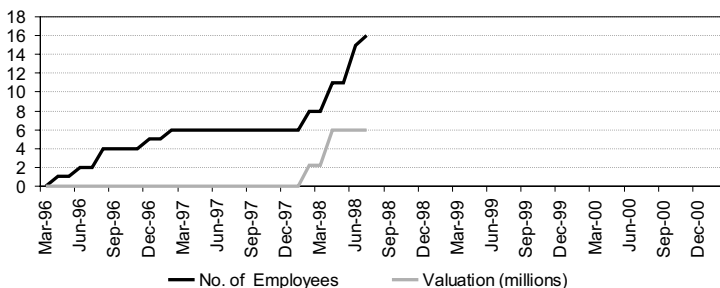


July 1998



Neoforma Uses Immersive Imaging from Be Here for Groundbreaking Medical Facility Planning Application

Neoforma, Inc. and Be Here Corporation today launched the first-of-its-kind, state-of-the-art virtual reality tour of a medical facility at neoforma.com. Healthcare professionals and medical facility architects around the world can now tour the real world, 1000-room University of Chicago Duchossois Center for Advanced Medicine (CAM) from the convenience of their desktop with Be Here's immersive images . . .

*Neoforma Press Release
July 1998*



Photo: Attainia, Inc.

Panographic image of a medical linear accelerator room

Spinning Rooms



Spinning rooms and not much more.

That was the description that one of our competitors would later use to belittle us. However, I was quite flattered by this characterization. In a time when none of the companies that competed with Neoforma had offered anything original or substantial, we had something quite grand.

In July 1998, we were only excited by the beauty and value of what we had created. Our competitors would not show up for many months.

I worked for more than a year at Varian before I actually saw one of their cancer therapy machines in a hospital. It was my job to support the customers who purchased these complex machines. I was supposed to help them figure out how to design their hospital to accommodate this big, heavy, radiation-producing equipment and I didn't have a clue what the rooms *really* looked like, or how patients and staff interacted in them. Sure, I had seen drawings and photographs of the equipment positioned in a room, but that had given me very little information about what was really in the rooms or what went on in them. This bothered me. And it gave me an idea.

At Neoforma, we had been trying to figure out how to convert the substantial quantity of traffic at our website into higher quality traffic. That is to say, we wanted to turn our visitors' activities into revenue opportunities. We wanted people to come to our website every time they were selecting medical equipment. We wanted their experience to be worth the visit. We wanted it to be *good*.

When a facility is being constructed or remodeled, the vast majority of medical equipment is predetermined. I believed that the best way to service the people who were looking for stuff to put into the rooms of a hospital would be to present our listings of equipment in a hospital setting—not a physical hospital, but a virtual one.