

In Perspective

Refinery Operations Training

In a hotel conference room in Larkspur, California, an instruction session for a delegation of refinery operators is in progress. The subject today: "Reactor Internals." A group of 20 trainees are captivated by a large 3D projection of the inside of a reactor. Although the group works at a refinery that operates this particular equipment, this is the very first time they have seen the inside.

"The people who operate equipment may never see what's going on inside"

Cathy Peters, President of Refinery Operations Services, or RefOps, in Houston, navigates through the reactor with a click of a mouse. While she explains the workings of the internals, she enables cross-section views, flow visualizations, and chemistry clips to support her lecture.

"In this industry, many of the people who operate equipment may never see what's going on inside," Peters says. "These visual materials enable us, the trainers, to powerfully explain these very complex refining concepts."

ExplainMedia developed various instruction videos and 3D interactive training tools tailored to RefOps' clients.

Breakthrough Technology

As operations specialist veterans, Peters and her team provide petrochemical companies with various support services, including Operations, Material Development, Technical Writing, Operations Training, and Support. "We only employ the best of the best who have earned

their stripes in our line of business. But ultimately, it's not how knowledgeable we are – it's how much we can transfer to others that's important."

High quality visual media have become an integral part of our lives. However, employing detailed 3D visualizations in process technology is still somewhat uncharted territory. ExplainMedia's materials have proven

to add enormous enhancement to certain projects.

The Right Partnership

"We like to work with ExplainMedia because they truly capture what we have to convey. It's the personal approach and attention to detail that makes us feel we work towards a mutual goal. The quality of ExplainMedia's products and its favorable pricing allowed us to push our services to a higher level."

RefOps' services are in high demand. When Peters founded RefOps she did so with the approach of achieving the finest refining support services there are to offer, using the most educated people in the industry by means of the best technology available.



To learn more about Refinery Operations Services, please visit <http://www.refops.com>.