

Carestream

DRX-Revolution Mobile X-ray System Marketing Toolkit



Carestream and you.
We're better together.



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

AT CARESTREAM, INNOVATION IS ALWAYS ON THE MOVE.

It's all about you and your customers.

Now, by listening to the voice of our customers and incorporating their feedback, we've redesigned the DRX-Revolution with powerful new features and benefits. They all add up to a level of performance that will elevate your standard of care and productivity even higher.

We are committed to building supportive and interactive relationships for you and your end-users, using valuable insights to create better products and services.

Advantages at a Glance:

- The tube head and collimator are smaller, lighter, and better balanced for easier use and faster positioning.
- Display screens are more responsive with enhanced function and redesigned to better protect against fluid ingress.
- Brakes and drive motors are quieter and less likely to disturb patients.
- Functional LED lighting gives the technologist another point of visibility for the system status.

New features:

- Align Assist
- Inching
- SNC (pending MDR approval in EU)
- Detector Left Behind
- Cart Unplugged
- Idle Low Power Mode



**Click Here to Download
the Brand guidelines**

DRX-Revolution

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 particular image requests.



[Click Here to
Download the files](#)

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*



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PRODUCT COMPARISON MATRIX



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

Specification	DRX-Revolution	DRX-Rise
X-Ray Generator		
Maximum power output	32.25 kW	32.5 kW
kV range	40-150 kV	40-150 kV
mA range	25-400 mA	10-400 mA
mAs Range	0.1 - 320 mAs	0.1 - 630 mAs
Time of exposure range	3 - 2800 ms	1-10000 ms
X-Ray Tube	Canon XRR-3336X	Canon E7242x
Tube voltage range	40-150 kV	40-125 kV
Focal Spot Size	0.6 and 1.2	0.6 and 1.5
Heat storage capacity of anode	300k HU	200k HU
Height	1390 mm (54.72 in.) - column collapsed 2192 mm (86.29 in.) - column extended	1340 mm (54.72 in.) - column collapsed 2140 mm (86.29 in.) - column extended
Width	583 mm (23 in.)	560 mm (22.0 in.)
Length	1260 mm	1400 mm
Weight	558 kg (1232 lb)	470 kg (1036 lb)
Collapsible column	Yes	Yes
Vertical focal spot position (from floor)	Central ray perpendicular to floor Minimum – 724 mm Maximum – 2010 mm	Central ray perpendicular to floor Minimum – 665 mm Maximum – 2000 mm
Horizontal focal spot position (relative to column center)	Minimum – 870 mm (33.7 in.) Maximum – 1340 mm (52.8 in.)	Minimum – 860 mm (33.8 in.) Maximum – 1420 mm (55.9 in.)
Column rotation range	± 270 degrees (relative to dock position)	± 270 degrees (relative to dock position)
Tube angulation	Tube angulation (alpha) ≥ +180/-180 degrees Tube rotation (tau) +90 to -20 degrees	Tube angulation (alpha): ±180 degrees Tube rotation (tau): +90 to -20 degrees
Collimator rotation range	± 90 degrees	± 90 degrees
Drive Type	Motorized, with individual motor for each drivewheel. The motor provides forward/reverse drive as well as directional control	Motorized, with individual motor for each drivewheel. The motor provides forward/reverse drive as well as directional control
Maximum incline	≤ 7 degrees	≤ 7 degree
Automatic brake	Yes	Yes
Number of batteries	20	1
Type	Lead-acid	Lithium-ion
Typical charge time	≤ 3.7 hours	5 hours
Typical usage capacity	The battery life allows for driving 5.6 km or 200 exposures (70 kV, 10 mAs) without charging.	The battery life allows for driving 50 km or 1000 exposures (70 kV, 10 mAs) without charging.
Charger power requirement	110 / 240 VAC (nominal)	110 / 240 VAC (nominal)
Collimator	Ralco R104 Series, Model 108 DHHS	Dandong R102
Lamp type	LED	LED
Inherent filtration	2.0 mm Al at 75 kV	0.9 mm Al at 75 kV
Filter Wheel (optional)	4 position: 0 mm Al, 2 mm Al, 1 mm Al + 0.2 mm Cu, 1 mm Al + 0.1 mm Cu	None
Imaging Station-Preview Monitor (Type/size)	Primary: 19 inch Secondary: 8.4 inch	Primary: 21.5 inch Secondary: 10.1 inch
Display resolution	Primary: 1280 x 1024 Secondary: 800 x 600	Primary: 1920 x 1080 Secondary: 1280 x 800
Software	ImageView	ImageView
Imaging Station Specs	• IntelCore i5 • OS: Windows 10 •Memory16GB • I/O 7 USB ports, 2x DisplayPort, 2 Ethernet	• Pentium Core i5-10210U, 4.2 GHz • OS: Windows 10 •Memory16GB • I/O 2 USB ports, 1 Ethernet
Image storage capacity	Up to 1500* Images can be saved for retransmission or reprocessing. Images can be protected; they are reclaimed on a FIFO (first in, first out) basis. Images can be saved to removable media, CD, or USB drive. *Based on 500GB Solid State Drive	Up to 1500* Images can be saved for retransmission or reprocessing. Images can be protected; they are reclaimed on a FIFO (first in, first out) basis. Images can be saved to removable media, CD, or USB drive. *Based on 500GB Solid State Drive
Supported Detectors	DRX-Plus and Lux 35	DRX-Plus and Focus, Focus HD, Lux 35
Remote exposure switch	Yes	Yes
Anti-collision mechanism	Yes	Yes
DICOM 3.0 compliance	DICOM Work List: Comply (option) DICOM Store: Comply / DICOM Print: Comply; DICOM Modality Performed Procedure Step (option) / DICOM Store Commit: Comply	DICOM Work List: Comply (option) DICOM Store: Comply / DICOM Print: Comply; DICOM Modality Performed Procedure Step (option) / DICOM Store Commit: Comply



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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.



✓ Post the PDF file provided on your website.

BROCHURE



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Download the files



Click Here to download
ImageView Software Brochure



Download the
Technical Specifications

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-Revolution 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.



E-blasts are easy! There are some online services where you can create and populate e-blasts using a simple graphical interface! If you need more help contact your Channel Manager.

YOUR LOGO HERE

DRX-Revolution Mobile X-ray System

6 New significant enhancements

DRX-Revolution Mobile X-ray System will help technologists be more efficient, enhance positioning precision, and elevate image quality.

- Smart Noise Cancellation**
Utilizes AI and deep-learning technology to reduce noise and deliver dramatically clearer images at a low dose.
- Detector Left Behind**
An audible alert and warning message will activate if the system detects a loss of Wi-Fi signal strength, alerting staff that the detector may have been left behind, so it stays with the system and ready for use.
- Inching**
Places drive controls on the tube head, allowing technologists to swiftly reposition the cart with complete control of forward, backward, left, and right.
- Align Assist**
Provides technologists with the real-time angle information required to ensure accurate beam + detector alignment.
- Cart Unplugged**
An audible alert will sound, accompanied by a notification on the tube head display, to draw attention if the system has been left unplugged—helping ensure it remains charged and ready when needed.
- Idle Low Power Mode**
The Idle Low Power Mode feature helps conserve energy and extend system longevity by reducing power consumption during periods of inactivity.

Discover new capabilities built to boost ease of use and elevate daily workflow.

These new DRX-Revolution enhancements deliver value throughout your entire facility, affording numerous individual benefits across the mobile imaging chain.

[Learn more](#)

Carestream Channel Partner



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Download the files**

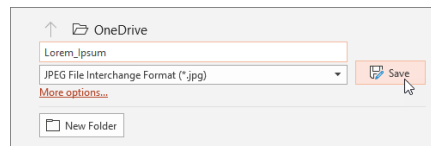
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

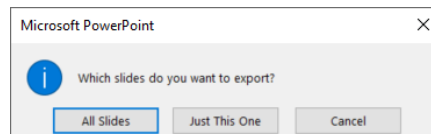


- ① **Download and open** the e-blast template provided in this toolkit.
- ② **Edit the text** with the information you want to send to your client.
- ③ Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- ④ Click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






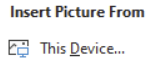
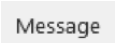
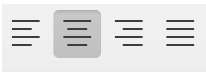


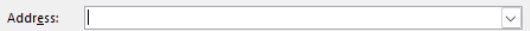
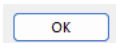
- ⑦ Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.



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-Revolution through e-blast campaigns with a landing pag.

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.

If your company doesn't have a specialized area and you need to create a landing page, contact your Channel Manager to help you.

YOUR LOGO HERE

The system that redefined mobile imaging is now even stronger.



DRX-Revolution Mobile X-ray System

New Features

These new DRX-Revolution enhancements deliver value throughout your entire facility, affording numerous individual benefits across the mobile imaging chain.

6 New Significant Enhancements

Inching

New drive controls conveniently located on the tube head provide full control over movement in all directions, allowing rapid system repositioning without the hassle of returning to the cart.

Align Assist

Displays real-time angulation information for both the detector and tube directly on the tube head, ensuring swift, accurate alignment.

Smart Noise Cancellation

Integration of our cutting-edge Smart Noise Cancellation software leverages the power of artificial intelligence and deep learning to unlock a whole new level of image clarity.

Detector Left Behind

An audible alert and warning message will activate if the system detects a loss of Wi-Fi signal strength, alerting staff that the detector may have been left behind, so it stays with the system and ready for use.

Cart Unplugged

An audible alert will sound, accompanied by a notification on the tube head display, to draw attention if the system has been left unplugged—helping ensure it remains charged and ready when needed.

Idle Low Power Mode

The Idle Low Power Mode feature helps conserve energy and extend system longevity by reducing power consumption during periods of inactivity.

Discover new capabilities built to boost ease of use and elevate daily workflow.

New premium features to the DRX-Revolution that will enhance efficiency, ease of use and allow sites to leverage AI to deliver high-quality images at low doses.



Contact us!

Name*

Company*

E-mail*

Phone*

Send

Carestream Channel Partner

in f t w i



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Download the files

PRESENTATION PPT



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



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Download the files](#)

DRX-Revolution

MARKETING TOOLKIT

E-SIGNATURE



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



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PROMOTIONAL VIDEO



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



[Click Here to
Download the files](#)

CONTACT

At Carestream, we've worked closely with our end users for valuable insight into product improvements. We are committed to building supportive and interactive relationships using valuable insights to create better products and services.

We don't just make products. We listen to your needs with a solutions-based approach to meet your challenges. You can always count on us for the right combination of digital or film products to increase your productivity and profitability.

We offer real value because we value our relationships with you and your customers.

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

If you have any questions on improving your DRX-Revolution product marketing or special requests for marketing assistance, don't hesitate to contact us. Our goal is to provide you with all the tools and support necessary for improved sales and success.

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