BFW Inc. Unveils Virtual Reality Medical Exhibit with Axonom at AORN

Visualize, explore, and experience BFW Inc.’s medical equipment in virtual healthcare environments at AORN 2018.

MINNEAPOLIS (PRWEB) March 20, 2018 -- Axonom, a global provider of visual and virtual product configurator software, today announces its partnership in the unveiling of BFW Inc.’s virtual reality medical exhibit at AORN Global Surgical Conference & Expo in New Orleans, LA, from March 25-28, 2018. The provider of surgical headset illumination and headlight video imaging equipment is offering an immersive VR experience to visualize and explore its medical equipment in healthcare environments.

The VR exhibit offers medical professionals a new way to experience BFW Inc.’s lighting and video imaging equipment. It provides a first-person point of view for users to observe the operating room layout, see how products fit, and determine if spacing affects workflow.

“The opportunity to configure an operating room and see exactly how the equipment can be arranged will help the OR team best determine their needs,” said Lynn Cooper, CEO at BFW, Inc. “AORN attendees will be provided an Oculus Rift headset to view our medical products in virtual reality, along with hand controllers to move equipment and navigate the operating room.”

In addition to virtual reality, BFW Inc. will soon release Powertrak 2D Product Configurator, a two-dimensional quoting and ordering solution for its configurable surgical lighting products. It features real-time pricing, 2D product renderings, and interactive drag-and-drop technology. When it’s released, BFW Inc. customers will have a self-service solution to configure with confidence, quote accurately, and view the final design prior to ordering.

“BFW Inc. is the poster child for utilizing our entire suite of visual and virtual configure, price, quote (CPQ) solutions,” said Mike Belongie, COO at Axonom. “They are taking prospective customers on an unprecedented buying journey with Powertrak 2D, 3D, and VR Product Configurator. This one platform enables decision makers to customize surgical lighting in 2D, place the product(s) in a 3D operating room, and then validate the design in virtual reality.”

AORN attendees are encouraged to visit booth 1247 to learn more about BFW Inc.’s Pharos Camera System and Headlight Systems. The company’s product line, powered by Long Island Technology Group of Long Island NY, includes high intensity portable LED headlight systems, a high intensity LED light source system, and an HD headlight/video camera system for operating rooms and surgery centers.

About BFW Inc.
BFW is a worldwide technological leader in surgical illumination and headlight video imaging. Experience the foremost innovations in bright, portable OR quality LED headlights, our new Hatteras™ LED light source -- unmatched intense illumination for headlights and instrumentation, and state-of-the-art Pharos HD coaxial headlight/video camera system.

About Axonom
Axonom is a worldwide leader in marrying Visual Configure, Price, Quote (CPQ) software with Virtual Reality (VR) experiences. Established in 2002, the developer of Powertrak 3D Product Configurator and VRoom
enables sales, channel partners, and customers around the world to visually build products and design environments, then experience them in virtual reality.

Enriched with mobile extendibility, the Powertrak solution suite includes: Configure-Price-Quote, 2D/3D Visual Product Configurator, Virtual Reality Product Configurator, Guided Selling, and Web Portals. By delivering more transactions more efficiently through channels at a lower cost, Powertrak helps customers achieve greater profit potential. For more information, please visit [http://www.axonom.com](http://www.axonom.com).
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