

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)



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-32KCA 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	+/- 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	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.)	Primary: 21.5 inch Secondary: 10.1 inch
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 • Memory 16GB • I/O 7 USB ports, 2x DisplayPort, 2 Ethernet	• Pentium Core i5-10210U, 4.2 GHz • OS: Windows 10 • Memory 16GB • I/O 2 USB ports, 1 Ethernet
Image storage capacity	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	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 Lux	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.



✓ Post the PDF file provided on your website.

BROCHURE



Click Here to
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.

**DRX-Revolution
Mobile X-ray System**

New Features

Three new significant enhancements to the 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.

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 technicians with the real-time angle information required to ensure accurate beam + detector alignment.

The system that redefined mobile imaging is now even stronger.
Optimize their mobile operations while lowering dose without loss of image quality.

[Learn more](#)



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Download the files](#)

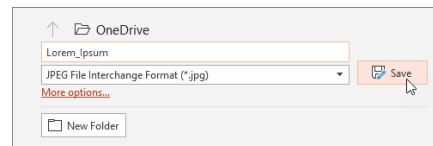
Instructions to create an E-blast from PowerPoint.

Email Marketing Campaigns
with Landing Pages
– Fast and Affordable!

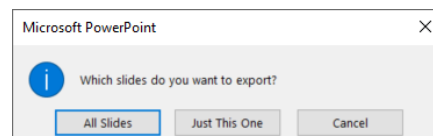


- ① **Download and open** the e-blast template provided in this toolkit.
- ② **Edit the text** with the information you want to send to your client.
- ③ Once the information is complete, in the slide thumbnail pane, on the left side of the PowerPoint window, select the slide you want to save.
- ④ Click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




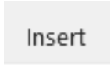

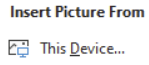
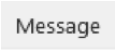
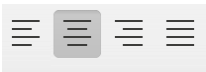


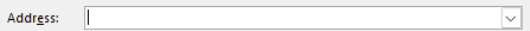
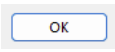
- ⑦ Click **Save**. Review the PowerPoint dialog box, and select **Just This One** to save your selected slide as an image.



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.

Corestream

The Mobile Imaging Revolution: Continuous See W...

Revolutionize Your Mobile Imaging Experience

The system that laid the foundation for mobile imaging excellence is now even stronger. Built by technologies for technologists, with its ultra-manueverable, compact design, user-friendly workflow, and powerful, robust performance, Carestream's DRX-Revolution helps enable fast, accurate image capture whenever and wherever you need it. We've heard your feedback—and we've developed powerful new upgrades to help deliver noticeable benefits to productivity, efficiency, and performance—enabling you take your mobile imaging capabilities to the next level.

[Download Brochure](#)

Inching

- New inching drive controls on subhead enable swift, accurate repositioning without the need to return to the cart
- Precise, intuitive, user-friendly control in all directions with the ability to make fine-tune positioning adjustments
- Accelerate exam time, reduce patient discomfort, and relieve technologist strain

Align Assist [Option]

- Provides real-time angulation information for the tube and detector directly on the subhead for fast, accurate alignment
- Helps reduce grid cutoff, shape distortion, clipped anatomy, and associated repeats
- Faster exam setup time allows for more focus on personalized patient care

Smart Noise Cancellation [Option]

- Leverages AI to provide experts convolutional neural network-based noise reduction for improved image quality, preservation of fine detail, lower contrast-to-noise ratio and easier to read radiographs*
- Provides users with the ability to lower radiation dose without loss in image quality or improve image quality at nominal-dose levels*

[Learn More - Smart Noise Cancellation](#)

*These statements were verified using Carestream detectors in a reader study performed by board-certified radiologists comparing pulsative images taken at a nominal dose (CtI ISO 400 speed / GOS ISO 320 speed) and reduced dose (CtI ISO 800 speed / GOS ISO 100 speed) with DnC

Pending approval in some countries.

Trust the system that started it all—join the mobile imaging revolution and experience new levels of productivity, image quality, and enhanced patient care.

Fill out the form below to find out how!

First Name *

Last Name *

Business Email *

Phone Number *

Company *

Job Title *

Country *

State/Region *

City *

Postal Code *

[Submit](#)



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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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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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Rx only

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