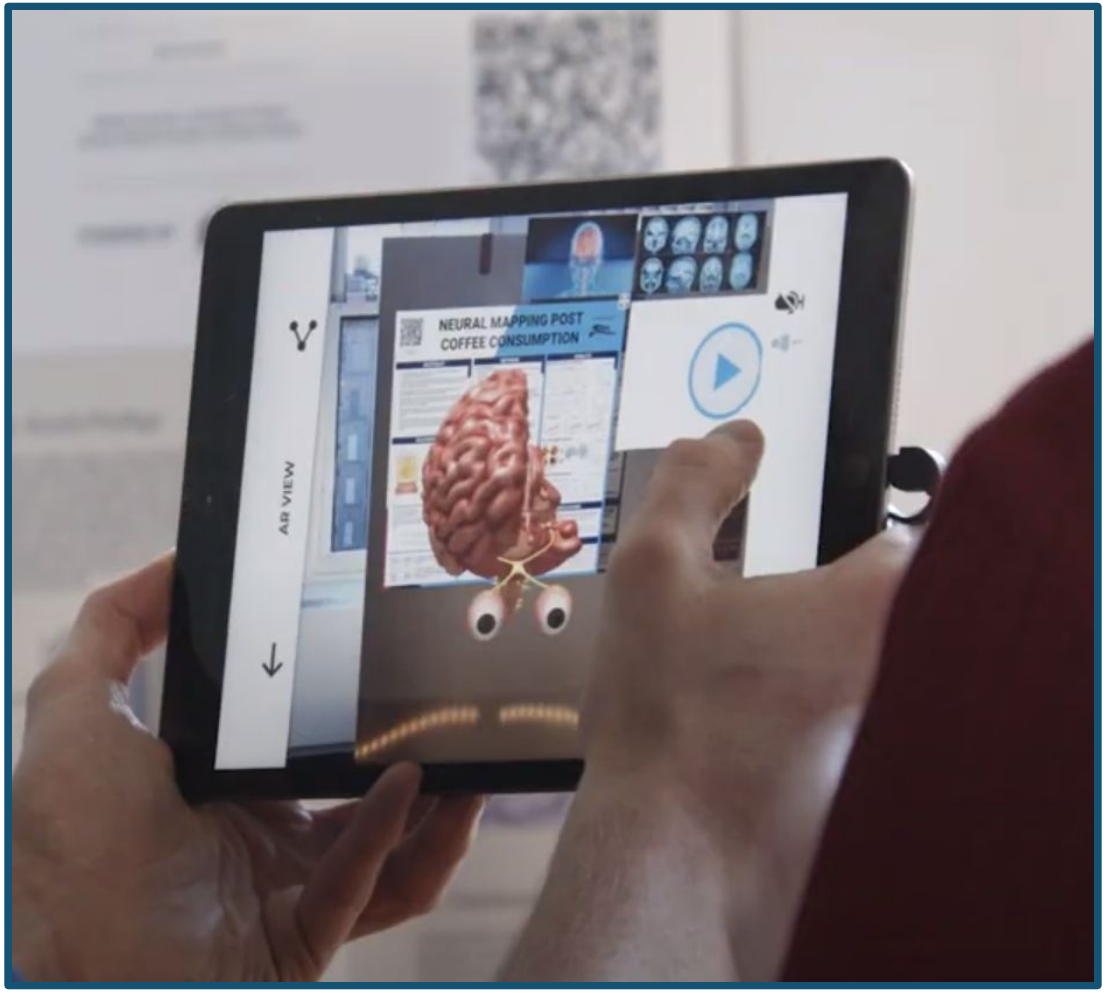



POST REALITY

# Augmented Reality Scientific Posters

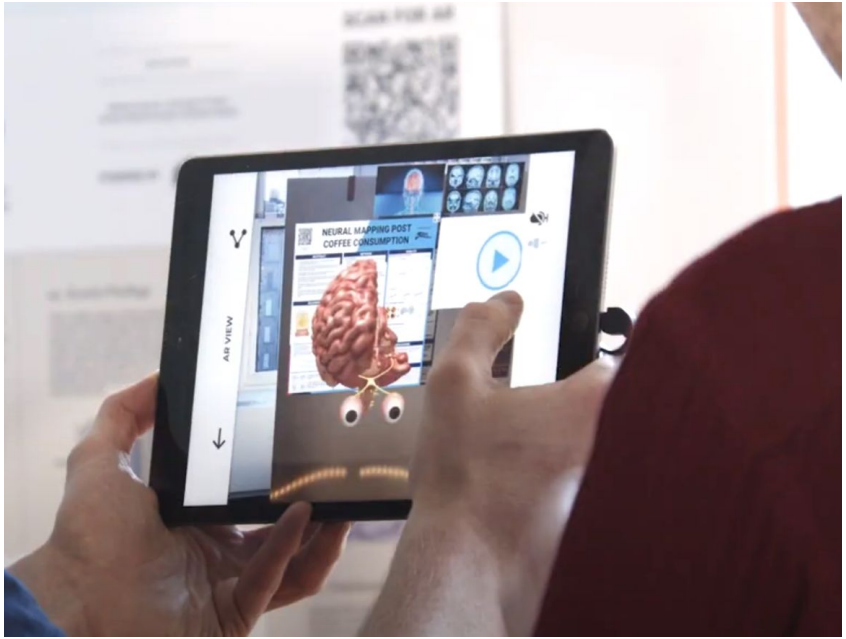
## Quick Guide

May 2022

# Our Mission

Provide a cost-effective SaaS platform that enables businesses and organizations to quickly create and deploy Augmented Reality (AR) experiences, improving audience engagement and conversions.

# Post Reality Solutions

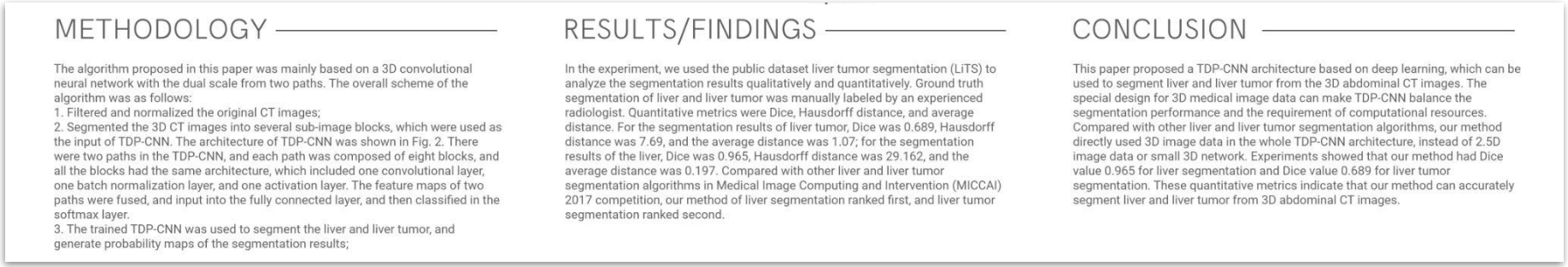



AR Presentation SaaS Platform

Custom Enterprise

# The Scientific Poster Market

## Dreaded “Wall of Words”



METHODOLOGY

The algorithm proposed in this paper was mainly based on a 3D convolutional neural network with the dual scale from two paths. The overall scheme of the algorithm was as follows:
1. Filtered and normalized the original CT images;
2. Segmented the 3D CT images into several sub-image blocks, which were used as the input of TDP-CNN. The architecture of TDP-CNN was shown in Fig. 2. There were two paths in the TDP-CNN, and each path was composed of eight blocks, and all the blocks had the same architecture, which included one convolutional layer, one batch normalization layer, and one activation layer. The feature maps of two paths were fused, and input into the fully connected layer, and then classified in the softmax layer.
3. The trained TDP-CNN was used to segment the liver and liver tumor, and generate probability maps of the segmentation results;

RESULTS/FINDINGS

In the experiment, we used the public dataset liver tumor segmentation (LiTS) to analyze the segmentation results qualitatively and quantitatively. Ground truth segmentation of liver and liver tumor was manually labeled by an experienced radiologist. Quantitative metrics were Dice, Hausdorff distance, and average distance. For the segmentation results of liver tumor, Dice was 0.689, Hausdorff distance was 7.69, and the average distance was 1.07; for the segmentation results of the liver, Dice was 0.965, Hausdorff distance was 29.162, and the average distance was 0.197. Compared with other liver and liver tumor segmentation algorithms in Medical Image Computing and Intervention (MICCAI) 2017 competition, our method of liver segmentation ranked first, and liver tumor segmentation ranked second.

CONCLUSION

This paper proposed a TDP-CNN architecture based on deep learning, which can be used to segment liver and liver tumor from the 3D abdominal CT images. The special design for 3D medical image data can make TDP-CNN balance the segmentation performance and the requirement of computational resources. Compared with other liver and liver tumor segmentation algorithms, our method directly used 3D image data in the whole TDP-CNN architecture, instead of 2.5D image data or small 3D network. Experiments showed that our method had Dice value 0.965 for liver segmentation and Dice value 0.689 for liver tumor segmentation. These quantitative metrics indicate that our method can accurately segment liver and liver tumor from 3D abdominal CT images.

## Pain Points

- Information overload, main ideas get lost
- Poor dissemination
- Limited interaction between creators and viewers
- Not collaborative
- No post-conference life
- No data insights

## Solutions

- Main ideas emphasized and remembered
- Everyone can access posters anywhere at anytime
- Email, in-app messaging and voice
- Interaction possible with others, voice chat during and after conference
- Posters saved so review and communication can continue
- Analytics provide valuable insights

The FEBS Journal

# The Federation of European Biochemical Societies Study

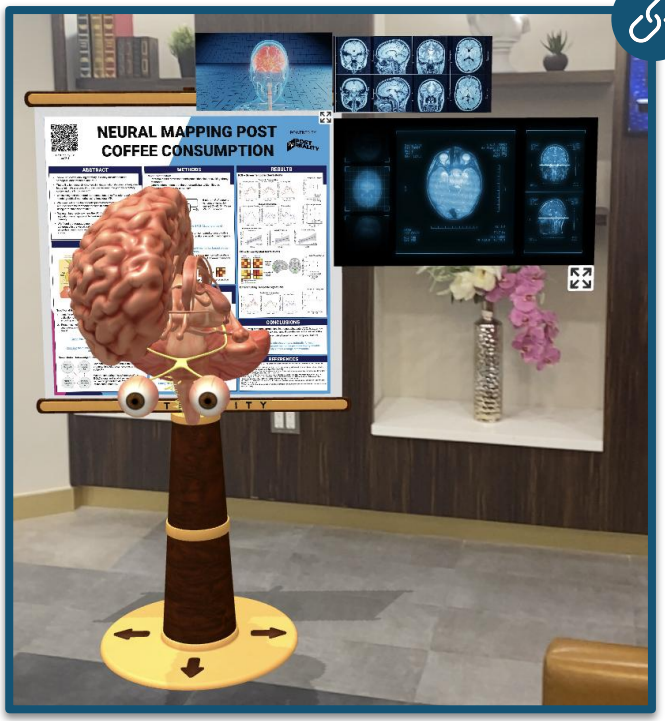
## Key Findings

- 84% of delegates presented work in poster format
- Their value is undermined by their limited ability to disseminate information and facilitate networking
- User Insight: “too many posters, too little time”

## Users Want

- 56.7%: Better organization of poster sessions
- 67.6%: Publication of posters… in an online repository / journal
- 45.9%: Wider exposure to conference delegates
- 40.5%: Increased exposure post-conference

Place presentations in any physical space




Access to the physical poster is not required, increasing post-conference engagement.

## Post Reality Scientific Poster Suite

Create and view engaging posters.

Post Reality allows the presenter to transform complex scientific posters into engaging and memorable experiences with multimedia, such as images, audio, videos, 3D models and links.

### The Platform Consists of:

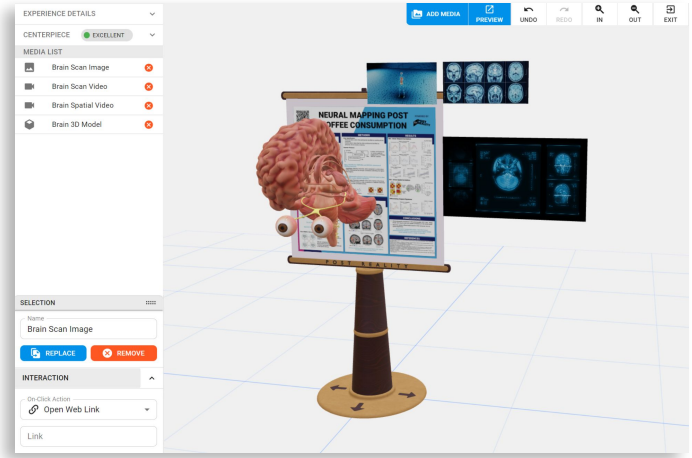
POST REALITY AR STUDIO

Online Studio

POST REALITY VIEWER

Mobile Viewer

## DIY Online Studio




- Enhance presentations with 3D models, photos, videos, links to important papers
- Invite users to join your account
- Manage teams and conferences
- Moderate experiences
- View analytics

## Viewer App


*View a poster with your phone or tablet and see it jump to life.*

- Relevant media that tell the full story
- Physically move around to view models from different perspectives
- Engage with the creator or other viewers through voice or text
- Save all your posters for later viewing
- Use analytics to better understand your audience

## Try It Out!

See how Post Realty transforms a dense poster into an engaging and memorable experience.

## To See This Presentation In Your Room:

Scan to download the free Post Reality App.

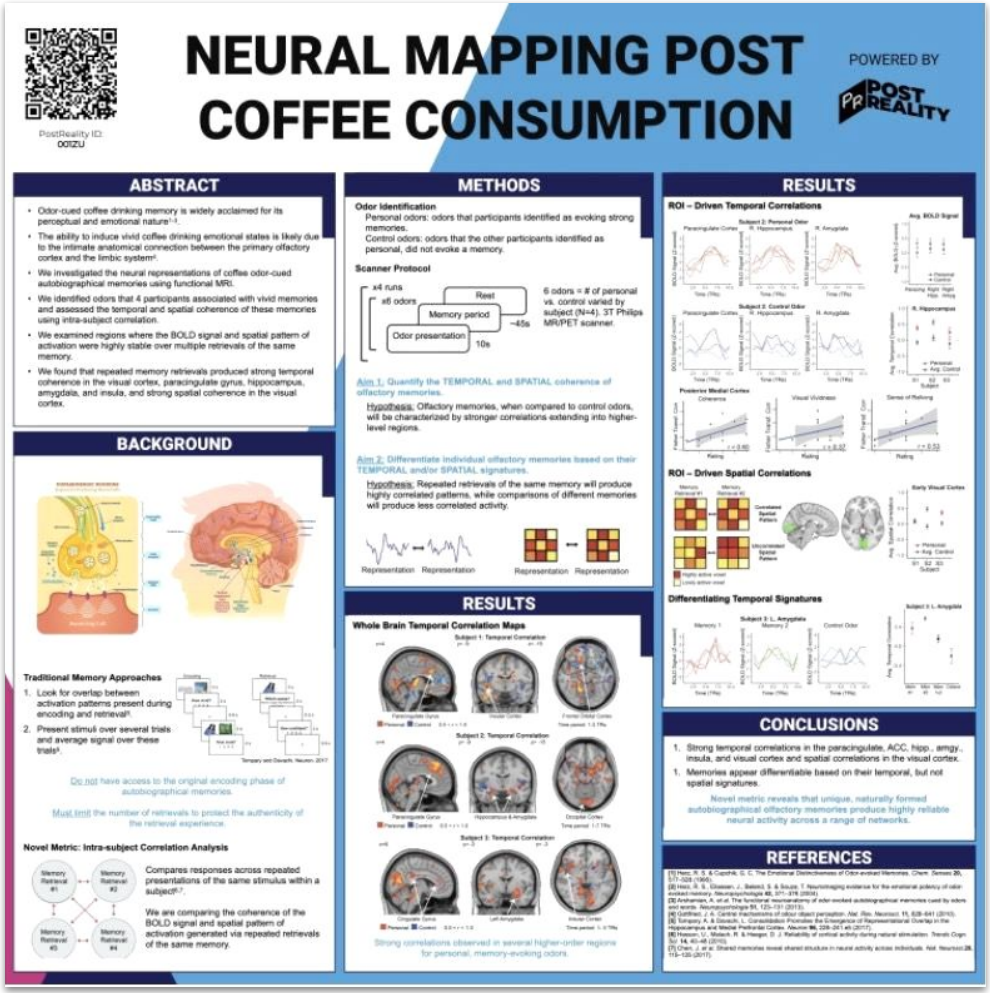
In the app, scan the QR code to activate this presentation.

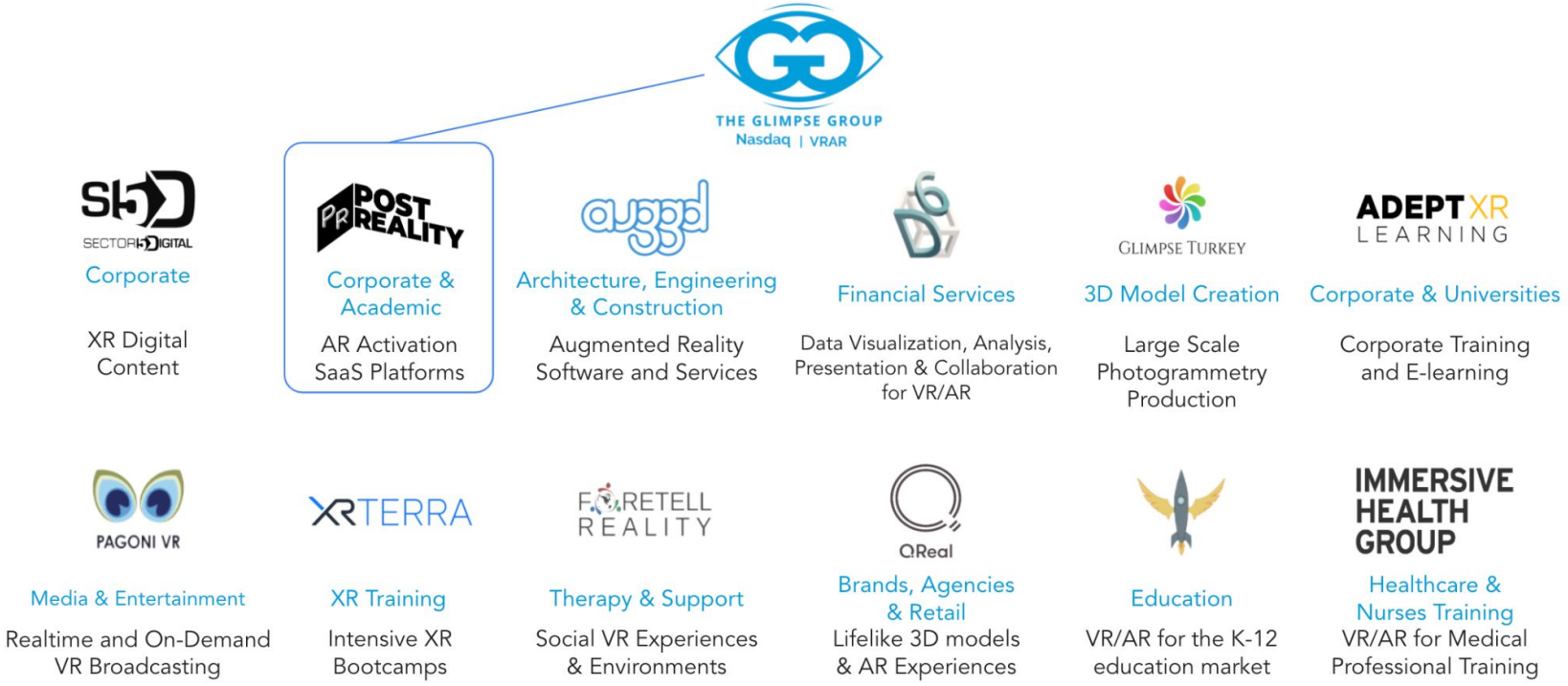
Choose between:

**PLACE**
Place anywhere

**POINT AT**
Point device at centerpiece

**3D**
View in a 3D environment






We work with our sister companies to deliver multi-disciplinary projects when required

# Thank You

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# Select Post Reality and Glimpse Group Customers in Life Sciences and Academia