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STORIES THAT MOVE



REFLEXION AT ASTRO



# RefleXion at ASTRO

MAKING WAVES

1 (800) 247-4302  
INFO@CZARNOWSKI.COM



## Challenge

To make a splash while debuting RefleXion’s revolutionary biology-guided radiotherapy treatment to healthcare professionals at ASTRO 2018, RefleXion’s first commercial showcase.



Solution

An impactful experience that not only conveyed how RefleXion’s complex new technology is a game-changer for cancer diagnosis and treatment but also brought the technology to life on the show floor in a dramatic way.

RefleXion’s motto for ASTRO was “go big or go home,” and go big they did with a 30’x50’ space. Like a cannonball into a pool, RefleXion wanted to make waves with their first commercial presence.

We took the wave idea to heart, incorporating it into our storyboard meetings with the RefleXion team and ultimately creating a concept that “drops” the radiotherapy machine into the center of their event space—sending waves of information and architecture out from it.







There was only one problem: Reflexion's radiotherapy machine weighs in at six tons. And while we weren't physically dropping it into the space, we did need to get it onto the show floor—which could be tricky, not to mention expensive.

Our solution was to bring the machine's outer covers and use digital renderings to recreate its inner workings. We placed custom-curved OLEDs over the machine's service hatches, simulating the view inside and allowing attendees to see what wasn't there.

To create the renderings, our visualization team had to dig deep. They immersed themselves in understanding what the technology does and how it works. Then they had to make sure what they created complied with strict health care rules and regulations regarding what can (and can't) be claimed about medical devices.



**Our visualization team worked closely with the RefleXion team to find the right balance of detail and realism.** Over 2,000 individual files had to be merged and animated to create the end product. In total, our visualization team developed four videos and one touchscreen application—comprising ten minutes of animation.

Each touch element throughout the space had custom renderings and animations. There were also animations for the conference rooms and break-out session screens. The animations were such a hit with the RefleXion team that they asked us to create a high-resolution version to use in their press release video.

**“People were commenting on whether the renderings were actual videos they’re so remarkable. Even our design engineers have been blown away by the quality. They really bring the machine alive.”**

– Cal Huntzinger, Senior Director of Clinical Development, RefleXion





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In the end, attendees were able to see more of the machine’s inner workings than they would have if the whole machine had been there, with the RefleXion team and attendees alike declaring that it was the best medical show content they had seen.

The overall design was a hit, too, with attendees taking selfies in front of the unusual and dynamic space to share with their followers. **Because of all the attention gained, RefleXion was able to pack their conference rooms and significantly exceed their meeting number goals.**

“Working with Czarnowski has been great. Because it isn’t just a booth—there’s also a lot of digital content—and the digital folks were awesome. I feel like everybody brought their A game. And they engaged with us in a very professional and productive way.”

– Cal Huntzinger, Senior Director of Clinical Development, RefleXion



Say hello.

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