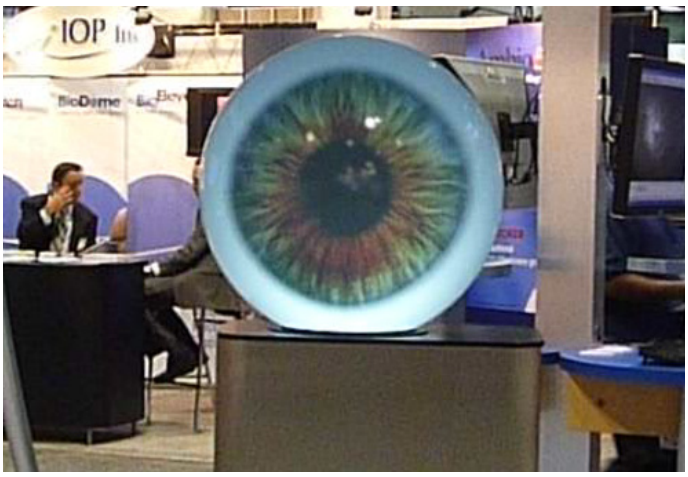
Delivery
Understanding absolutely Optos's enthusiasm for the PufferSphere medium, the first task for Pufferfish was to identify the size and type of sphere which would most fit with the twin needs of Optos; something portable and simple enough to transport around at least 15 major global tradeshows a year; and something bright enough for effective deployment in those spaces. Our new PufferSphere M unit proved the ideal solution; coupled with a 600mm HardBall screen and a specialist Projection Design F32 8000 ANSI lumen projector the unit would be both bright and dependable. The modular design of the unit would make it compact to transport and quick to set-up, whilst its mild steel enclosure offered a high-quality finish with the minimum of fuss.

With the American Academy of Ophthamology's Chicago meeting fast approaching, Optos were keen to take the opportunity to showcase their new demonstrative solution to the industry and test its power. Pufferfish worked closely with Optos's specialists to insure that the content developed for the PufferSpheres accurately captured the core messages they needed to communicate whilst maximizing the visual impact of the displays.

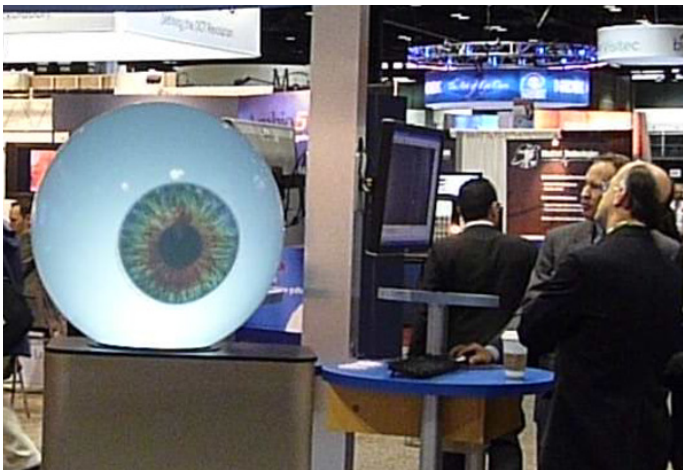
Optos's key concern was to show the extra scope that their scanning technologies offered to practitioners, and through that the increased diagnostic capacity they could offer to their patients. The PufferSpheres offered a unique way of visually demonstrating these benefits by highlighting the surface area of the digital eyeball that would be revealed with a standard eye examination then revealing in overlay the extended area that their technology made visible. Other animations demonstrated how the capillary structure of the retina could be brought into sharp relief using Optos's Fluorescein Angiogram.

With an expert audience the displays not only had to be graphically interesting they also needed to be credible medical examples. Using images generated by Optos's scanners, 'Optomaps', Pufferfish consulted their experts to identify actual cases where the scope of a standard eye-exam would have missed ocular pathologies that the Optos images made instantly recognizable. The combination of Optos's rich selection of Optomaps and Pufferfish's motion design married the two perfectly.

With Pufferfish Motion Designer Tim onsite to assist, Optos utilized his talents to focus on Optomaps showing particular pathologies, rendering them on the fly in Adobe After Effects and adding them to the displays.



potential clients could see their own retinal images displayed on the PufferSphere before them. Acting as an integral tool to attract attention, draw footfall to the stand, convert the footfall to engagement with the Optos technology and sign-off on the core messages with a memorable personal touch, the PufferSphere M proved every bit as powerful as anticipated.



Two units were deployed and integrated by stand designers Access TCA using Optos's own familiar in-house PCs to feed content. PC control positions were located away from the units allowing the PufferSpheres to be as approachable and un-crowded as possible, yet still capable of being discreetly updated and refreshed with new Optomaps as required. Deployed swiftly in their smart mild steel enclosures, the PufferSpheres looked the part straight out of the case. In fact the PufferSphere M proved so portable that Optos were able to re-deploy a unit to wow guests at their pre-show party and still have the same unit back in place and ready to go as the show got underway the next morning.

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CREDITS

Optos Plc - Special thanks to Leslie Amodei and Richard Moore
Access TCA