

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 and shareable to meet your demands based on exam type, detector size, 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 detector 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.

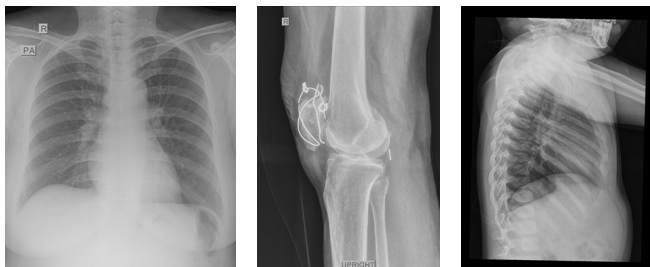
LOGOS



DETECTORS



PHOTOS



X-RAY IMAGES

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

Contact Carestream WW Marketing for any special image requests.



[Click Here to Download the files](#)

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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*



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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 HD 35	FOCUS 35C	DRX PLUS 3543C	DRX PLUS 2530C	LUX 35	DRX-LC
Weight (with battery)	7.23 lbs / 3.28 kg	8.18 lbs / 3.71 kg	7.87 lbs / 3.57 kg	4.8 lb / 2.18 kg	5.2 lbs / 2.36 kg	35.27 lb / 16 kg
External Dimensions	15.1 x 18.1 x 0.59 in / 38.4 x 46.0 x 1.5 cm	15.1 x 18.1 x 0.59 in / 38.4 x 46.0 x 1.5 cm	15.1 x 18.09 x 0.59 in / 38.35 x 45.95 x 1.47 cm	11.08 x 13.08 x 0.59 in / 28.15 x 33.23 x 1.5 cm	15.1 x 18.09 x 0.59 in / 38.35 x 45.95 x 1.47 cm	127.14 x 58.66 x 2.08 cm/ 50 x 23 x 0.81 in
Pixel Size (microns)	100µm	150µm	139µm	98µm	139µm	139µm
Scintillator	CsI	CsI	CsI	CsI	CsI	CsI
Beam Detect Mode	Starting with IV 1.12	Yes	Yes	Yes	Yes	Yes
RFID based registration	No	No	Yes	Yes	Yes	No
WiFi Capability	802.11 a/b/g/n/ac	802.11 a/b/g/n/ac	802.11 a/n/g	802.11 a/n/g	802.11 a/n/g	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	Gain, Offset, Defect
Battery Life	8.5 hours or 340 maximum images per charge	6.5 hours or 585 maximum images per charge	340 maximum images per charge	Minimum 90 images per charge	Battery Pack (Light-Weight Version) 250 images per charge	5 hours or 200 maximum images per charge
AP Mode	Yes	Yes	Yes	Yes	Yes	Yes
Battery Hot-Swap	No	No	Yes	Yes	Yes	No
Fluid Ingress	IP56	IP44	IP57	IP57	IP67	IPX0
Drop Test Results	75cm (29.5")	75cm (29.5")	60.9cm (24")	24"	120 cm (47.2")	No
X-Factor Enable	No	No	Yes	Yes	Yes	Yes



Click Here to
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.



Post the PDF file provided on your website.

Lux 35 Detector



DRX Plus Detector



DRX Plus 2530C Detector



DRX-LC Detector



Focus 35C/43C Detectors



Focus HD 35/43 Detectors



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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.



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

Lux 35 Detector

Sleek. Glass-free. Lightweight.

- It's more comfortable for techs to transport, especially when carrying rounds and doing bedside imaging - lighter weight means less fatigue.
- Integrated design minimizes accidental drops and lets you know for easy positioning.
- Lightweight and compact design.
- Recessed edges create more contact when the detector needs to be placed behind the back of a patient.
- The Lux 35 can follow image processing for extraordinary image quality.
- It also features the X-Factor so the detector can be transported in all DR 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](#)

Carestream Channel Partner

YOUR LOGO HERE

DRX Plus Detector

Digital. Wireless. Shareable.

- High DQE, enabling the potential for lower dose and improved image quality.
- Easy frame rate for compatibility with advanced applications.
- Advanced enclosure design - total protection against ingress of dust and water to IP70.
- Rolling feet support mobility for a quick battery change without a wrist.
- Powerful across all DR products, X-FLUO, X-FLUO.

Not available for wireless applications.

X-Factor: Shareable Design.

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

[Learn more](#)

Carestream Channel Partner

YOUR LOGO HERE

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 patients' treatment rooms.
- Customizable C-DR design for dose-sensitive patients' procedures.
- Flexible positioning and easy handling, making it ideal for vertebroplasty, interventional imaging.
- The ability to share this state-of-the-art detector across the entire DRX family of products.
- Smaller and lighter for better image quality and improved diagnostic confidence.

Bigger Performance. Smaller Package.

Now, our newly designed, small-format detector conforms to ISO 4050-use standards and provides greater positioning flexibility, especially in business.

[Learn more](#)

Carestream Channel Partner

YOUR LOGO HERE

DRX-LC Detector

Rapid. Efficient. Accurate.

- Easily accommodates long leg, scoliosis, and degenerative spine exams with the largest field of view: 17" x 35" with the longest field of view: 17" x 35" with the longest field of view.
- Significantly reduces hold time and minimizes patient discomfort, as long-length exams 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](#)

Carestream Channel Partner

YOUR LOGO HERE

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 trends workflow.
- Image Suite DR Software was developed specifically to improve workflow in smaller facilities.

The Budget-Friendly Way to Upgrade to DR Imaging.

Our Focus Detectors with Image Suite DR Software can make all of these problems of the past.

[Learn more](#)

Carestream Channel Partner

YOUR LOGO HERE

Focus 35C/43C Detectors with ImageView

Ready to Upgrade to Wireless DR Imaging.

Running on CARESTREAM ImageView Software, powered by Eclipse with AI, the Focus 35C/43C delivers the digital imaging performance you've been waiting for.

- The superb quality of DR supports a higher standard of care.
- Wireless operation streamlines your workflow.
- Budget-friendly design allows an affordable DR upgrade.
- These detectors are compatible with a variety of DR systems, including mobile units and retrofit.

Increased Quality and Productivity

ImageView Software also offers specialized quality enhancement and work-flow efficiency capabilities - many based on AI - to deliver unsurpassed performance with our DRX family.

[Learn more](#)

Carestream Channel Partner

YOUR LOGO HERE

Focus HD 35/43 Detector

Sharpness. Clarity. Confidence.

High-Definition Detectors for Optimal Image Quality.

- 100 micron pixel pitch provides a higher resolution.
- Wireless design trends workflow.
- ImageView Software, powered by Eclipse, takes image processing to a whole new level.
- Choose from two sizes, 35x43 and 43x43.

ImageView Software, Powered by Eclipse, Harnesses the Power of AI.

Eclipse uses AI technology and proprietary algorithms to provide compelling results in three key categories.

[Learn more](#)

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MARKETING TOOLKIT

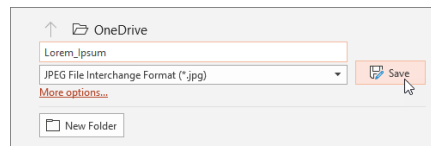
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

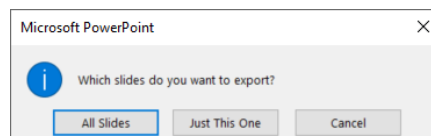


- ① **Download and open** the e-blast template provided in this toolkit.
- ② **Edit the text** with the information you want to send to your client.
- ③ Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- ④ Click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

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Instructions to send an E-blast from Outlook.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!




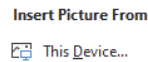
- ① Open a new email on Outlook.



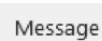
- ② Click on the insert command.



- 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, 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.

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LANDING PAGE TEMPLATE



Carestream is actively promoting the DR Detectors Family 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.

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

Bigger Performance. Smaller Package.

DRX PLUS 2530C DETECTOR

Advantages at a Glance

The CARESTREAM DRX Plus 2530C Detector offers:

- X-Factor Imaging – 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 tabletop 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.

DRX Plus 2530C Specifications:

- Wireless standard: 802.11AC
- Image size: 25 x 30 cm
- Pixel pitch: 0.098 mm
- External dimensions:
 - 28.2 x 33.2 x 1.5 cm (11.1 x 13.1 x .59 in)

Additional Detector Benefits:

- Wireless performance, to eliminate the hassles and hazards of cables and reduce the risk of infection.
- Fast performance and instant access to images.
- Compatible with the CARESTREAM DRX-1 Detector Battery Charger to help eliminate additional equipment.
- Adaptable – easily fits into the CARESTREAM DRX-Revolution and CARESTREAM DRX-Revolution Nano Mobile X-ray Systems detector bin.

Harness the Power of the X-Factor.

The imaging solutions in the DRX Family are all designed around the remarkable X-Factor wireless detector platform. This allows the same detector to work seamlessly across the entire lineup of DRX products – and slide right into your existing equipment. This makes it easy and affordable to convert, replace or expand your current systems.

Contact us!

Name*

Company*

E-mail*

Phone*

Carestream Channel Partner



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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.

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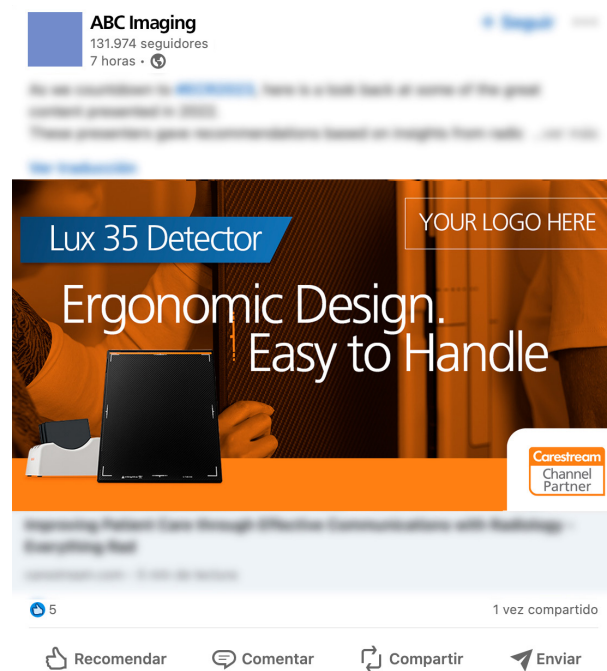
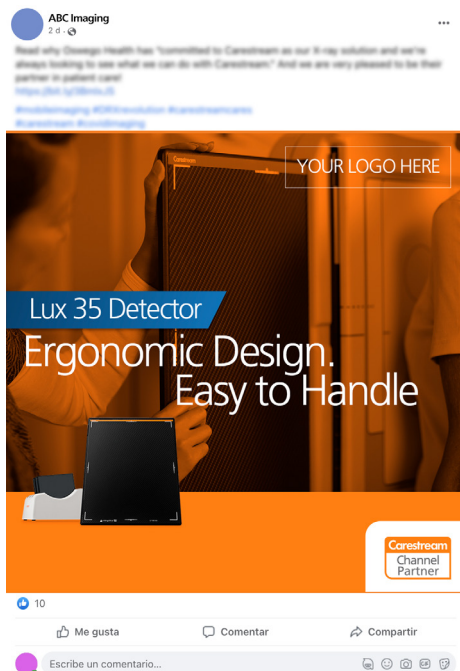
MARKETING TOOLKIT

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
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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

DETECTOR

Sleek Design.
Easy DR Imaging.



DRX PLUS 2530C

DETECTOR

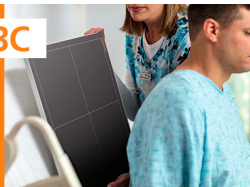
Bigger Performance.
Smaller Package.



FOCUS 35C/43C

DETECTORS

Powered by advanced
Image Suite Software.



FOCUS HD 35/43

DETECTORS

High-Definition Detectors
for Optimal Image Quality.



DRX PLUS

DETECTORS

Exceptional
Innovation.



DRX-LC

DETECTOR

Rapid. Efficient.
Accurate.



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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.



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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 DR Detectors Family 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.

carestream.com



Rx only

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