Idea Factory Policies and General Information

Who can use the Idea Factory?

The **Idea Factory** is part of the ***Institute for Biomedical Informatics*** (IBI) and offers opportunities to University of Pennsylvania faculty, staff and students to use visualization, interaction and computational resources for the exploration and presentation of data.

IBI has established a priority level for certain type of researchers. The researchers at the top of the list will have the most time allocated to them. In this context, researchers can be defined as staff, post docs, and students.

1) Idea Factory Software Development Team
2) IBI faculty and researchers
3) Perelman Medical School (PSOM) and UPHS faculty and researchers
4) Penn faculty and researchers

Reservations:

Reservations are required to use the Idea Factory. You can view the time slots allocated to each group listed above here: http://imageexplorer.pmacs.upenn.edu/img/Idea.Factory.Schedule.pdf

You can reserve the Idea Factory by going here: https://ideafactory.simplybook.me

We reserve the right to modify the time allocated to any group listed above.

If there is unreserved time for a particular group it can be released to *any* group 24 hours before the allocated time on the schedule. For example, if a PSOM researcher wanted to use the unreserved time from an IBI researcher, say on Tuesday, 2-3 p.m., the PSOM researcher can contact Paul Kopec at 2 p.m. on Monday to request permission to use the IBI time slot. If permission is given, the PSOM researcher can reserve that time slot.

Location:

The Idea Factory is located at 3700 Hamilton Walk and it is on the 2nd floor of the Richards Building in Room C212. As soon as you enter through the glass doors into the Richards Building take the stairs immediately on your left up to the 2nd floor. Turn left as you exit the stairwell, then head straight to the glass door labeled Tower C (on your right you will also see a small lobby and a glass wall/door to the Tower D suites). Tower D is where Paul Kopec is located, Room D203. Stop by and he can escort you to the Idea Factory. If Paul Kopec is unavailable you can proceed to the Idea Factory where Sharon Tartarone can assist you, her work desk is in the Idea Factory.

Operating Hours:

10:00 a.m. to 4:00 p.m.

Building Access:

You will need a black key or a valid Penn ID card to get into the Richards Building, assuming you have permission. You may slip in behind someone else as they enter the building or you can call one of the contact numbers below and someone can come down to let you in.

Contact Information:

If you have any questions, comments, suggestions please contact us:
Paul Kopec, 215-746-7012, pkopec@upenn.edu
Sharon Tartarone, 215-746-6879, sharonpt@upenn.edu

Email List:

If you wish to be on the Idea Factory email list please go to the Subscribe tab on http://upibi.org/idea-factory. We will only use this list for notifications about items pertaining to the Idea Factory (e.g. training sessions).

How exactly does the visualization wall work?

Two ways to use the wall:
1) Via the *Alpha* server - you can plug in multiple devices and view them all simultaneously on the wall in the layout of your choice. There is a touch display control to assist you with this method.
2) Via the *Bravo* server - this is a large Windows desktop, whatever you can do in Windows you can do here. Most people use our Web software (Image Explorer or Grid Manager) to easily display multiple files (images) onto the wall very quickly. There is a wireless keyboard and mouse to access this Windows desktop.

Additional Information:

Here is some important information you should know:

1) IBI has three employees stationed in the room so complete privacy should not be expected.
2) Only bottled or capped water are allowed in the Idea Factory. No food please.
3) A copy of this file is stored here: http://imageexplorer.pmacs.upenn.edu/img/Idea.Factory.Policies.pdf
4) Please be aware there may be software and/or hardware issues that occur that will prevent you from using the Idea Factory effectively or at all. We will notify you as soon as possible if we have to cancel your visit to the Idea Factory.
5) Access to a 6' W x 4' H whiteboard
6) Comfortable seating for around 14 people

7) Access to our Planar 98", 3D capable, 4K touch display with Touchmark Annotation

List of adapters/equipment available for use in the Idea Factory

To connect your device to our wall you will need to connect via HDMI. If you don't have an adapter, hopefully one in the list below will work. Hardwire (Ethernet) and wireless Internet connections are available in the Idea Factory.

1) VGA to HDMI
2) Apple Lightning Digital AV adapter, Lightning to HDMI
3) Thunderbolt to HDMI
4) USB Type-C to HDMI
5) Micro USB to HDMI MHL cable
6) Thunderbolt to Ethernet
7) USB Type-C to Ethernet
8) 1 foot extension cord
9) Mini power strip for table, 3 outlet
10) Large power strip for floor
11) USB 3.0 hub and Ethernet connection

Conference calls

The Idea Factory has the capability to allow one person to dial into the Idea Factory for a conference call. The Idea Factory conference call number is 1-215-898-6663. This is not a desktop phone set. The Idea Factory has ceiling microphones and speakers that are used for this functionality. You may use that line to dial out to a conference call, as long as it is local or toll-free.

Image Explorer

IBI has created an application to assist users with the task of displaying multiple files onto the wall very quickly. This application requires a Flickr account. Flickr only accepts these file types: .jpg, .jpeg, .png, .gif, .tif, and .tiff. Note that Flickr converts .tif/.tiff files to .jpg/.jpeg and you can't load PDFs into Flickr. Since we use browser windows to render your images the file types are limited. Image Explorer will also allow you to tag and search for images. See link below for more information about how to load and display files with Image Explorer.
http://imageexplorer.pmacs.upenn.edu/img/image.explorer.instructions.pdf

If you wish to display other file types you may load them on the Windows desktop of our server and open them individually with the standard Microsoft Windows viewer. Save them to your PennBox or DropBox account to easily download to our desktop. If applicable, please remove your files from our desktop and empty trash bin when you are done.

Grid Manager

IBI has created an application to assist users with the task of displaying multiple files onto the wall very quickly. This application requires you to bring your files with you to the Idea Factory. It is required that you put your files

on PennBox or DropBox. You can then use the web login for these apps on our Windows server to download your files to the local desktop. Grid Manager can except file types: .jpg, .jpeg, .png, .gif and PDF. Since we use browser windows to render your images the file types are limited. See link below for more information about Grid Manager.
http://imageexplorer.pmacs.upenn.edu/img/grid.manager.instructions.pdf

If you wish to display other file types you may load them on the Windows desktop of our server and open them individually with the standard Microsoft Windows viewer. Save them to your PennBox or DropBox account to easily download to our desktop. If applicable, please remove your files from our desktop and empty trash bin when you are done.

Ideal file type and resolution

Our wall is 16' W x 6' 9" H and has the resolution of 7680 (W) x 3240 (H). If you wish to view large images on the wall you need to create high resolution images. When creating your images be aware each application refers to resolution in different ways.

For example we found that images created with Photoshop need 300 pixels per inch (ppi) or greater to view well on our wall, in a fully maximized window. In R (statistical software) we found out that a PNG file needed to be created with a 600 dots per inch (dpi) resolution to display well on our wall, in a fully maximized window.

PDFs display well too, however some PDF's are a fixed size and don't expand along with the window.

If you plan on creating a large quantity of images to display on our wall we highly suggest you use a file format that is accepted by our *Image Explorer* or our *Grid Manager* applications. If you choose a file format not accepted by our applications you have the option to open your images individually with the Windows standard file viewer.

We are happy to test any file format and/or resolution on our wall first if you desire. Just contact us with an example file(s) and we will let you know how it looks.