

Stanford Medical School streams to Australia

DCA implements advanced technologies to help Stanford join Australian Surgeons for "Breakfast with Stanford".

Sunnyvale, CA- April 14, 2008 – NCast® Corporation, a leading developer of mixed-media capture and streaming solutions, announced today that the Australian Society of Otolaryngology, Head and Neck Surgery, hosted their 58th National Scientific Meeting in Perth, Western Australia this month. Stanford University, which features one of the most rapidly growing and innovative Otolaryngology departments in the USA, was able to join them live on screen from Palo Alto, California, thanks to a new streaming capability integrated by David Carroll Associates at the Willard E. Fee Library, where the breakfast sessions originated.

Presentation streaming and capture has been a goal of the department since DCA delivered the AV system at the Fee Library some three years ago. David Carroll, principal designer and owner of David Carroll Associates, said: "At the time we built the AV system in the Fee Library, streaming media technologies were just coming of age. Our work with the Stanford Medical School led us to conclude that we needed to provide full motion video content in order to satisfy the requirements of medical education. That was too expensive and impractical until recently. The NCast encoder, with it's standard Mpeg4 format and high bandwidth capture card has finally made this a practical and affordable solution."

Carroll went on to say: "Although higher education benefits from very high bandwidth availability, in this case the Scientific Meeting was being held in a hotel in Perth. During our initial streaming tests leading up to the event, we were able to achieve sustained transfers up to 3Mb/s, which resulted in extremely smooth motion and no visible artifacts on the highest resolution content. At the last minute we discovered that the hotel wasn't able to deliver the connection promised, and we had to dial the stream down to 728Kb/s. Although it forced a compromise in frame rate, this didn't seem to matter - the Society packed the house and gave special appreciation for the technical quality of the event.

There is a lot of confusion in the marketplace about what to call this technology. It's not a "videoconference" in the language of the AV industry. Rather, the NCast Telepresenter offers better encoding for PowerPoint slides (including full motion video), and enables capture to file, something videoconferencing systems do not do. Through the use of an audio teleconference in addition to the primary stream, DCA created a hybrid event with interactivity between the endpoints for the question and answer sessions.

Dr. Robert Jackler, chair of the Department of Otolaryngology, Head and Neck Surgery at Stanford University Medical Center, comments: "This new streaming telepresentation technology enabled us to present to our colleagues on the other side of the world as if we were in the same room, with no loss of visual resolution. All participants were blown away by the quality, and we were able to avoid the environmental impact and costs of nine round trips to Perth! "

At the conclusion of the event, Dr. Jackler requested comments and observations on the technical quality from the Australian group. Dr Marcus Atlas, host for the Breakfast sessions in Perth, relayed the group's congratulations and favorable impressions: "the video quality was flawless – as if you had plugged directly into our projector... audio was excellent, we could hear everything... A truly remarkable event – thanks to David Carroll Associates for all your help"

Dr Jackler, who also serves as the Stanford Associate Dean for Continuing Medical Education, went on to say: "Teleconferencing technology offers great promise in bringing our most outstanding teachers to a broad audience of learners."

About DCA

David Carroll Associates is a design-build communications technology systems integration company in the San Francisco Bay Area since 1998. DCA specializes in the higher education market and has completed many projects at Stanford University including distance learning studio classrooms, medical simulation, and presentation systems utilizing advanced technology. For more information please call DCA at 510-235-1256 or visit www.davidcarroll.com.

About NCast

NCast Corporation provides industry-leading solutions for the capture, distribution, and archiving of high-resolution, mixed-media content such as rich-media presentations or annotated high-resolution graphics. NCast's 3rd-generation Telepresenter M3™ simplifies the mixing of audio, high definition (HD) video, and any high resolution RGB/DVI source, with PIP capability, into one rich-media file for webcasting or playback. The Telepresenter M3™ is used in applications such as presentation capture, live and on-demand training, telemedicine, distance learning, and podcasting. For more information, call NCast at 800-765-7718 or visit www.ncast.com.

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