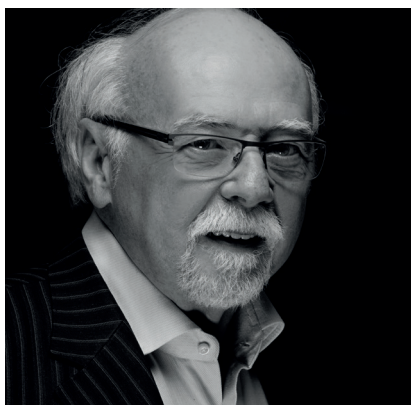




SBME  BVEG



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*“First and foremost, crowdbeamer is a tool that enables us to deliver a better service to all of our conference participants. Attending medical demonstrations has become a lot more comfortable, and participants can build a personal documentation set on their tablet or smartphone.”*

*Dr. Jean Hébrant, SBME-BVEG President*

## TAKING PICTURES DURING A CONFERENCE? THE BELGIAN SOCIETY FOR AESTHETIC MEDICINE AND LASERS JUST GOT RID OF THAT.

Every year, hundreds of medical professionals take part in the conference of the Belgian Society for Aesthetic Medicine and Lasers (SBME-BVEG). This conference not only features traditional presentations but includes various medical demonstrations as well. The use of high-quality video recordings is essential to let a large audience join those live demonstrations. When looking for better solutions to share the live video recordings in real time with all conference participants, crowdbeamer was identified as the way to go.

### SHARING MEDICAL DEMONSTRATION VIDEOS WITH A LARGE AUDIENCE

During the annual SBME-BVEG conference, Soapworks produces video recordings of the medical demonstrations and broadcasts them live via the conference room’s central projection display. “And although that works quite well,” says Jo Van der Beken, AV Consultant at Soapworks, “every year again, we see so many people using their smartphone or tablet to take pictures or make video recordings of what we broadcast on the big screen. That can hardly be comfortable for anyone, and it’s bound to produce low-quality images as well. We’ve always thought there should be a better way to share these recordings with the conference audience. Thanks to crowdbeamer, there is.”

### VIEWING VIDEOS DIRECTLY ON A TABLET OR SMARTPHONE

According to conference organizer SBME-BVEG, crowdbeamer’s main benefit is that everyone can watch high-quality images directly on their own tablet or smart-

phone. It doesn’t matter whether these images relate to the video recording of a medical demonstration or a traditional type of presentation. Crowdbeamer streams all images via its built-in WiFi straight to the mobile devices of all conference participants.

Using the crowdbeamer app, the conference participants can not only view those images from close by. They can also take snapshots, add notes and then save all that on their own device. With crowdbeamer, all of them get to see the images in the same quality - regardless of their distance to the conference room’s central projection display. And thanks to the zoom function in the app, they can even clearly view the smallest details.

### SUITABLE FOR AN AUDIENCE OF ANY SIZE

During the SBME-BVEG conference, crowdbeamer was used during five parallel sessions. In each of the smaller conference rooms, one crowdbeamer device



## CHALLENGES

- Sharing presentations and video recordings in real time with a high number of conference participants
- Offering conference participants a comfortable, high-quality alternative to taking pictures during conferences
- Conference speakers do not always want to share sensitive information digitally with their audience



## WHY CROWDBEAMER?

- Everybody in the conference room receives high-quality presentation images, zooming in with the app gives a clear view of any detail
- Participants can take snapshots on their own tablet or smartphone, and complete them with personal notes
- The presenter can instantly protect confidential or sensitive information at a push of a button

was sufficient to stream presentation and demonstration images to everybody present. In the largest room, where more than 250 participants were welcomed, a network of crowdbeamer was used to share presentations and video recordings with all participants.

### AN APP THAT IS SUPER EASY TO USE

"Since this was the first time we used crowdbeamer during an SBME-BVEG conference, we worked closely with our AV partner Soapworks to provide all participants with practical information on the crowdbeamer app," says Dr. Jean Hébrant, SBME-BVEG President. "For example, the conference brochure included a brief

explanation of the possibilities offered by this free app, and how to install it. We also took steps to provide support for the app during our conference, but we quickly noticed that all conference participants found the app very intuitive to use."

### SECURING SENSITIVE INFORMATION AT THE PUSH OF A BUTTON

During a medical conference such as the one organized by SBME-BVEG, it often happens that sensitive or confidential information is shared with the parti-

cipants. Using crowdbeamer, the presenter can easily secure such data at a push of a button. In doing so, images are no longer digitally shared with the conference participants (although they can still be displayed on the conference room's central projection display).



*"Using smartphones or tablets to take pictures or make a video recording of the large projection screen during a conference is not just very uncomfortable, it delivers low-quality images as well. It should be a thing of the past. Thanks to crowdbeamer, it is."*

*Jo Van der Beken, Audiovisual Consultant (Soapworks)*

### A BETTER SERVICE, THANKS TO CROWDBEAMER

"First and foremost, crowdbeamer is a tool that enables us to deliver a better service to all of our conference participants," says Dr. Hébrant. "More comfort during the conference is an essential part of that, as there is no longer any need to take pictures or make video recordings of the central projection display. Moreover, ev-

erybody receives the same high-quality images.

Thanks to the crowdbeamer app, all participants can build their ready-to-use documentation set on their own tablet or smartphone and take it home with them at the end of the conference."