Case Studies

GEORGETOWN UNIVERSITY

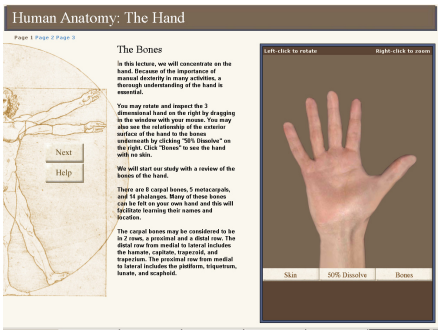
Market: Medical

Customer: Georgetown University Medical School (GUMS)

Problem: The Client was encountering dramatic decreases in the availability (and increase in cost) of cadavers for their extensive and comprehensive "hands on" training of human anatomy. Georgetown needed to fill this void with a training solution that could support its existing curriculum.

Solution: Working in conjunction with leading, tenured professors and doctors at Georgetown University Medical School, Bridgeborn created content that could be delivered via the web (blackboard) or used in the classroom as part of their curriculum. The training solution used Bridgeworks© to power high fidelity (photo-realistic) 3D renderings of the lower arm. Using effects such as animations and dissolves of the skin, the deliverable taught students complex motions and movements including flexion and extension of the hand as well as pronation of the arm. Additionally, interaction between the web page and the 3D scene allowed students to click on any term and have it highlight in the appropriate bone, muscle etc. in the 3D scene.

Services Provided	
	Analysis
	SDE&I
√	Data Visualization
	Support Services
√	Training and Education
	Research and Development



Value to Client: Bridgeborn's deliverable reduced Georgetown's reliance on costly and scarcely available cadavers, saving the school money and allowing the professors to focus on training and education. Additionally, the interactive, 3D scene reduced training and education time by allowing both professors and students to visualize and interact with complex motions and movements traditionally difficult to teach or understand through text books and static, 2D content.

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