

Carestream

AUTHORIZED
DISTRIBUTOR
BRAND MARK
GUIDELINES

Carestream's Authorized Distributors play an important role in our marketing efforts. They advertise, display and help promote Carestream products. Although they play an important role in sales, they are not part of the Company. Authorized Distributors must enter into a Distributor Agreement in order to use Carestream corporate trademarks to promote Carestream products. The use of Carestream trademarks enables business success and ultimately, Carestream's. To leverage these benefits and to protect proprietary rights, Authorized Distributors must understand what constitutes proper use.



Color Palette

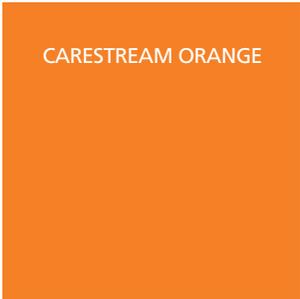
The Authorized Distributor Brand Mark can be represented as:

- TWO-COLOR – CARESTREAM ORANGE and GRAY
- ONE-COLOR – BLACK

When do I use which Brand Mark?

The TWO-COLOR version should be used on all printed collateral, online ads and partner websites. The ONE-COLOR version is for use when limited colors are available for printing. In today's digital, on-demand printing environment, the TWO-COLOR version is not only easy to replicate, but also cost-feasible.



Primary		Secondary	Background
			
Pantone 158C	Gray	Pantone Black C	White
C 0 R 245	C 0 R 109	C 0 R 000	C 0 R 255
M 61 G 128	M 0 G 110	M 0 G 000	M 0 G 255
Y 97 B 37	Y 0 B 113	Y 0 B 000	Y 0 B 255
K 0	K 70	K 100	K 0
HEX #F58025	HEX #6D6E71	HEX #000000	HEX #FFFFFF

Brand Mark Clear Space

What is clear space and why is it important? Clear space visually separates the Brand Mark from other elements surrounding it on the page. It allows the Brand Mark to stand out and ensures visual integrity.

To create maximum visual impact for the Brand Mark, always maintain an area of clear space around the Brand Mark equal to the height of the "C" in Carestream.

Brand Mark Minimum Size

Minimum size is the smallest the Brand Mark can be reproduced. This minimum size has been established to ensure clarity of the Brand Mark in all applications.

There are two minimum size specifications. For printed materials, the Brand Mark must be no smaller than 0.5" in height. In digital applications, the height must be no less than 36 pixels.

The Brand Mark should always appear on a white background.



For print applications



For digital applications



Brand Mark Use on Collateral

Authorized Distributors may use the Brand Mark only in direct association with names, illustrations or photographs of Carestream products and services.

When deemed strategically important, the Brand Mark may reside on the front side of a piece. In all situations, be certain to maintain minimum clear space from other graphic elements. Be sure the Brand Mark always appears on a white background.

CARESTREAM DIRECTVIEW Vita LE CR System



Product Specifications

Throughput

- Up to 25 covers per hour (A4 x 17 in.)
- 10 seconds

Time to First Image

- 10 seconds

Acquire Resolution

- Acquisition: 14 bits per pixel
- Display: 12 bits per pixel

Power Requirements

- Single Phase 100V/10, 500-900 VA/1.4A

Safety and Regulatory Approvals

- FCC (EMC), CE (EMC), IEC60601

Weight

- 70 lbs (31.8 kg)

Dimensions

- 29.3 x 21.7 x 13.4 in. (745 x 551 x 341 mm)

Screen Type

- Flexible OLED Monitor Screen

Environmental Conditions

- Operating Conditions:
 - Temperature: 10 to 40 degrees C (50 to 104 degrees F)
 - Relative Humidity: 25% - 75%
- Storage Conditions:
 - Temperature: -20 to 65 degrees C (-4 to 149 degrees F)
 - Relative Humidity: 10% - 80%

Highly Versatile

The Vita LE System can be configured for most clinical applications. The image storage software allows you to set up the system for optimal high-quality image storage. All imaging parameters are optimized, enabling digital images that can be reviewed and integrated and sent to any location in seconds. Images can be printed, printed locally on CD/DVDs or sent to a dedicated PACS for long term storage.

Balanced Productivity

Whether in an optical reduction (used as proof on a labbing), the Vita LE System can be used in virtually any location. With the i-Cart, this system can be moved to any location where timely instant digital images are needed.

Mobile Imaging

The Vita LE System can be part of a complete mobile digital imaging solution. Mount the system in a cart or truck and combine it with mobile flexible processor (open and sealed), a rugged laptop computer, and portable imaging equipment. These same anywhere emergency needs. Our mobile CR solutions serve nursing facilities, prisons, forensic institutions, emergency covering needs, and more throughout the world.

Camera Size	Pixel Matrix Size	Pixels Per Millimeter	Pixels Per Hour
S T A N D A R D R E S O L U T I O N			
6k x 12 in.	3360 x 2240	6	20
8k x 14 in.	3360 x 2240	8	28
11k x 14 in.	3360 x 2240	8	38
14k x 31 in.	3360 x 2240	8	45
H I G H R E S O L U T I O N			
6k x 12 in.	4032 x 4032	12	20
8k x 14 in.	4032 x 4032	12	28
11k x 14 in.	2736 x 4032	12	28
8k x 12 in.	3360 x 3360	12	36
8k x 10 in.	3360 x 3360	12	36
24k x 31 in.	3360 x 2240	12	28
15k x 31 in.	1920 x 3024	12	22

Carestream
Authorized Distributor

abcIMAGING
Today's Clear Imaging Solutions

45401 Highway 15C East, Jeffersonville, NC 27409
Ph: 800-345-9676 Fax: 888-567-6765

abcIMAGING
Today's Clear Imaging Solutions

Digital Imaging Equipment-2011

Carestream DirectView Vita LE CR System



The CARESTREAM DIRECTVIEW Vita LE CR System is ideal for a wide range of computed radiography examinations in specialty practices such as chiropractors, podiatrists, small clinics and mobile units.

ADVANTAGES AT A GLANCE

- Compact design is ideal for limited and small space environments.
- Affordable and easy to use
- Digital images can be reviewed and sent instantly

Carestream
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FUJIFILM FUJIFILM DRYPIX Prima System



The DRYPIX PRIMA is a compact and lightweight unit that can be located on a tabletop or workbench making it particularly suitable for sites with limited space. The DRYPIX PRIMA's built-in DICOM Print Server ensures fast, error-free connection, for instantaneous communication with any DICOM pre-compliant modality on the net work.

ADVANTAGES AT A GLANCE

- 5 sizes of film are available by changing film trays
- Clean and user-friendly dry processing
- Speedy output of up to 70 films an hour

Incorrect Usage

- 1 Trademarks may not be joined together in a way that could mislead or confuse the public as to the relationship of an Authorized Distributor to Carestream.
- 2 Do not alter or add elements to the Carestream Masterbrand Mark, the Authorized Distributor Brand Mark or to Carestream imagery.
- 3 Incorrect usage of the Carestream Masterbrand Mark compromises the integrity of our identity. To ensure accurate and consistent reproduction of the Carestream Masterbrand Mark, never alter, add to or attempt to recreate the Carestream Masterbrand Mark. Authorized Distributors CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.
- 4 Do not use design elements or create logos or slogans that are similar to those used by the Carestream Masterbrand Mark.
- 5 Do not visually link the Carestream Masterbrand Mark or the Authorized Distributor Brand Mark with any other company name, logo, trademark or service.

Authorized Distributors CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.



Brand Mark Use on Letterhead/Business Cards

The Authorized Distributor Brand Mark can be added to business cards and letterhead as shown in the examples. Either the TWO-COLOR or ONE-COLOR version of the Brand Mark can be used.

Trademarks MAY NOT be joined together in a way that could mislead or confuse the public as to the relationship of an Authorized Distributor to Carestream. Be sure to adhere to minimum clear space and size requirements.

Also adhere to the Brand Mark color palette when using the Brand Mark on these business forms.



Minimum size requirements



Minimum clear space requirements



Incorrect Usage in Tradeshow Displays

The Carestream Masterbrand Mark CANNOT be used to brand an Authorized Distributor tradeshow booth. Only the approved Authorized Distributor Brand Mark may be used. The Brand Mark should always appear on white with proper clear space.

Only use the Carestream Masterbrand Mark in direct association with Carestream products, services, sub-brand names, illustrations or product imagery.

Do not visually link the Carestream Masterbrand Mark or Authorized Distributor Brand Mark with any other company name, logo, trademark or service.

Do not use design elements or create logos or slogans that are similar to those used by Carestream.



Incorrect Brand Mark Usage

Only use the approved Authorized Distributor Brand Mark – all other marks, logos or symbols should not be developed and used in place of the approved Authorized Distributor Brand Mark.

The Brand Mark must NEVER be altered in any way. Always use the Brand Mark electronic artwork that has been approved for use.

On this page are a few examples of incorrect usage of the Authorized Distributor Brand Mark.

Products may bear one or more Carestream trademarks, trade names or brand names (“Marks”). Distributor may not remove, alter or otherwise modify or conceal any Marks on the Products, nor may Distributor add any marks to the Products. Distributor may use the Marks in advertising but only where the advertising directly refers to the Products or references Distributor as a distributor of such Products. Distributor shall use the Marks in accordance with the guidelines set forth at www.carestream.com/brand, which may be updated from time to time. If Carestream at any time objects to Distributor’s use of the Marks or distributor references, Distributor shall correct the usage as soon as commercially reasonable but no later than the next revision of such materials. Carestream retains all rights to the Marks not expressly conveyed to Distributor by this Agreement. Distributor may not use, or license others to use, the Marks on, or in connection with, any goods or services (including, but not limited to, promotional and merchandising items), other than the Products.



Do not reproduce the Brand Mark using unauthorized colors.



Do not place the Brand Mark over images.



Do not place the Brand Mark on a background color – Brand Mark must appear on white only.



Do not reproduce the Brand Mark in gray scale.



Do not recreate the Brand Mark using a different font.



Do not add any text or graphic elements to the Brand Mark.



Do not use drop shadows or other graphic embellishments on the Brand Mark.



Business Partners CANNOT use the Carestream Masterbrand Mark as a stand-alone logo.



The Brand Mark CANNOT be closely linked to other graphics or logos.