



Samsung Gear VR can help you see your business differently

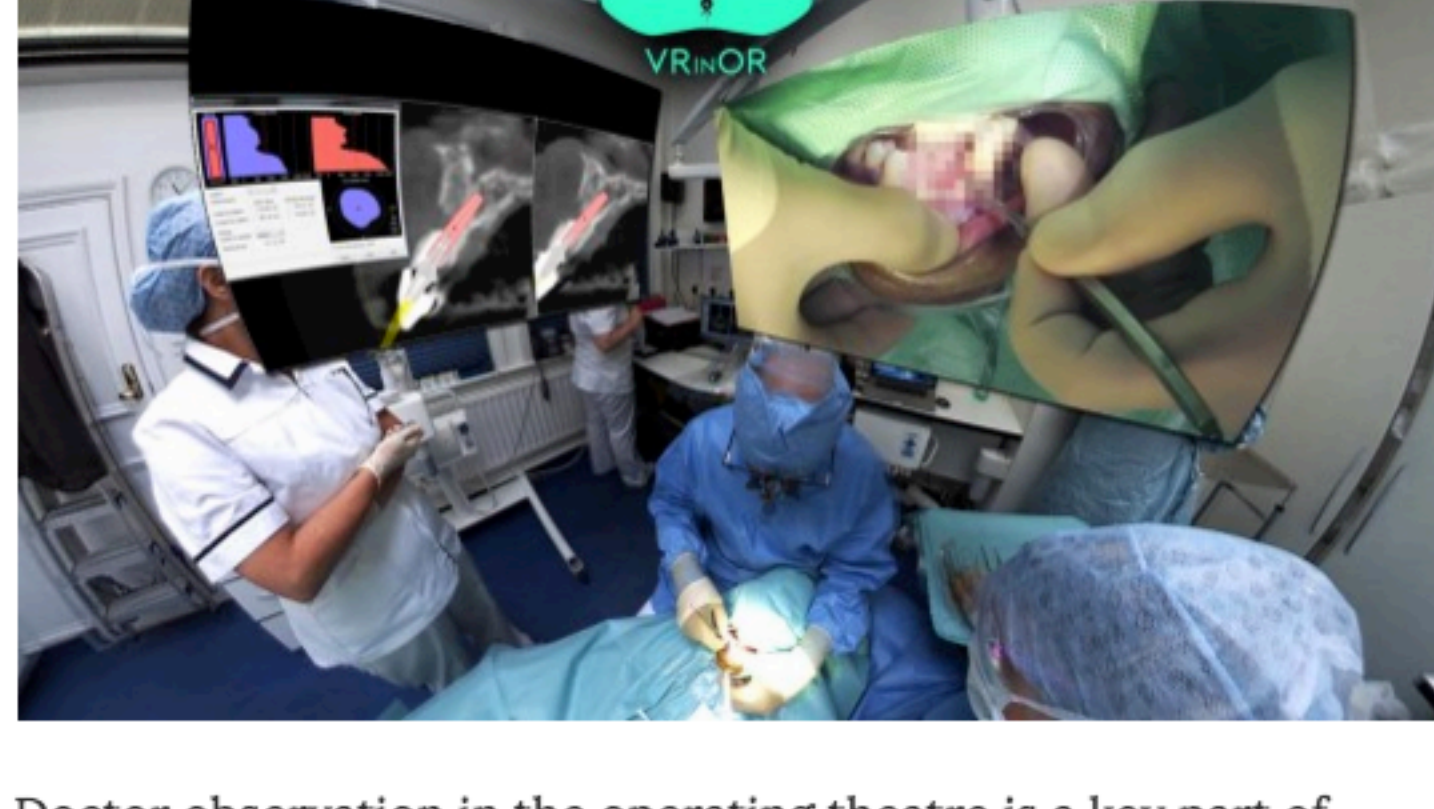
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Virtual reality In association with **SAMSUNG**

How Samsung Gear VR is helping to train doctors to save patients' lives

Virtual reality can be used to great effect in healthcare education

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Doctor observation in the operating theatre is a key part of junior doctors' training, but Mr. Ashok Sethi, who has over 36 years' experience with dental implants, knew there was a better way for medical students and doctors to learn how to provide treatment.

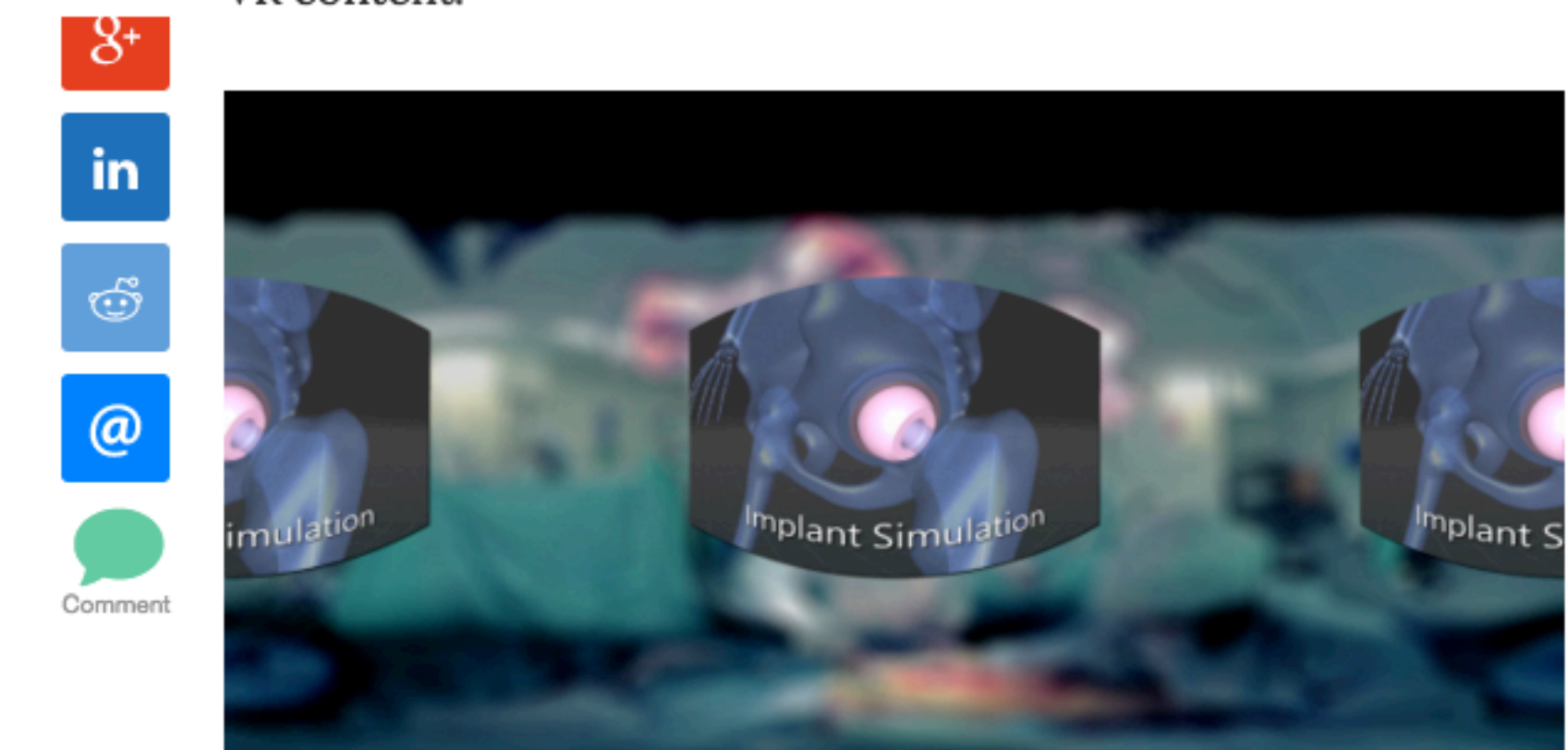
With the help of leading VR tech company Mativision and Samsung's Gear VR and S7 smartphones, trainee surgeons can now watch complex operating procedures live via a headset, with interactive content that provides additional patient data during the operation.

George Kapellos, Head of Marketing & Partnerships at Mativision, comments: "We are very excited to be partnering with Samsung on the world's first VR medical training facility. Mativision is committed to pushing the boundaries of VR technology in the medical space and together with Dr Ashok Sethi we are making VRinOR the go-to platform for educational VR content."

Using Gear VR to train the next generation of doctors

As part of a truly innovative global project for the medical industry, Mativision used its proprietary VR Technology and Samsung VR devices to create the world's first medical VR training facility in the heart of London. From here, medical students and doctors in training can watch specialists perform operations via their Gear VR headsets. Procedures are filmed in 360° and with a close-up camera to give a deeper understanding of the operation.

All of the content generated in the VR training facility is hosted on VRinOR. This go-to global platform uses Mativision's proprietary VR technology to help healthcare professionals from around the world gain access to immersive medical training from experts in their field. This leads to better treatment for patients, no matter where they are.



Mativision also recently delivered another world first in the medical space. On 14th April 2016, the world's first VR livestream of a surgery saw 54,000 people from all across the globe tune in via VRinOR to see Dr. Shafi Ahmed remove cancerous cells from a 70-year-old British man with colon cancer during a two-hour and 40-minute operation at the Royal London Hospital. The story created an incredible 2bn impressions from global coverage and social media.

Sethi wants to develop virtual surgery training even further and help democratise health: "My vision is that VR will become the most powerful and easily accessible education tool," says Sethi.

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