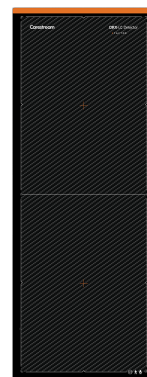
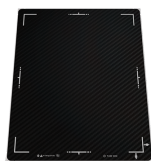
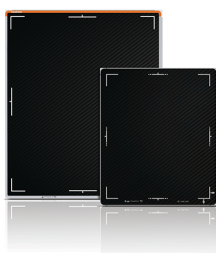


Carestream

DR Detectors Family Marketing Toolkit



Carestream and you.
We're better together.

DR Detectors Family

MARKETING TOOLKIT



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DR Detectors Family

MARKETING TOOLKIT

ABOUT THIS DOCUMENT

Carestream is committed to providing the marketing support and tools you need to increase sales. This marketing Toolkit offers the personalized elements you need to effectively promote the DR Detectors Family, including logos and photography, social media, e-blast campaigns, and a website. We want to help you energize your DR Detectors Family sales this year. And we're committed to providing all the tools you need for maximum success.

A FAMILY OF OPTIONS.

The Industry Benchmark for Digital Image Capture.

Our solutions provide high-quality X-ray images in seconds for rapid, confident diagnoses and earlier commencement of treatment. Plus, we offer a wide array of Detector models, so you can select precisely the right ones for your facility.

Our portfolio of DR detectors includes wireless, shareable, and fixed models to meet your demands based on exam type, detector size, dosage level, and budget.

Advantages at a Glance:

- Choose the right Detectors for your budget and workflow.
- Upgrade your existing film or CR systems to full wireless DR with a retrofit system and a detector.
- Get the immediate image preview that only DR can provide.
- Benefit from DR's outstanding image quality.
- Various cassette sizes let you choose the best fit for your exams.



Click Here to Download
the Brand guidelines

DR Detectors Family

MARKETING TOOLKIT

LOGOS AND IMAGES



Using consistent, high-quality graphics and photography in your marketing materials reinforce your customers' perceptions of you and the products you sell.

We're providing logos and images for use across all marketing materials. Images are in high resolution for print and low resolution for use on the Web.

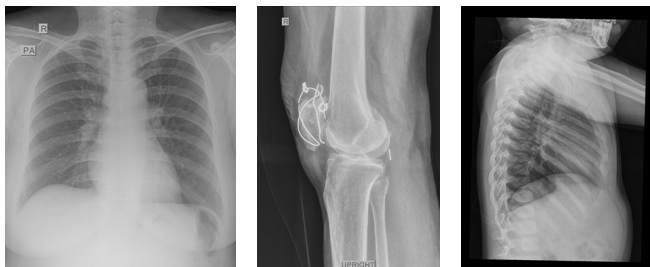
LOGOS



DETECTORS



PHOTOS



X-RAY IMAGES

In this toolkit you'll find a sample of X-ray images. We're continuously building on this library of images and will notify you when new images become available.

Contact Carestream WW Marketing for any special image requests.



[Click Here to Download the files](#)

DR Detectors Family

MARKETING TOOLKIT

COPY & VALUE PROPOSITIONS



Your website is often the first place end users will see if you have the products they need. Make sure it looks good and offers the most comprehensive purchasing decision information.

A Word document is provided with this kit that includes product details and value propositions you can incorporate into your website or other marketing materials.

We've also included product promotion artwork and files for creating custom headers or artwork for the web pages.



Use the value proposition statements, promotional images, and content supplied to update your website or create your own branded materials.



RADIOLOGIST



RADIOGRAPHER



*RADIOLOGY
ADMINISTRATOR*



PATIENT



*PHYSICIST AND
BIOMEDICAL ENGINEER*



[Click Here to
Download the files](#)

DR Detectors Family

MARKETING TOOLKIT

PRODUCT COMPARISON MATRIX



Use this sales aid to show the features and benefits of the DR Detectors Family as a comparison tool to find the best fit for their inspection applications.

Specification	FOCUS 35 C	DRX-PLUS 3543C	DRX PLUS	LUX 35	DRX-LC
Weight	3.43 kg (with battery)	3.2 kg (with battery)	6.99 lbs / 3.2 kgs (with battery)	4.7 lbs./2.1 kgs. without battery (5.2 lbs* /2.4 kgs with battery)	16 kg (35.27 lbs)
External Dimensions	ISO4090	15.1 x 18.09 x 0.59 in / 38.35 x 45.95 x 1.47 cm	15.1 x 18.09 x 0.59 in / 38.35 x 45.95 x 1.47 cm	15.1 x 18.09 x 0.59 in / 38.35 x 45.95 x 1.47 cm	17" x 48"
Pixel Size (microns)	150um	139um	139um	139um	139um
Scintillator	CsI	GoS/CsI	GoS/CsI	CsI	CsI
Dynamic Imaging Capability	No	Yes	Yes	Yes	No
Beam Detect Mode	Yes	Yes	Yes	Yes	Yes
RFID based registration	No	Yes	Yes	Yes	No
WiFi Capability	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac
On-Board Calibrations	Gain, Offset, Defect	Gain, Offset, Defect	Gain, Offset, Defect	Gain, Offset, Defect	Gain, Offset, Defect
Battery Life (Images in 3hrs)	6.5 hours or 585 maximum images per charge	340 maximum images per charge in "Direct Connect Mode"	340 maximum images per charge in "Direct Connect Mode"	Battery Pack (Normal Version) - 490 images per charge Lite Battery Pack (Light-Weight Version) - 250 images per charge Operational after 3 days in undisturbed "SleepMode"	3h @ 90s cycle Single battery power -6h @ 90 s cycle Dual battery power
AP Mode	Yes	Yes	Yes (transportable lite)	Yes (transportable lite)	Yes
Battery Hot-Swap	No	Yes	Yes	Yes	No
Fluid Ingress	IP44	IP57	IP57	IP57	IPX0
Drop Test Results	75cm (29.5")	60.9cm (24")	24"	36" – meets MIL_Spec_810G	No
X-Factor Enable	No	Yes	Yes	Yes	Yes



[Click Here to Download the files](#)

DR Detectors Family

MARKETING TOOLKIT

SELL SHEETS



When we work together to promote products, you stand to gain more sales. Be sure to use these materials to create more awareness among your customers.

Lux 35 Detector

Sleek. Glass-free. Lightweight.

Advantages at a Glance

- Compact and portable for mobile imaging, especially when making routine and frequent imaging. Light enough to carry by hand.
- Ergonomic design minimizes awkward angles and strain on the operator.
- Meets the new CARESTREAM lux 35 Detector - it's the first glass-free medical detector, which helps reduce the risk of radiation-induced skin injury.
- Meets the new CARESTREAM lux 35 Detector - it's the first glass-free medical detector, which helps reduce the risk of radiation-induced skin injury.
- Meets the new CARESTREAM lux 35 Detector - it's the first glass-free medical detector, which helps reduce the risk of radiation-induced skin injury.

DRX-Plus Detector

Digital. Wireless. Shareable.

Advantages at a Glance

- XFactor: Shareable Design. With the DRX-Plus Detector, you can share the power of the XFactor with the world's first wireless, portable and compact in quality and ease of use. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use.
- Advantages at a Glance. With the DRX-Plus Detector, you can share the power of the XFactor with the world's first wireless, portable and compact in quality and ease of use. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use.

DRX-Plus 2530C Detector

Small. Light. Versatile.

Advantages at a Glance

- The DRX-Plus 2530C Detector is the smallest of the DRX-Plus family. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use.
- Advantages at a Glance. With the DRX-Plus 2530C Detector, you can share the power of the XFactor with the world's first wireless, portable and compact in quality and ease of use. It's the only DRX-Plus Detector that's wireless, portable and compact in quality and ease of use.

DRX-LC Detector

Rapid. Efficient. Accurate.

Advantages at a Glance

- Faster Long-Exposure Exams with a Single Exposure. With the DRX-LC Detector, you can capture high-quality images in a single exposure. It's the only DRX-LC Detector that's wireless, portable and compact in quality and ease of use. It's the only DRX-LC Detector that's wireless, portable and compact in quality and ease of use.
- Advantages at a Glance. With the DRX-LC Detector, you can capture high-quality images in a single exposure. It's the only DRX-LC Detector that's wireless, portable and compact in quality and ease of use. It's the only DRX-LC Detector that's wireless, portable and compact in quality and ease of use.

Focus 35C Detector

Powerful. Flexible. Affordable.

Advantages at a Glance

- The Focus 35C Detector is the most powerful of the Focus family. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use.
- Advantages at a Glance. With the Focus 35C Detector, you can capture high-quality images in a single exposure. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use.

Wireless. Digital. Affordable.

Advantages at a Glance

- The Focus 35C Detector is the most powerful of the Focus family. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use. It's the only Focus 35C Detector that's wireless, portable and compact in quality and ease of use.
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[Click Here to Download the files](#)

DR Detectors Family

MARKETING TOOLKIT

E-BLAST TEMPLATE & CONTENT



Sending a series of e-blasts to your customers in a predetermined time frame will help to keep your company top-of-mind when they need products.

As part of the Carestream DR Detectors Family advertising schedule, we're deploying a series of e-blasts to professionals that have opted-in to receive our messages.

We're providing the assets used in our e-blasts to use with your name and contact information.

Carestream

Lux 35 Detector

Sleek. Glass-free. Lightweight.

- It's more comfortable for techs to transport, specify when making rounds and doing bedside imaging – lighter weight means less fatigue.
- Engineered design minimizes accidental drops and risk, and allows for easier positioning, especially with bed-ridden patients.
- Rounded edges provide more comfort when the detector needs to be placed behind the back of an arthritic, frail patient.
- The Lux 35 uses 500ms image processing for excellent image quality.
- It also features the X-Factor in the detector can be shared across all DRX equipment.

X-Factor: Shareable Design.

Meet the new CARESTREAM Lux 35 Detector – it's our first glass-free medical detector, which helps make it our lightest detector to date.

[Learn more](#)

Part of the DRX Family. ©2019 Carestream Health, Inc.

Carestream

DRX-Plus Detector

Digital. Wireless. Shareable.

- High DQE enabling the potential for lower dose and improved image quality.
- Fast frame rate for compatibility with advanced applications.
- Advanced enclosure design – total protection against ingress of dust and water to IP52.
- Battery hot swap capability for a quick battery change without a reboot.
- Shareable across all DRX products. X-FAC TOL.

*Not intended for veterinary applications

X-Factor: Shareable Design.

DRX-Plus Detectors will help you elevate imaging performance to an even higher level.

[Learn more](#)

Part of the DRX Family. ©2019 Carestream Health, Inc.

Carestream

DRX-Plus 2530C Detector

Small. Light. Versatile.

The CARESTREAM DRX-Plus 2530C Detector offers:

- X-Factor Thinking – enables sharing the detector across our entire DRX family of products.
- A smaller design for fast, easy positioning in pediatric incubator trays.
- Cesium iodide (CsI) design for dose-sensitive pediatric applications.
- Flexible positioning and easy handling, making it ideal for orthopaedic, trauma imaging.
- The ability to share this small-format detector across the entire DRX family of products.
- Smaller pixel pitch for better image quality and improved diagnostic confidence.

Bigger Performance. Smaller Package.

Now, our newly designed, small-format detector conforms to DICOM 4000-size standards and provides greater positioning – visibility, especially in basins.

[Learn more](#)

Part of the DRX Family. ©2019 Carestream Health, Inc.

Carestream

Focus 35C/43C Detectors

Wireless. Digital. Affordable.

- An affordable way to upgrade to full digital imaging.
- The superb image quality of DR supports greater diagnostic confidence.
- Wireless design boosts workflow.
- Image Suite V6 Software was developed specifically to improve workflow in smaller facilities.

The Budget-Friendly Way to Upgrade to DR Imaging.

Our Focus Detector with Image Suite V6 Software can make all of these problems of the past.

[Learn more](#)

Part of the DRX Family. ©2019 Carestream Health, Inc.

Carestream

DRX-LC Detector

Rapid. Efficient. Accurate.

- Easily accommodates long-leg, scoliosis, and degenerative spine exams with the largest field of view: 17" x 31".
- Drastically reduces hold time and minimizes patient discomfort, as long-length scans can be completed in less than one second – compared to 15 seconds or more with a multi-shot DR solution.
- Improves workflow and efficiency with less set-up time vs. multi-shot exams – while reducing patient dose.

Faster Long-Length Exams with a Single Exposure

The DRX-LC Detector operates on ImageView Software, our most advanced software.

[Learn more](#)

Part of the DRX Family. ©2019 Carestream Health, Inc.



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DR Detectors Family

MARKETING TOOLKIT

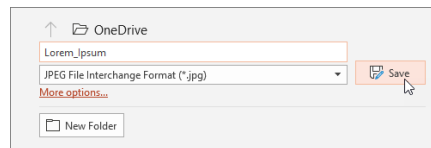
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

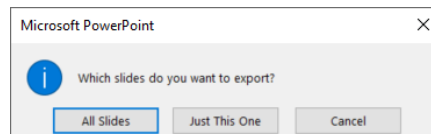


- ① **Download and open** the e-blast template provided in this toolkit.
- ② **Edit the text** with the information you want to send to your client.
- ③ Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- ④ Click **File > Save As** (or Save a Copy if your presentation on OneDrive or SharePoint). Navigate to the folder where you want to save your slide.
- ⑤ Type the name of your slide image in the File name text box.
- ⑥ Click to open the **Save as Type drop-down menu**. Select one of the following image formats for your slide.

Select: **JPEG File Interchange Format (.jpg)**
or **PNG Portable Network Graphics Format (.png)**



- ⑦ Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.



DR Detectors Family

MARKETING TOOLKIT

Instructions to send an E-blast from Outlook.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!




- ① Open a new email on Outlook.



- ② Click on the insert command.

Insert

- ③ Click on the “pictures” icon  and select the option “This Device”, choose the e-blast image you created on PowerPoint.

Insert Picture From
This Device...

- ④ Click on “message”

Message

- ⑤ Select the image and then click on the option “Center text”



- ⑥ Once the image is centered, click on the “link” icon



- ⑦ In the pop-up window, choose “Existing File or Web Page”.



On the “Address” field, Address:

copy and paste the website address of the landing page or the page you want the e-blast to link to. We recommend checking that the link is visualized correctly on your browser first.

- ⑧ Click on “OK”

OK

- ⑨ Choose the recipients, write the email’s “Subject” and click “Send”

That’s it!, You sent an e-blast from your email quickly and easily.

DR Detectors Family

MARKETING TOOLKIT

LANDING PAGE TEMPLATE



Carestream is actively promoting the DR Detectors Family through e-blast campaigns with a landing page

Carestream

Get to Know Our Family of DR Detectors.

There's an Ideal Solution for Every Need.

Since introducing the world's first wireless, column-panel DR Detector, we've continued to expand our line to better meet your needs. Today, the DR Detector Family delivers the solution for every exam type, workflow, design requirement and budget.

[Download Brochure](#)

The Lux 35 Detector

Meet our first glass-free medical detector — with the power to make life easier for radiographers and exams more comfortable for patients.

- Non-glass design means lighter weight, easier transport and positioning — for reduced technologist fatigue.
- Unique finger grips provide more secure handling to minimize accidental bumps and drops and allow for easier positioning.
- Rounded edges help it slide more easily behind patients to reduce discomfort.
- Battery hot-swap allows replacement without detector downtime.
- Column mode (C3) Scintillator for lower dose and better image quality.

DRX Plus Detectors

The design of our original portable DR Detector has never stopped advancing. Today, this flagship solution retains the A-factor and can be shared across all our DR Systems.

- Choose from a Gadolinium scintillator for general radiology imaging or Cesium Iodide scintillator for low-dose applications.
- High DQE enables lower dose and improved image quality.
- The 193° viewing angle offers a high level of protection from dust and liquid ingress.
- An accelerated frame rate allows compatibility with advanced applications.

DRX Plus 2530C Detector

Enjoy all the features and advantages of our DRX Plus Detectors in a versatile smaller format.

- The small, compact design provides fast, easy positioning in pediatric incubator trays as well as orthopedic tabletop imaging.
- With its Cesium Iodide (C3) scintillator, it's ideal for dose-sensitive pediatric applications.
- The 161 micron pixel pitch delivers extraordinary image quality.

Focus Detectors

These offer our most affordable solutions to upgrade your analog or CR system to the many benefits of full-digital imaging.

- It's the ideal way to step up to the superb image quality and diagnostic confidence and early DR imaging can provide.
- Wireless design and operation boost workflow and eliminate the hassles of cables.
- Pair this detector with CARESTREAM ImageGuide V4 Software and create a retrofit solution for your smaller facility.
- Focus Detectors are also available for the CARESTREAM DRX-Compact X-Ray System as well as our room and mobile retrofit solutions.

To see which detector is right for your facility, schedule an appointment to talk to a sales professional today.

Fill out the form below and we'll be in touch shortly.

First Name *

Last Name *

Business Email *

Company *

Country *

State *

Submit

* Required fields

11

Carestream



Click Here to go to the landing page

Carestream and you.
We're better together.

DR Detectors Family

MARKETING TOOLKIT

Be Social.



Where Should You Post?

LinkedIn is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

Facebook promotes the “human” side of the brand and lets you connect with customers in a less formal way.

Twitter is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

Instagram helps show off company culture and can also portray the “human” side of your business.

Use Social Media to Engage with Customers and Prospects on the Platforms They Prefer.

Most of your target audience is using social media to find industry-related news and education. Be proactive and connect with your prospects and buyers on the social platforms they use.

- 92% of B2B buyers use social media platforms specifically to engage with industry thought leaders (Bambu, 2019).
- More than 50% of revenue across 14 major industries is generated by social sales. 75% of B2B buyers and 84% of C-level executives are influenced by social media when making purchasing decisions. (smallbizgenius, 2020)

Connecting with customers and prospective customers can benefit you in several ways:

- Build/strengthen relationships
- Introduce yourself to non-customers
- Expose your content to a broader audience
- Create opportunities to engage with customers and prospects

What Should You Post?

LinkedIn is more of an educational platform. Feature informative industry content rather than sales literature on your company’s LinkedIn page.

- Share blogs. Embed a link to one of the blogs we’ve provided in the toolkit. Be sure to comment on why the information is relevant to your audience.
- Share an industry article that would interest your prospects and customers or insights you’ve learned from a recent webinar or customer visit.*
- Share a photo and interesting comments from a customer visit.* Link to your company website.
- Share information about an upcoming event where people can meet you and your team. Include a link to your company website.
- Share photos and information about new products you are carrying. (It’s ok to do occasional product posts.) Link to your company website.
- Share news releases you have created – and don’t forget the link to your website.
- Make sure your sales team and other employees share the posts on their LinkedIn feeds, too. This will increase the number of people who see the posts.

*Always get permission from customers before posting any information about them.

DR Detectors Family

MARKETING TOOLKIT

Be Social. (Continued)



Where Should You Post?

LinkedIn is an effective platform for sharing informative content. Professionals who are on LinkedIn are looking for opportunities to connect with others in their industry to learn and grow together.

Facebook promotes the “human” side of the brand and lets you connect with customers in a less formal way.

Twitter is a place to see the latest news and “what’s happening.” It’s common to use Twitter for content marketing.

Instagram helps show off company culture and can also portray the “human” side of your business.

Facebook is the platform for more promotional and product-focused content.

- Use the product images we’ve provided in the toolkit. Add your personal comments to the post, and link the post to your company website.
- Rotate different product videos and images weekly.
- Post photos of your employees at work, having fun, and at events.
- Let people know about community and non-profit events you support.

The content you post on your Facebook and LinkedIn pages can be repurposed on your **Twitter** feed.

Much of the content you post on your Facebook and LinkedIn pages can also be posted on **Instagram**. In addition to showcasing company culture, Instagram is an ideal forum for showing off great photos.

Don’t Have Social Pages for Your Company?

If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and followers on Facebook are in the medical imaging profession.

DR Detectors Family

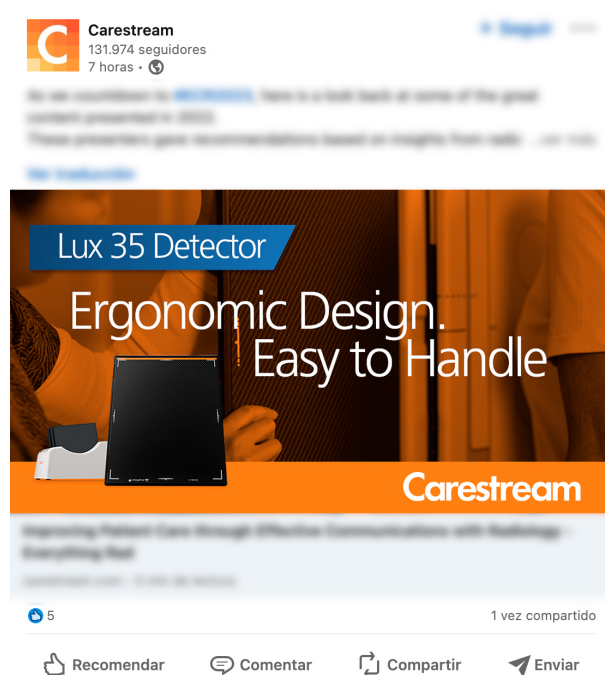
MARKETING TOOLKIT

SOCIAL MEDIA SUPPORT



Most of your target audience uses social media to find industry-related news and education. Be proactive and find buyers where they prefer to hang out, rather than hoping they somehow find you.

Today, it's essential to integrate social media into your marketing activities. We've created a social media post and artwork for you to use in your Linked In, Facebook and Instagram accounts.



Click Here to
Download the files

DR Detectors Family

MARKETING TOOLKIT

PRESENTATION PPT



A PowerPoint is provided for you to present the DR Detectors Family your way. If you have any questions, don't hesitate to contact us.



[Click Here to
Download the files](#)

DR Detectors Family

MARKETING TOOLKIT

E-SIGNATURE



Use this promotional E-Signature in your Email communications to spread the word to customers about the DR Detectors Family with every touch!

LUX 35C

DETECTORS

Sleek Design.
Easy DR Imaging.



FOCUS 35C/43 C

DETECTORS

Powered by advanced
Image Suite Software.



DRX-PLUS 2530C

DETECTOR

Bigger Performance.
Smaller Package.



DRX-PLUS

DETECTOR

Exceptional
Innovation.



DRX-LC

DETECTOR

Rapid. Efficient.
Accurate.



Click Here to
Download the files

DR Detectors Family

MARKETING TOOLKIT

PROMOTIONAL VIDEO



Share our promotional videos to promote the DR Detectors Family dynamically and its full potential to your customers.



[Click Here to
Download the files](#)

carestream.com



Rx only

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