

Carestream

DRX-Evolution Plus Marketing Toolkit



**Carestream and you.
We're better together.**

DRX-Evolution Plus

MARKETING TOOLKIT



TABLE OF CONTENTS

INTRODUCTION	3
LOGOS AND IMAGES	4
COPY & VALUE PROPOSITIONS	5
PRODUCT MATRIX	6
SELL SHEETS	7
E-BLAST TEMPLATE & CONTENT	8
CREATE AN E-BLAST FROM PPT	9
SEND AN E-BLAST FROM OUTLOOK	10
LANDING PAGE TEMPLATE	11
SOCIAL MEDIA TUTORIAL	12
SOCIAL MEDIA	14
PRESENTATION (PPT)	15
E-SIGNATURE	16
PROMOTIONAL VIDEO	17

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 DRX-Evolution Plus System, including logos and photography, social media, e-blast campaigns, and a website. We want to help you energize your DRX-Evolution Plus System sales this year. And we're committed to providing all the tools you need for maximum success.

EXCITING NEW CAPABILITIES.

A Proven Solution.

Since its introduction, the CARESTREAM DRX-Evolution Plus System has set a benchmark for imaging performance in hospitals around the world.

Today, it still offers the power of the X-Factor, with a wireless DR Detector that works across virtually all of your imaging systems. It still features a modular design, to fit your individual space, workflow, and budget. And it still protects you from technology obsolescence with its future-proof design.

But now, the DRX-Evolution Plus delivers even more: a full range of new features and options that makes it more powerful, more dependable, and more affordable than ever.

Advantages at a Glance:

- Pristine image quality supports accurate diagnoses.
- Choose from fully motorized or manual operation.
- Future-friendly, modular design grows with your needs.
- Extended tube-column range and high-weight-capacity table provide extra flexibility.



Click Here to Download
the Brand guidelines

DRX-Evolution Plus

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



EQUIPMENT



PHOTOS



X-RAY IMAGES

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

Contact Carestream WW Marketing for any special image requests.



[Click Here to Download the files](#)

DRX-Evolution Plus

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.



RADIOLOGIST



RADIOGRAPHER



**RADIOLOGY
ADMINISTRATOR**



PATIENT



**PHYSICIST AND
BIOMEDICAL ENGINEER**



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DRX-Evolution Plus

MARKETING TOOLKIT

PRODUCT COMPARISON MATRIX



Use this sales aid to show the features and benefits of the DRX-Evolution Plus as a comparison tool to find the best fit for their inspection applications.

Specification	DRX-Evolution Plus	DRX-Compass
Wallstand	Vertical Movement-Motor (standard) Motorized tilting (Standard) Manual Angulation Functional lighting* Low-cost AEC**	Vertical motorization (Optional) LLI with vertical motorization (Optional) Bucky support cassette application Low-cost AEC (Optional) Bucky in charging (Optional) Wireless on Demand bucky (Optional) Includes a rotational bucky tray & and Intermix tray (the Intermix is needed for a 4343 detector)
Table	Elevating & Floating* 320 kg Weight Capacity* Faster than Current* More range than current* Easy installation tabletop* Rotation bucky** Functional Lighting* Low-cost AEC** Tabletop carbon fiber (.7 Al Eq) *	Elevating with floating Elevating(QT-750) (Standard) Bucky support cassette application Low-cost AEC (Optional) Bucky in charging (Optional) Mechanical link between Table bucky and TubeStand (optional)
Detector	DRX Plus 4343 Wireless CSI (Optional) DRX Plus 3543 Wireless CSI (Optional) DRX Plus 2530 Wireless CSI (Optional) Lux 35 Detector** (Optional) DRX-L Single Shot detector (Optional)	CSH Focus DR detector 4343 Wireless CSI (Optional) CSH Focus DR detector 3543 Wireless CSI (Optional) DRX Plus 4343 CSI Detector (Optional) DRX Plus 3543 CSI Detector (Optional) DRX Plus 2530C (tabletop application only) (Optional) Single Shot LLI Detector (Optional) Accessories (Optional): SLLI Cart, Remote control, Compression straps, Detector Holders, Patient Handgrips, Weight Distribution Cap, Table Pad
Accessories	Remote control adds OTC longitudinal and vertical moving button Patient stand for Auto LLI SLLI Cart Compression Straps Grid / Detector Holders Patient Handgrips Alternate Operator Controls Foot pedals for both sides of the table Weight Distribution Cap Table Pad	Patient stand for LLI (Optional) Access Point Physical grid (Optional) Remote Control (Optional)
Console & Software	Standard Enhanced Console Workstation All ImageView Options	ImageView (Swiftwater & Valhalla) Ovision ImageView (Digital-Ready Analog) Upgrade HDD capacity to 1TB (optional)
Regulatory Baseline	CFDA FDA CE Brazil – not in country list Seismic	CE FDA (510K & UDI) CFDA (for DR only)
OTC	5 Axis Movement X,Y,Z , alpha, beta 12 Inch Tube display* Retain OTC Handle Reduced Tube head Profile* Functional lighting*	Vertical Movement-motorized/manual Auto Tracking in the vertical direction- Standard Alpha movement motorization (Optional) Optional X/Y Movement motorization Optional Remote Control Optional Auto Long Length Imaging Beta Rotation Available as manual only
Generator	65KW / 80KW Everest 2.0	40/50/65/80kw Single phase available
Tube	400KHu / 600KHu Canon Varian	200 / 300 / 400 KHU
Collimator	Ralco Manual Carestream Manual** Automatic Collimator Dual Energy Collimator	Manual Collimator Automatic Collimator (Optional)
Differentiator Features	Infinite Auto Position, Auto LLI & Single Shot LLI, Smart Noise Cancellation*, Functional LED Lighting*, Dual Energy, Digital Tomo Synthesis, All Image View Options, Smart Positioning*, Smart Technique*, Smart Collimation, Bone Suppression (Optional), Pneumothorax and PICC software (Optional) Pediatric Optimization and Enhancement Software, Advance Tube Head Display software (enables changing of techniques at the tube head)	Bone Suppression Software, Pneumothorax, PICC Auto LLI, Smart Features, Extended Arm (tube) Pediatric Optimization and Enhancement Software, Advance Tube Head Display software (enables changing of techniques at the tube head)

*New Phase 1 Product feature
**New Phase 2 product feature



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Download the files

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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.

DRX-Evolution Plus



Digital Tomosynthesis



[Click Here to Download the files](#)

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 DRX-Evolution Plus 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

DRX-EVOLUTION PLUS

A Proven Solution. Exciting New Capabilities.

We've continually added features to keep the DRX-Evolution Plus on the leading edge, including:

- Advanced pediatric capabilities.
- Heavy-Duty Table maximum patient weight: 705 lbs (320 kg).
- Fast, secure, swipe 'n' go log-on.
- New LED Functional Lighting.

Experience the Power of DRX-Evolution Plus System.

Our future-friendly, modular design can grow with your needs.

[Learn more](#)

Sign Up Today! [Request a Demo](#)



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DRX-Evolution Plus

MARKETING TOOLKIT

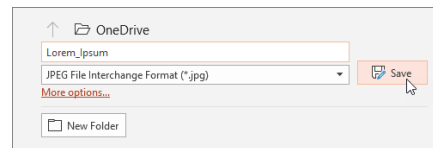
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

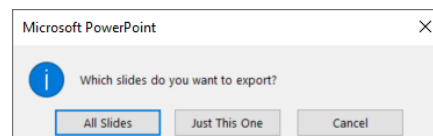


- 1 Download and open the e-blast template provided in this toolkit.
- 2 Edit the text with the information you want to send to your client.
- 3 Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- 4 Click **File > 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.




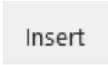

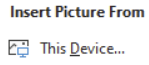
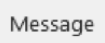



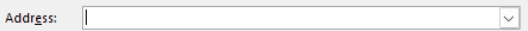
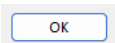
DRX-Evolution Plus

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. 
- ③ Click on the “pictures” icon  and select the option “This Device”, choose the e-blast image you created on PowerPoint. 
- ④ Click on “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, 
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” 
- 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.

LANDING PAGE TEMPLATE



Carestream is actively promoting the DRX-Evolution Plus through e-blast campaigns with a landing page

You can use this example landing page to create your own branded landing page using the website artwork and copy content supplied in this toolkit.

Carestream

See X-ray Imaging in a Dramatic New Light.

The Evolution Plus Optimizes Image Quality and Speeds Workflow.

Since its introduction, the CARESTREAM DRX Evolution Plus has set a benchmark for imaging performance in hospitals around the world. Now, the list has gotten better.

[Download Brochure](#)

The Evolution of Evolution.

At Carestream, imaging innovation is not a goal - it's an ongoing process. We've continually added features to keep the Evolution Plus on the leading edge, including:

- The new Allocated Smart View Collimation Option creates noise for superb image quality
- Advanced Smart-Boxes features automate tasks and workflow steps to streamline processes, support radiology staff productivity, save time and enhance patient care
- A new, larger touchscreen that makes it easier to change exam techniques and view images from the tube side without leaving the patient.
- Enhanced LED lighting for improved functionality and aesthetics
- Greater capacity, table to accommodate patients up to 705-lbs. (320 kg)

Our Eclipse Engine Applies AI for Dramatic Real-World Benefits.

Our software, powered by Eclipse, delivers measurable results through Imaging Intelligence, Workflow Intelligence and Analytical Intelligence.

- Imaging intelligence provides robust processing and images of optimal quality while reducing errors.
- Workflow intelligence automates manual tasks to streamline processes, support technology productivity, and save time and money.
- Analytic intelligence leverages predictive dashboards for analysis of operational, business and clinical performance.

The Right Detector for Every Facility.

Carestream offers a broad selection of DR detectors. It includes wireless, shareable, fixed, and new glass-free models to meet your demands based on exam type, detector size, storage level and budget.

Pediatric Solutions.

Pediatric radiology presents some unique concerns. Imaging systems designed for adults can expose children to more radiation than what's needed for high-quality images. That's why Carestream developed our pediatric X-ray solutions. They feature:

- Removable grids
- Low-absorption exam tabletops
- Filter wheels in the tube head to provide additional X-ray filtration

Want to chat further about the Evolution Plus and its dramatic benefits for your facility?
Just fill out the form and we'll be in touch.

First Name*

Last Name*

Business Email*

Company*

Country*

State*

* Required fields

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Click Here to go to the landing page

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.

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?

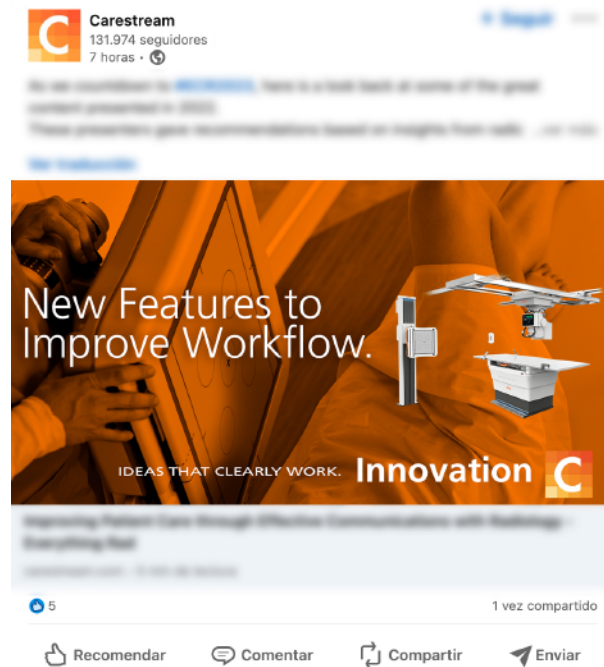
If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and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

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.



DRX-Evolution Plus

MARKETING TOOLKIT

PRESENTATION PPT



A PowerPoint is provided for you to present the DRX-Evolution Plus your way. If you have any questions, don't hesitate to contact us.



[Click Here to Download the files](#)

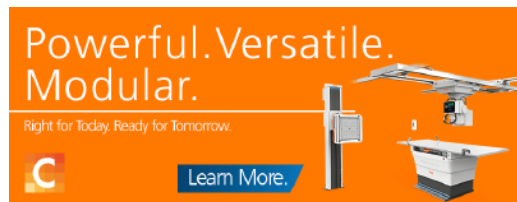
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MARKETING TOOLKIT

E-SIGNATURE



Use this promotional E-Signature in your Email communications to spread the word to customers about the DRX-Evolution Plus with every touch!



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DRX-Evolution Plus

MARKETING TOOLKIT

PROMOTIONAL VIDEO



Share our promotional videos to promote the DRX-Evolution Plus dynamically and its full potential to your customers.



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