

PROJECT DESCRIPTION

MEDTRONIC, MOMENTUM TIMELINE KIOSK AND DOCUMENT REPOSITORY

RELEVANT SERVICES PROVIDED

- Complex Relational Database Architecture Design and Development
- Display of Multimedia Assets in Web Framework
- Custom Programmed Content Management System
- Development of Metadata Storage, Search and Retrieval Components
- Scalable Architecture Design

SYNOPSIS

For Medtronic, Penobscot Bay Media (PenBay) has created a simple, intuitive application for the management, archival, search, and display of three discrete data elements, critical to the Medtronic Museum of Spinal Surgery and the Design Excellence Center:

- Key events in the history and development of the spine specialty at Medtronic
- Non-disclosure agreements, their supporting evidence, and access history
- Successful feasibility projects and their supporting documents

Although housed in a single application for ease of ownership and maintenance, each unique audience of the application has a customized, needs-driven user interface.

In support of Medtronic's first use case, Defining Moments Exhibit – History of Spinal Surgery Timeline, the

application outputs a display on 4, 42”

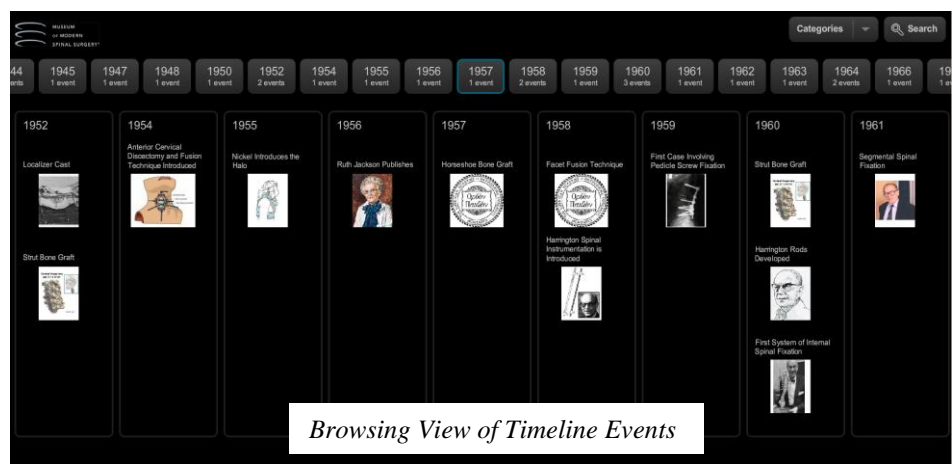
Touch Screens, for the visiting audience of the museum. The museum visitor will be fully engaged in the exploration of Medtronic timeline events consisting of high-resolution imagery, audio and

CLIENT & CONTRACT CONTACT

Medtronic

PROJECT DATES

July 2009 – March 2010



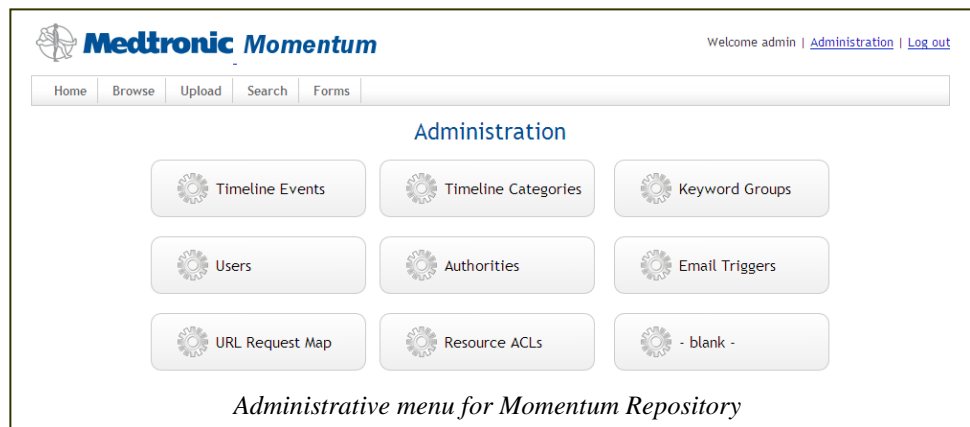
video organized by dates and specialty area.

The interactive timeline allows the viewer to scroll through the events yearly, or innovation by innovation, viewing the milestones of a specific event in the history of the spine. Using a category filter, the user can limit the displayed events to a selected specialty area. In addition to the browsing features of the display, a search tool provides the ability to locate specific records of interest to the visitor. PenBay worked with Medtronic during the design phase of the project to flesh out the best possible interface. All events have been illustrated with high-resolution images, video and audio wherever feasible.

One distinct feature of the interactive timeline is that it will be “evergreen,” that is, the interactive history can be refined further through a content management system and administration page controlled by Medtronic. These administrative tools are located in the second component of the Medtronic Momentum solution, the Momentum Repository.

In support of Medtronic’s second and third use cases, management of Non-Disclosure Agreements and Feasibility Projects, PenBay has created a data repository application for the archival and retrieval of the NDA, Feasibility and Historic documents. The Repository provides restricted access, for authorized personnel only, to the appropriate data. This Repository can accommodate a multitude of file formats, including CAD files, PDFs, images and text documents.

The user interface provides a simple view for browsing the repository contents, with the view customized to display only directories matching the user’s level of permission. Users may upload



documents to the Repository and associate them with several pre-determined, and freely entered keywords and metadata. Administrative users may update and add to the checklist of keywords, providing consistency in the categorization and archival of their data.

At the heart of the Repository is a robust search capability, providing rich query syntax for document searching. All document and metadata fields contribute to the pool of searchable data, in addition to the document content itself (for most content types). The search component looks and acts like a typical browser-based search. A line for query entry is shown, and the results are ordered highest match score to lowest. Search results are, by default, ordered by relevance (score), but they may be ordered by date ascending or descending as well. As only the first of many usage scenarios to come, Medtronic is poised to expand upon these solid foundational applications provided by PenBay.