



TEDMEDLive Simulcast Q&A

TEDMED 2012 is taking place in Washington, DC, April 10-13, but you can watch even if you're not there. TEDMEDLive enables tens of thousands of passionate thinkers and doers, in the health and medicine community nationwide, to experience TEDMED remotely. Every session. Every speaker. Every performer.

TEDMEDLive

General Questions About TEDMED

1. What is TEDMED?

TEDMED is where the world's most creative minds meet healthcare's most innovative science. At TEDMED's 3½-day conference, great minds from dozens of medical and non-medical fields come together for intellectual cross-pollination. The result is a one-of-a-kind opportunity to stimulate inspiration, innovation and imagination... to generate fresh insights and surprising breakthroughs. The program consists of 11 sessions (each session is 90 minutes long), each featuring an unforgettable mix of speakers, entertainers, and audience collaboration directly from the Opera House of the John F. Kennedy Center for the Performing Arts in Washington, DC.

2. Who attends TEDMED? Who is it for?

TEDMED is for everyone who is passionate about the future of health and medicine. Delegates to TEDMED include global innovators and leaders from medicine, the sciences, technology, business, education, government, religion, law, the armed forces, media and the arts. Ultimately, this dialog can contribute to better healthcare systems and medical improvements...and potentially touch the lives of our planet's seven billion people.

3. Is TEDMED affiliated with TED talks?

TEDMED is an independent licensee of the famous TED conference. Specifically, TEDMED is TED's only health and medicine related, full-conference licensee. TEDMED and TED work closely together. Videos of many TEDMED stage talks are posted on TED.com as well as TEDMED.com.

4. What does TED stand for?

TED stands for "Technology, Entertainment and Design."

5. How many TEDMED conferences are there per year?

The TEDMED conference is held once a year. Not to be confused with the multi-day TED event in California, the multi-day TEDGlobal in Scotland or the one-day TEDx events held around the world.

6. So TEDMED is not a TEDx event?

No, it is not. TEDx events are mini-TED-style, self-directed, one-day programs at which attendees pay no more than \$99. TEDx events may be one-time programs that are not held year after year.

7. Is TEDMED a non-profit institution?

No. TEDMED is a for-profit organization whose mission is to advance health and medicine through innovation.

8. Who are the sponsors of TEDMEDLive?

Through generous support from the Association of American Medical Colleges, we share the TEDMED stage with the nation's medical students, resident physicians, faculty, staff and the leadership of America's medical schools, teaching hospitals, health systems, and academic and scientific societies represented by the AAMC.

Valuable underwriting from Siemens makes it possible to provide TEDMEDLive simulcasts to additional qualified non-profits in the world of health and medicine, including key foundations, universities, professional associations, and others. Additional support from The California Endowment allows us to bring TEDMEDLive to institutions throughout California.

Program, Costs and Benefits

9. Why would my organization want to participate in the simulcast?

Onsite Delegates typically pay an event fee of \$4,950 per person to attend the TEDMED conference in Washington DC. The TEDMEDLive simulcasting program offers an unparalleled opportunity for your constituents to see, hear and participate directly in America's most exciting multi-disciplinary dialog about health and medicine—at no charge, and without having to travel.

There is no other place where your staff, team, faculty or students can experience the dazzling interplay of minds, including Nobel Prize-winning scientists, world-class artists, and passionate doers and thinkers from more than 300 different disciplines...including the nation's most respected doctors, researchers and scientists, plus innovators and leaders from technology, education, business, government, law, religion, the armed forces, media and the arts.

10. Do attendees at a TEDMEDLive simulcast just watch?

No. Visitors to your auditorium will not be passive listeners or viewers. They become an active part of the TEDMED event and are invited to participate in the conversation. As conference participants, they will have an opportunity to interact directly with the stage via the TEDMEDConnect mobile application.

TEDMEDLive participants will also be able to communicate with TEDMED speakers after the conference. Your constituents will enjoy the opportunity to obtain more information from each speaker in the form of a custom "Science Kit" that is prepared especially for TEDMED Delegates.

11. What is the TEDMEDConnect mobile application?

The TEDMEDConnect mobile application is a simple program that remote participants (such as those in your auditorium) employ to connect "live" to the speakers on the TEDMED stage. TEDMEDLive participants can ask the speakers questions or transmit comments to them. They can also use the app to participate in live polls and games that are part of the TEDMED conference.

12. Where can I find the TEDMEDConnect mobile application?

The TEDMEDConnect application will be made available approximately one week before the conference and will be available in the Apple App Store, the Android App Store and accessible as a mobile optimized web application. Check www.tedmed.com for updates.

13. How can my organization put its own unique stamp on TEDMEDLive?

We encourage you to build your own local meetings, events and programs around the TEDMEDLive program. Each day offers one to four sessions (each 90 minutes in length), alternating with an hour or more of breaks. During these breaks you can schedule your own speakers, have groups break out for individual meetings, host meals or simply encourage your local attendees to mix, meet and mingle with each other.

14. Can I charge admission or sell tickets to TEDMEDLive?

No. TEDMEDLive is provided on the condition that it is free to attendees in qualifying organizations. You may ask your audience to contribute money on a voluntary basis to defray the cost of any food or beverages that you provide.

15. Is there any cost for an organization that hosts TEDMEDLive in a remote auditorium?

No. The costs of TEDMEDLive are paid by our sponsors. (See question 8.)

16. Will there be a Program Guide?

Yes. TEDMED will provide each host location with a certain number of printed program guides. Additional copies can be purchased at cost. There will also be a program guide included as part of the TEDMEDConnect app.

17. When will TEDMED announce topics and speakers for all sessions at the April 10-13 conference?

This information is continually updated on our website. Please visit www.tedmed.com.

18. We would like to listen to a specific speaker; when will we know the schedule?

Please see the previous question. But you should think of TEDMED more as an opportunity to inspire your audience about the possibilities in health and medicine and less so about listening to any particular speaker or topic.

19. Does our organization have to simulcast the entire conference or can we pick and choose which sessions we would like to join?

We encourage participation throughout the entire 3½-day event. At the same time, we are also sensitive to the fact that this may not be applicable to everyone. Therefore, you can pick and choose which session(s) would be of most interest to your institution.

Technical Questions

20. What is the difference between a simulcast and a webcast?

A simulcast transmits an event in real time while providing a dual feed to allow the viewer to actively participate in the event. Our simulcast is a high-volume, multi-camera, HD feed. As such, the video stream is specifically designed and engineered for an auditorium or roomful of people. It is not meant to be viewed on individual computer monitors. A webcast can also be viewed in real time; however, the viewer cannot actively participate with the event as there is only one feed.

21. Can I view the simulcast via my individual computer?

No. This is a high-definition feed meant for a sizeable screen and a medium-sized to large-scale audience.

22. What are the technical requirements needed to participate in the simulcast?

You will need a minimum of 4 mbps (4000 kbps) through a wired Internet connection and a large display screen/monitor suitable for the size of your auditorium or conference room.

Mac Requirements:

- Display: 1280X720 (720p)
- 1.83 GHz Intel Core Duo or faster
- At least 256MB of RAM
- 64MB or greater video card

PC Requirements:

- Display: 1280X720 (720p)
- 2.8 GHz Intel Pentium 4 or faster processor
- At least 512MB of RAM
- 64MB or greater video card

23. What type of browser do we need to view TEDMEDLive?

Any modern Web browser will support the TEDMEDLive simulcast. This includes Internet Explorer, Firefox, and Safari. It is recommended that you update your browser to the latest version for the best results.

Browser	Operating Systems	Download Location
Internet Explorer	Windows	http://www.microsoft.com/windows/internet-explorer/world-wide-sites.aspx
Firefox	Windows, MacOS	http://www.firefox.com
Safari	MacOS	http://www.apple.com/safari

24. Do we need any other special software?

You will need to have installed the latest version of Windows Media Player (for Windows) or Flip4Mac Windows Media Components (for MacOS). These are free downloads. The table below lists links for current versions and download locations.

Operating Systems	Windows Media Player Preferred Version	Download Location
Windows	Windows	http://windows.microsoft.com/en-US/windows/products/windows-media-player
MacOS	Flash Video Player 11	http://get.adobe.com/flashplayer/

25. I can't download the required software to my computer. What do I do?

Ask your network administrator or IT support staff for assistance in downloading and installing the necessary software.

26. How do I dedicate bandwidth to the event?

Contact your IT manager by 3/9/12 to assess your viewing location's bandwidth capacity. Tell your organization's IT department that you will be streaming 4 mbps (4000 kbps) of live video through a wired Internet connection on 4/10/12 through 4/13/12. Request that your IT department ensures your viewing location has dedicated bandwidth capacity so your audience does not experience lag time or stuttering video during the event.

27. Can we pull down the signal for TEDMEDLive directly from a satellite?

Yes. Contact tedmedlive@tedmed.com for more information.

28. What equipment do I need in order to pull down the TEDMED satellite signal?

In order to receive, or pull down a satellite signal at your location, you will need three essential components:

1. Digital satellite antenna;
2. Digital satellite Ku-band receiver; and
3. Television or monitor with speakers.

The specifics of each component are unique to each location. First and foremost, a satellite installation professional should be contacted and should visit your location. You can use

an expert from within your department or agency. The local professional will survey your location and make a determination as to what equipment will be needed in order to effectively receive a digital satellite signal. TEDMED will not be able to answer location-specific questions about your site.

A digital satellite antenna capable of receiving a digital video/audio signal from a domestic U.S. satellite will need to be mounted in an area close to your viewing location but free of any obstructions, such as trees, moving vehicles, and so forth. We will post the digital satellite coordinates prior to the start of the event.

The digital satellite receiver, also known as a decoder, is the component that takes the satellite signal and makes it viewable. There are many different types of decoders, which can range in price dramatically.

Newer decoders are preprogrammed with the latest satellite information; however, older ones may be out of date. It is important that you consult a satellite installation professional to determine the best type of receiver for your location and your needs.

The TEDMED program is sent non-encrypted. Once your receiver is connected to the antenna and the proper satellite signal is being received, you can select the transponder, or channel, by inputting the following parameters into the receiver:

1. downlink frequency,
2. downlink polarity,
3. data rate,
4. symbol rate, and
5. forward error correction (FEC).

If you already have a Ku-band antenna, you do not need a new antenna because receipt of the digital satellite signal is a function of the receiver.

You should be able to use any digital receiver that is labeled FTA, or Free-to-Air. If you search the World Wide Web for "FTA receiver," a large number of sites will come up. When you call for professional support, you will want to give the vendor the coordinates, which will help the vendor determine an appropriate model.

Lastly, a television, or monitor/projector and speakers, will be needed to see and hear TEDMED. The type of viewing equipment you will need is dependent upon your location and the number of people who will be viewing TEDMED. Be sure to give this information to your satellite installation professional.

29. Will there be a test to ensure that our location can receive the TEDMED satellite signal?

TEDMED will conduct a series of system tests as a measure of quality assurance/quality control for the outbound satellite signals. The satellite feed test is scheduled to happen [TBD](#) (1-2 days prior to Tuesday, 4/10/12).

30. What is the minimum size room that I need to have?

Ideally you should have an auditorium, but rooms that accommodate 25 or more individuals are also acceptable.

31. Can I test my signal and/or bandwidth? When will we receive our password to test the simulcast?

Yes, you can test your signal and bandwidth. Password, procedures and test date [TBD](#).

32. TEDMED is taking place on the East Coast (Eastern Standard Time zone) but my organization is in a different time zone. Is there an option to time-shift or delay talks?

No. At this time, TEDMEDLive is only available on a live streaming basis.

33. When can I view TEDMED during the event?

Tuesday 4/10:

Test Time: 1900-2000 EST
Live Event: 2000-2200 EST

Wednesday 4/11:

Test Time: 0800-0900 EST
Live Event: 0900-1830 EST

Thursday 4/12:

Test Time: 0800-0900 EST
Live Event: 0900-1830 EST

Friday 4/13:

Test Time: 0800-0900 EST
Live Event: 0900 to 1300 EST

34. What happens during the breaks?

There will be an on-air clock showing the countdown time until the event comes back live with the next block of speaker talks.

35. Is there a deadline to sign-up for the simulcast?

Yes. [Date TBD](#).

36. My institution is unable to participate this year but is interested in viewing the sessions. Will all sessions be available to view at some time after the conference?

Yes. Videos of all speakers will start to become available to view on www.TEDMED.com, beginning a few weeks after the event.

37. When can we expect to test our system to ensure compliance?

TEDMED will send you a link to test in advance of the conference.

38. How will we connect to the conference on the day it happens?

TEDMED will send you a password a few days prior to the conference which will allow you to connect to the simulcast.

39. What if our Internet connection fails?

If the internet connection fails on your end (not ours), you will have a DVD of select TEDMED 2011 talks for you to play while the Internet connection is restored.

40. Do you have redundancy in connections in case something goes wrong with the feed or a satellite?

There are several layers of redundancy in case of loss of the feed.

- Two separate fiber lines out of the Kennedy Center
- Web encoding at main distribution center and back up encoding onsite at the Kennedy Center.
- Satellite feed to main distribution center
- Manual tape backup delivered to distribution center (20 min. delay)
- DVD made available to all participants of all the talks for TEDMED 2011

41. Is TEDMEDLive also being provided to international locations?

The feed will be available this year in North America only.

42. Is TEDMED 508(c) compliant?

TBD.

43. Will you have a help desk for technical questions?

Yes. We will provide you details a few days before the event.

Questions about other forms of involvement with TEDMED

44. May we send someone from our organization to attend the TEDMED conference in person at the Kennedy Center?

Yes. On a space-available basis, TEDMED will admit from each host institution one student and one faculty member to TEDMED 2012, to serve as the local eyes and ears of the remote hosting organization. These two representatives will be able to attend TEDMED on a half-scholarship, which results in a lower event fee.

For details, see www.TEDMED.com. Please be sure to mention that you are hosting a TEDMEDLive event as your scholarship will receive higher priority.

45. I'm interested in attending the conference in person. Who should I speak with about this?

Please submit your application at www.tedmed.com.

46. How can I stay informed about TEDMED?

There are a variety of ways to stay up to date on TEDMED news and information. You can sign up for our mailing list at www.TEDMED.com, and you can also follow us on Twitter and on Facebook.

47. How can I become involved with TEDMED?

TEDMED welcomes creative and talented people who want to lend their time and skills to help make TEDMED a success. Here are a couple of areas where your skills would be helpful:

- **Speaker Coaching:** We are committed to making all talks on the TEDMED stage world class. If you are an experienced speaker or speechwriter, your abilities could help our speakers polish their presentation.
- **Speaker Presentation Materials:** If you are a talented designer and/or illustrator with experience in bringing presentations to life, your skills could help with our speaker presentation materials.

48. What if I have additional questions about TEDMED?

Please visit www.TEDMED.com.