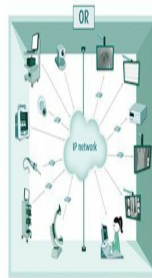

Barco / Brainlab Collaboration Sets New Standards for Medical Content Distribution in OR



Enterprise visualization expert Barco and German-based medical technology innovator Brainlab AG announce their collaboration to provide an innovative approach to distributing and sharing medical content. In today's increasingly complex operating rooms, BuzzTM - Digital O.R. by Brainlab, together with Nexxis, an IP-centric solution for image and audio management by Barco, will provide seamless integration with improved workflow efficiency for better patient care.

Renowned for innovative solutions in neurological and orthopedic surgery as well as radiation therapy, Brainlab launched BuzzTM - Digital O.R. in 2012. Buzz is a highly advanced centralized information and control hub for the OR, which enables fast and easy access to medical image data from HIS, PACS and data enrichment with clinical indication-specific applications. Buzz also provides connectivity with a multitude of video signals and allows surgeons and the surgical team to intuitively route, stream and record audio, image and video content. Under the agreement, Brainlab and Barco will combine BuzzTM - Digital O.R. with Barco's IP-centric Nexxis solution for controlled image distribution. The result is an exceptionally powerful set-up to meet the demanding needs of content distribution in ORs.

Flexible, scalable and open

Barco's Nexxis imaging and audio management solution - comprising encoders, decoders and management software - builds on a flexible, scalable IP platform which allows smooth distribution of medical imaging with near-zero latency. "The Nexxis IP-approach is a unique one in our industry," explains Rainer Birkenbach, Executive Vice President of Brainlab. "It has an open architecture and flexibility that creates endless deployment possibilities. Nexxis will provide Brainlab users with uncompressed real-time video, audio and advanced image routing capabilities in the OR. Because it seamlessly integrates with BuzzTM - Digital O.R. by Brainlab, doctors and patients benefit from enhanced data and information (guidance) that is easily viewed, shared and used for collaboration."

Technology pioneer

"Brainlab is known as one of the most technologically advanced players in the market and we're excited to be pooling our expertise. We are confident that our new partnership and the joint configurations it delivers will help us strengthen the Nexxis brand and further increase our market share," comments Luc Colle, VP Sales for Barco's EMEA Healthcare Division. "Our joint hard- and software technologies will provide hospitals with an exceptionally advanced solution to improve their workflow efficiency and, consequently, provide better patient care."

System integrators

While Brainlab focuses on transforming data to clinically relevant information and usability, the systems integrators are able to offer complex and highly customised systems and set-ups. They will be the ones to integrate Barco's Nexxis solution for image and audio management and distribution into Brainlab's Buzz.

The Nexxis and BuzzTM - Digital O.R. solutions will be on display respectively at the Barco booth (hall 15, booth E18) and the Brainlab booth (hall 10, booth B53) at Medica in Düsseldorf (Germany) from 20 till 23 November 2013.

Source: [Barco](#)

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