

# 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.



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.

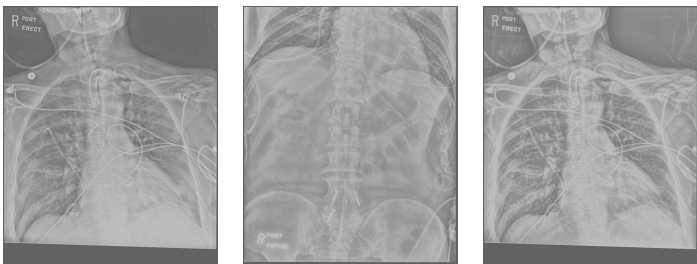
#### LOGOS



#### 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 (Type)	High-frequency (> 200 kHz)	Delta DMG-32KCX AA
Maximum power output	32.25 kW	32.5kW
kV range	40-150 kV	40-150 kV, in 1kV increments
mA range	25-400 mA	10-400 mA
mAs Range	0.1 - 320 mAs	0.1 to 630 mAs
Time of exposure range	3 ms- 2800 ms	1-10000ms
X-Ray Tube	Canon XRR-3336X	TOSHIBA E7242x
Tube voltage range	40-150 kV	40-125 kV
Focal Spot Size	0.6 and 1.2 mm focal spots	.6 to 1.5 mm
Heat storage capacity of anode	210 kJ (300,000 HU)	200kHU
Height	Floor to Top of Tube Head Column Docked - 1390 mm (54.72 in.), Floor to Top of Tube Head Column Extended - 2192mm (86.29 in.)	1930mm (76.0 in)
Width	583 mm (23 in.)	560 mm (22.0 in)
Length	1260 mm (46.9 in.)	1400 mm
Weight	558 kg (1232 lb)	450 kg (992 lb)
Collapsible column	Yes	Fixed Column
Vertical focal spot position (from floor)	Central ray perpendicular to floor Minimum - 724 mm (28.5 in.) Maximum - 2058 mm (81.0 in.)	SID: 665-2000 mm
Horizontal focal spot position (relative to column center)	Minimum - 857 mm (33.7 in.) Maximum - 1340 mm (52.8 in.)	Minimum - 735 mm (28.9 in.) Maximum - 1285 mm (50.6 in.)
Column rotation range	± 270 degrees (relative to dock position)	±270 degrees (relative to dock position)
Tube angulation	Tube angulation (alpha) ≥ +180/-180 degrees relative to zero. Tube rotation (tau) +90 to -20 degrees	Tube angulation (alpha): ±180 degrees Tube rotation (tau): +90 to -20 degrees
Collimator rotation range	rotation +/- 90 degrees	+90 degrees
Drive Type	Motorized, with individual motor for each drivewheel	Motorized, with individual motor for each drivewheel. The motor provides forward/reverse drive as well as directional control
Maximum incline	≤ 7 degrees	Incline/decline a minimum of 7 degree
Automatic brake	Yes	Yes
Number of batteries	20	1
Type	Lead-acid	Lithium-ion
Typical charge time	100% battery charge in ≤ 4 hours (start from 2 LED indicators on battery level indicator, w/ new batteries)	5h
Typical usage capacity	The battery life allows for driving 2.4 km (1.5 mi.) and 120 exposures without charging. This assumes fully charged batteries and exposure technique factors of 70kV @ 10 mAs.	The battery life allows for driving 50 km or 1000 exposures (70 kV, 10 mAs) without charging. Typical use time is subjective based on many factors, including the number of exposures, technical factors used, travel time and distance, and battery management.
Charger power requirement	110 / 240 VAC (nominal), 50/60 Hz	110 / 240 VAC (nominal), 50/60 Hz
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 IEC60522:1999
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: • Liquid Crystal Display (LCD), thin film transistor (TFT), 48.3 cm (19 in.) Secondary (Tube Head Display):• Liquid Crystal Display (LCD), thin film transistor (TFT), 21.0 cm (8.4 in.)	Two Displays: 21.5 in & 10.1 in
Display resolution	Primary: 1280 x 1024, 60 or 75Hz Secondary: 800 x 600, 60 or 75Hz	Primary: 1920 x 1080 Secondary: 1280 x 800
Software	ImageView	ImageView
Imaging Station Specs	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 15000* images can be saved for retransmission or reprocessing *Based on 500GB Solid State Drive	Up to 15000* 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 Focus
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.

### SEGMENTS



### PANEL WRAPS



### BROCHURE



### 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.

Carestream

# DRX REVOLUTION

### Revolutionizing Care, Throughout the Hospital.

The Revolution can be found:

- Saving lives in the trauma center
- Enhancing radiographer productivity
- Giving radiologists the custom "look" they prefer
- Providing critical images in the NICU
- Strengthening cyber security

### Innovation On The Move.

The current enhancements take the Revolution's performance to a new level.

[Learn more](#)

Right for Today... Ready for Tomorrow.



[Click Here to  
Download the files](#)



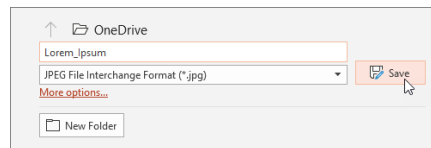
### Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns with Landing Pages – Fast and Affordable!

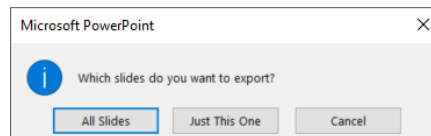


- 1 Download and open the e-blast template provided in this toolkit.
- 2 Edit the text with the information you want to send to your client.
- 3 Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- 4 Click **File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

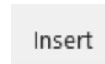
Email Marketing Campaigns with Landing Pages – Fast and Affordable!




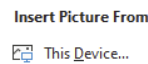
① Open a new email on Outlook.



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 



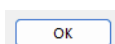
⑦ In the pop-up window, choose “Existing File or Web Page”.



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” 



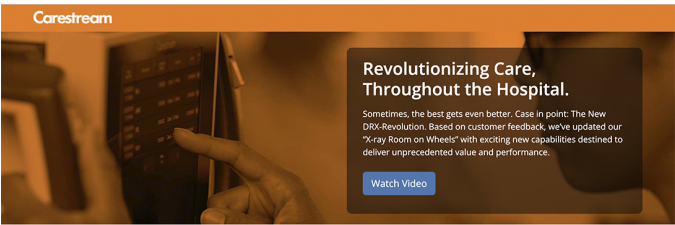
⑨ Choose the recipients, write the email’s “Subject” and click “Send”

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 page.



**The New DRX-Revolution Mobile X-Ray System**  
Watch the testimonial video to see where and how the Revolution can benefit your facility.  
The Revolution can be found:  
• Saving lives in the trauma center  
• Enhancing radiographer productivity  
• Giving radiologists the custom "look" they prefer  
• Providing critical images in the NICU  
• Strengthening cyber security

Let's talk...

...about the ways the New Revolution can redefine mobile X-ray in your facility. Please fill out the form and we'll be in touch!

First Name \*

Last Name \*

Email \*

Job Title \*

Company \*

Country \*

If you have any additional comments, please leave them here!

[Learn More!](#)

\* Required fields

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### 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?

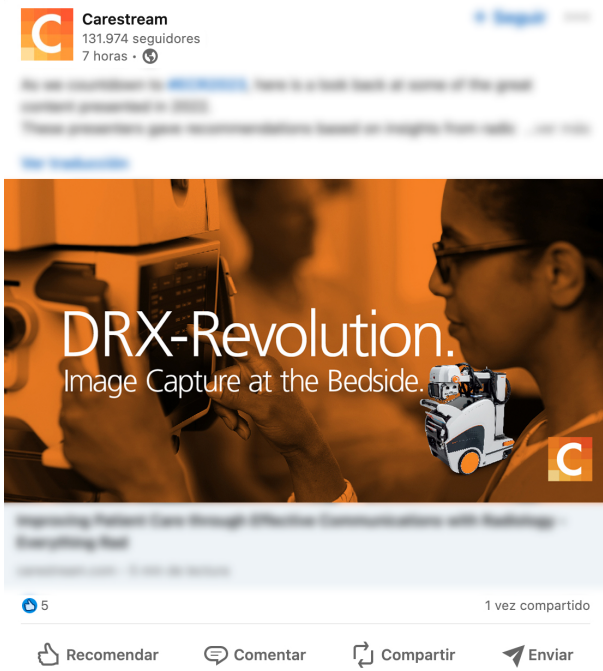
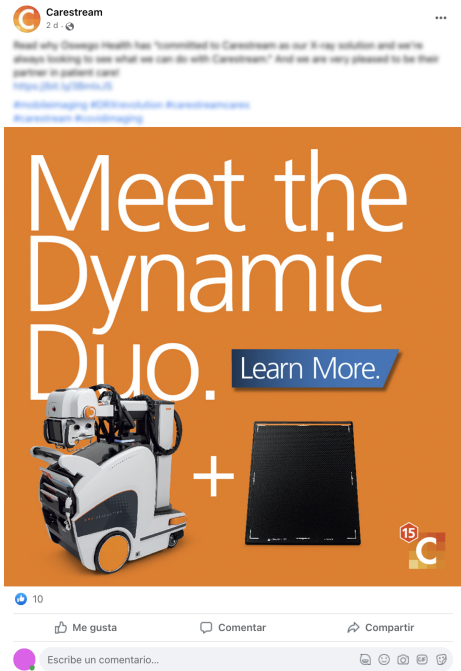
If your company doesn’t have branded social channels, then post the content on your personal social media. We recommend focusing on LinkedIn. Reason: it’s likely you and your employees have professional connections with your prospects and customers on LinkedIn. It’s less likely that their friends and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

MARKETING TOOLKIT

## 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.



[Click Here to 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.



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