



NEWS RELEASE

Increasing Effectiveness in Telehealth Sessions by Annotating Details with a Pointmaker Video Marker

TUCSON, Ariz. (Updated March 18, 2014) – While analyzing medical images shared during a healthcare video conference, doctors, medical students and/or patients need an efficient way to point out the image details being discussed. Recently, the **Arizona Telemedicine Program (ATP)** based at the **University Health Sciences Center** in Tucson, Ariz., invited **Boeckeler Instruments** to demonstrate the Tucson-based company's latest video marker.

In **Photo 1**, **Brent Tremblay** of **Boeckeler Instruments** demonstrates the marking features of a Pointmaker on several medical images, including an X-ray of a shoulder (**Photo 1**). Looking on is **Dr. Ana Maria Lopez**, MD. M.P.H., medical director at the Arizona Telemedicine Program in Tucson, and on the far end, **Chris Martin**, assistant director for the **Advanced Telemedicine and Telehealth Institute (T-Health Institute)** in Phoenix. The **Pointmaker CPN-5600 video annotation system** is at the bottom right of the photo, with input from a MacBook and outputs to the video codec and an Eizo RadiForce LCD touch monitor.



Photo 1: Download high resolution image at: http://www.pointmaker.com/download/press/telemed_chris_brent.png

According to Brent Tremblay, if a Pointmaker system was also on the receiving end, participants on that end could annotate images. Alternatively, multiple users in a conference could use their iPads to annotate shared images if they've downloaded an Engage Pointmaker app ahead of time and logged into a special meeting code set up by the conference facilitator.

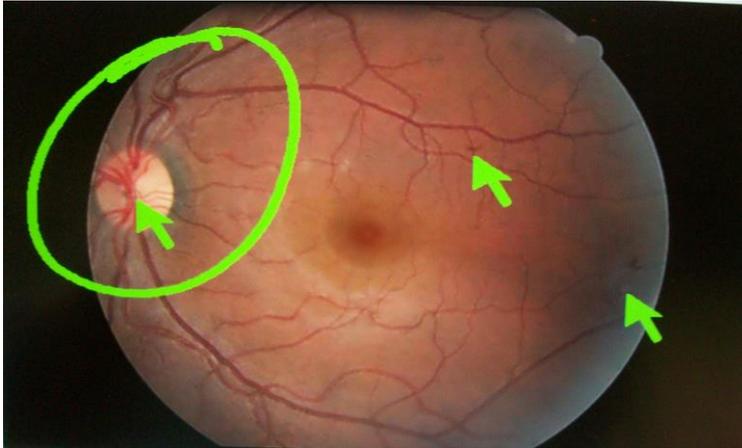


Photo 2: Close-up of an image of a human retina annotated with the Pointmaker at the videoconference. Download high resolution image at: http://www.pointmaker.com/download/press/Teled_1_cropped.jpg

He says the Pointmaker CPN model is capable of receiving up to nine inputs and scaling composite, Y/C, RGB, YUV, and HDMI signals to high resolution formats up to 1920 x 1200. This model can also capture the annotated images and send them to a printer or USB storage devices for later sharing.

The Arizona Telemedicine Program is dedicated to advancing the effective use of telemedicine services throughout the Southwestern U.S. by assisting with start-up telehealth programs and providing resources for existing programs in technology and other issues affecting telehealth in the region. For more on ATP visit: <http://www.telemedicine.arizona.edu/app/>. For more on the T-Health Institute in Phoenix visit: <http://www.telemedicine.arizona.edu/thealth>.

About Boeckeler Instruments, Inc.

Founded in 1942, Boeckeler Instruments is a nanotechnology manufacturer that also manufactures hardware- and app-based annotation products for the presentation and education markets. The Pointmaker line allows presenters to annotate image details to focus audience attention and easily switch between multiple video sources. After a debut in a famous TV courtroom trial in 1995 and on Monday Night Football, the line continues to develop with iPad-based annotations for use in

classrooms, boardrooms, distance learning, TV newsrooms, places of worship, emergency operations centers & more. For further information, visit the Pointmaker website at www.pointmaker.com or call (800) 552-2262.

Media contact:

BOEKCELER INSTRUMENTS

Jonelle Kearney

Communications Specialist

(520) 745-0001