Presentation of New Visual Identities

MEDTRONIC FUNCTIONAL DIAGNOSTICS

Medtronic

Contents

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The Task

The creation of Medtronic
Functional Diagnostics requires
developing a number of visual
identities - both for Medtronic
Functional Diagnostics and the
three business units: Neurology,
Gastroenterology and Urology.

Developing visual identities
provides a framework which
suggests how Medtronic Functional
Diagnostics could present itself in
future. The visual identities must of
course support the way Medtronic
Functional Diagnostics will position
itself towards the relevant target
groups.

In terms of positioning, it is vital to
illustrate a synergy between the
three business units, so that
Medtronic Functional Diagnostics
is seen as a logical entity.

3

MFD
Symbol

The new visual identity consists of one graphic element that will act as an umbrella for the entire product portfolio - a symbol that represents both Medtronic Functional Diagnostic and the three business units.
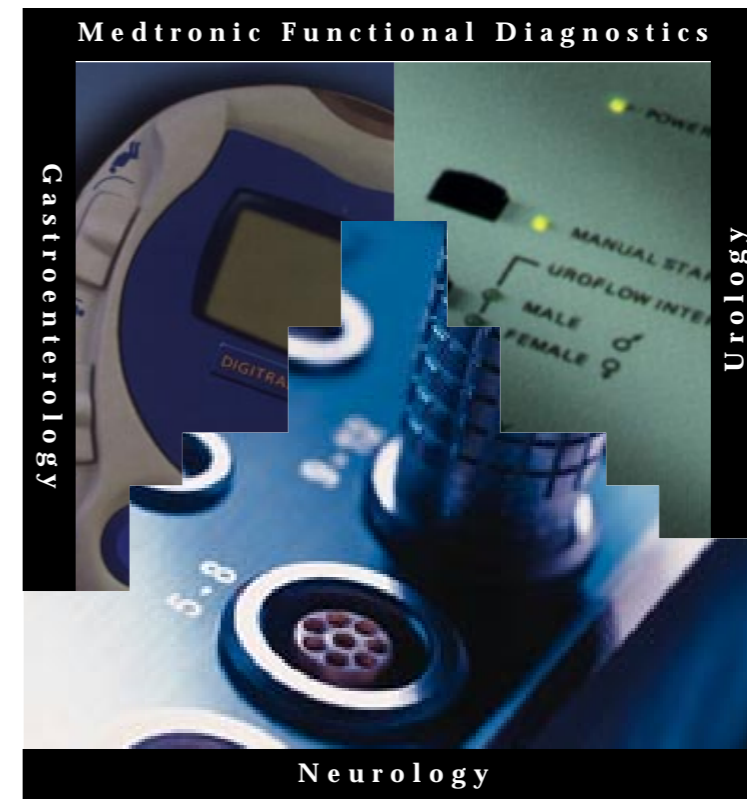
When the symbol is used on business unit level colour changes will be implemented (as shown later).

The corporate level symbol consists of three idealised diagrams that symbolise the measurement equipment and relate to all three business units.

The diagram is designed to represent Medtronic Functional Diagnostics in its entirety, thereby signalling the connection and synergy between the three business units. This symbol will function equally well in the future, should the connection and synergy between business units increase.

Shown in 140% size.

4

Business Unit Symbol

In this example, the three business units (in the left column) are shown in colour. The symbol for Neuro is at the top. While this is a four-colour product photo, the Gastro and Uro symbols are in monotone - each with its own identifying colour.

The four-colour photo conveys the sharpest, and therefore the most powerful image, while Gastro and Uro are toned down.

This procedure is repeated in the right column, but here the contrast is greater because only one business unit is in colour. The other two units are in black and white.

5

Shown in 100% size.
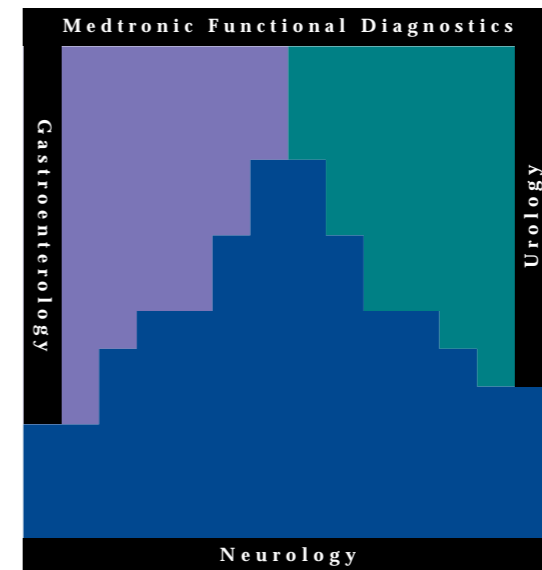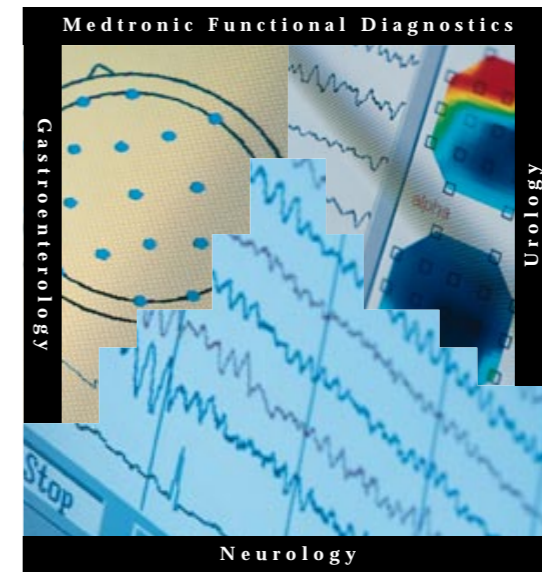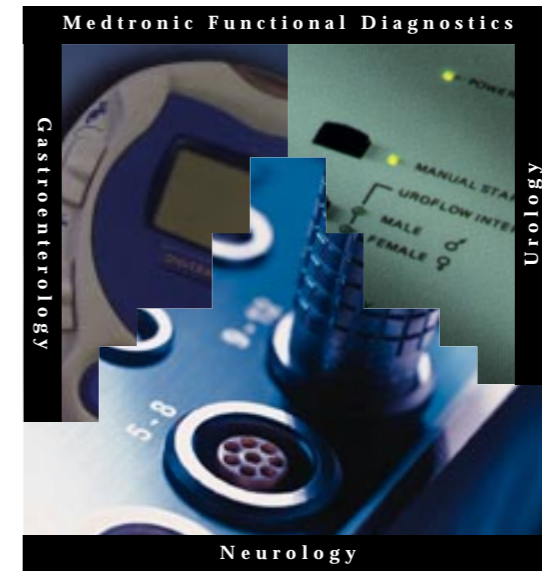
Symbol
Variations

The elements in the symbol can vary infinitely, according to the message being communicated.

The first symbol consists of photos of various products within the three business units.

The second symbol consists of various screen images taken from each of the three business units. (Here only Neuro images used).

The third symbol shows the individual identity colours that symbolise each of the business units.

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Shown in 100% size.

Symbol
Module

The typography in the symbol is Palatino Bold, size 7, with a +60 in spacing.

Medtronic Functional Diagnostics, Neuro, Gastro and Uro are printed in negative.

Neuro's identity colour is Pantone 280.

Gastro's identity colour is Pantone 265.

Uro's identity colour is Pantone 322.

The measurements in the symbol module are:
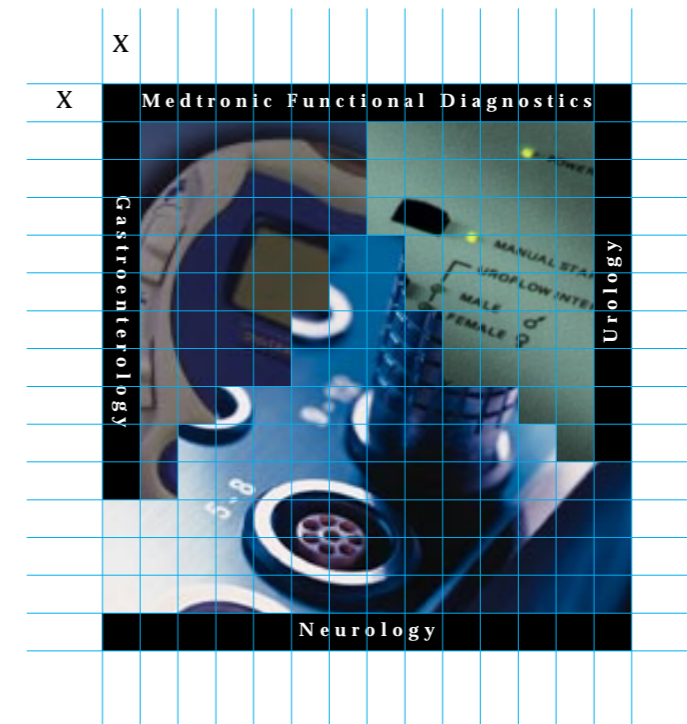X=5mm
Width = 7 cm
Height = 7.5 cm.

All symbols are shown in 100%.

Medtronic Functional Diagnostics

Gastroenterology

Urology

Neurology

Medtronic Functional Diagnostics

Gastroenterology

Urology

Neurology

X = 5 mm

7

Corporate Letterhead

The symbol on the corporate letterhead is a four-colour 'water-mark', 90% toned down so that the black print remains legible.
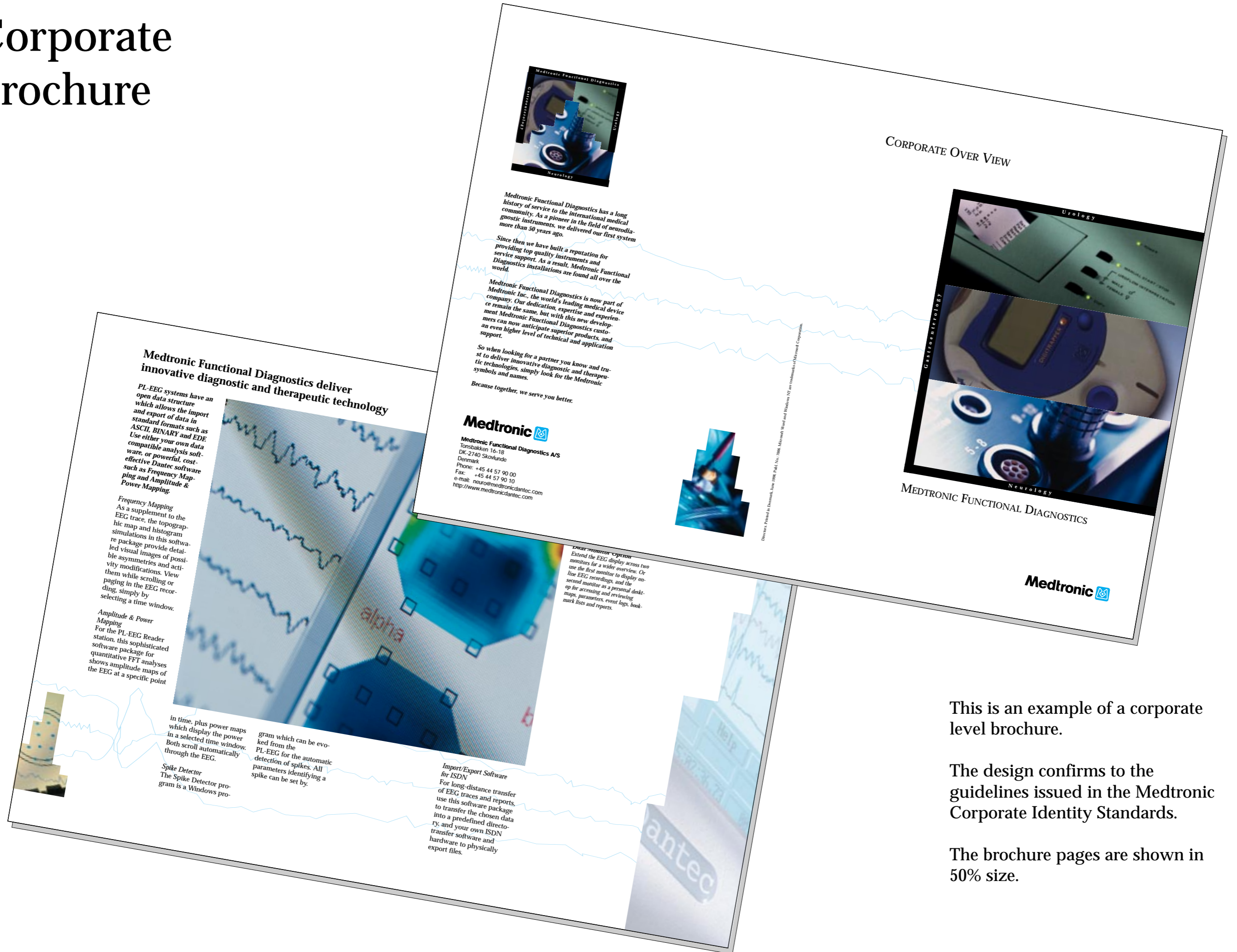
On the letterhead shown to the right, the symbol is printed in two colours from the Medtronic logo: cyan and black.

The paper is shown in 70% size.

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Medtronic

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Corporate
Brochure

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This is an example of a corporate level brochure.

The design confirms to the guidelines issued in the Medtronic Corporate Identity Standards.

The brochure pages are shown in 50% size.

Medtronic Functional Diagnostics has a long history of service to the international medical community. As a pioneer in the field of neurodiagnostic instruments, we delivered our first system more than 50 years ago.

Since then we have built a reputation for providing top quality instruments and service support. As a result, Medtronic Functional Diagnostics installations are found all over the world.

Medtronic Functional Diagnostics is now part of Medtronic Inc., the world's leading medical device company. Our dedication, expertise and experience remain the same, but with this new development Medtronic Functional Diagnostics customers can now anticipate superior products, and an even higher level of technical and application support.
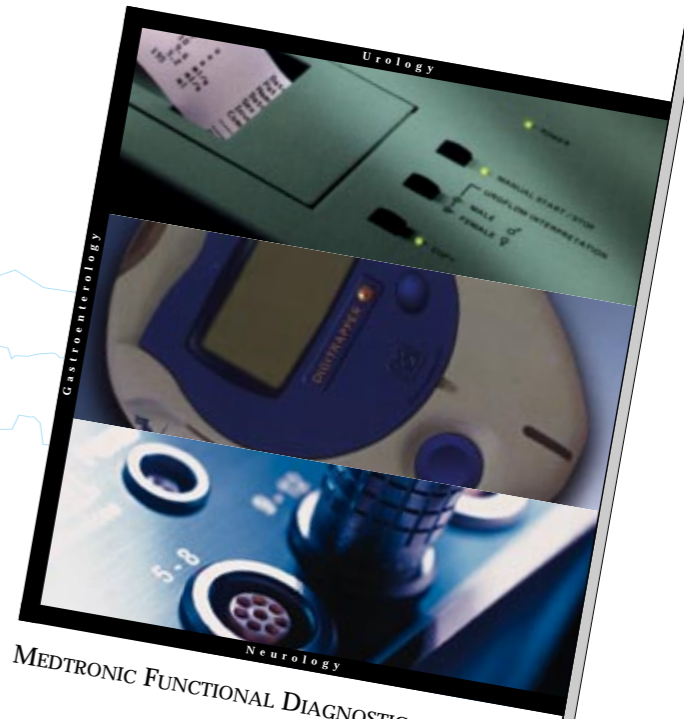
So when looking for a partner you know and trust to deliver innovative diagnostic and therapeutic technologies, simply look for the Medtronic symbols and names.

Because together, we serve you better.

Medtronic

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MEDTRONIC FUNCTIONAL DIAGNOSTICS

Medtronic

Medtronic Functional Diagnostics deliver innovative diagnostic and therapeutic technology

PL-EEG systems have an open data structure which allows the import and export of data in standard formats such as ASCII, BINARY and EDF. Use either your own data compatible analysis software, or powerful, cost-effective Dantec software such as Frequency Mapping and Amplitude & Power Mapping.

Frequency Mapping
As a supplement to the EEG trace, the topographic map and histogram simulations in this software package provide detailed visual images of possible asymmetries and activity modifications. View them while scrolling or paging in the EEG recording, simply by selecting a time window.

Amplitude & Power Mapping
For the PL-EEG Reader station, this sophisticated software package for quantitative FFT analyses shows amplitude maps of the EEG at a specific point

in time, plus power maps which display the power in a selected time window. Both scroll automatically through the EEG.

Spike Detector
The Spike Detector program is a Windows pro-

gram which can be evoked from the PL-EEG for the automatic detection of spikes. All parameters identifying a spike can be set by.

Dual Monitor Option
Extend the EEG display across two monitors for a wider overview. Or use the first monitor to display on-line EEG recordings, and the second monitor as a personal desktop for accessing and reviewing maps, parameters, event logs, book-mark lists and reports.

Import/Export Software for ISDN
For long-distance transfer of EEG traces and reports, use this software package to transfer the chosen data into a predefined directory, and your own ISDN transfer software and hardware to physically export files.

Neuro
Brochure

This is an example of a business unit level brochure for the Neuro unit.

The PL-EEG Reader
- A Valuable System For Data Analysis

Combining an intuitive user interface with high performance software, the PL-EEG Reader is a logical choice whenever you consider expanding your network. The PL-EEG Reader allows you to review EEG data, view parameter windows and write reports simultaneously using single or dual monitors. As an alternative to this total hardware/software solution, you can install PL-EEG Reader software on a.
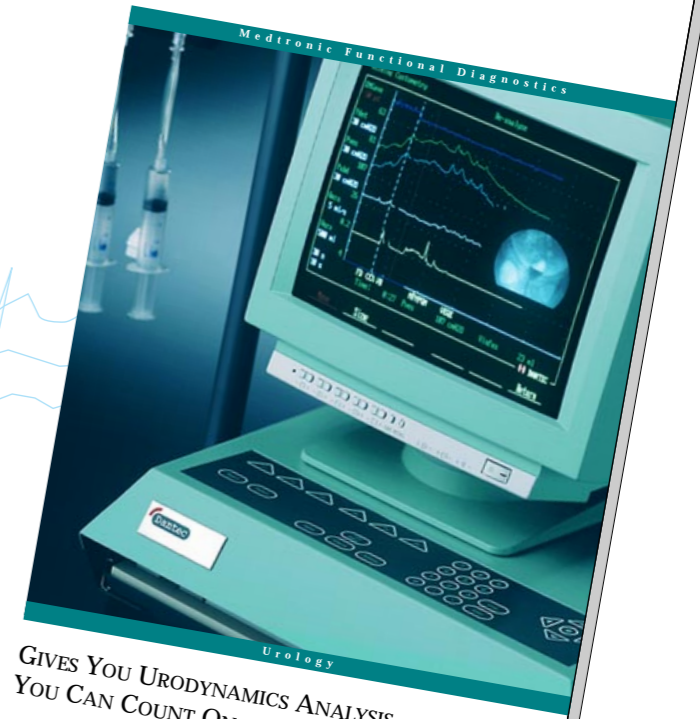
Dual Monitor Option
Extend the EEG display across two monitors for a wider overview. Or use the first monitor to display on-line EEG recordings, and the second monitor as a personal desktop for accessing and reviewing maps, parameters, event logs, bookmark lists and reports.

Advanced Quantitative Analysis Software
PL-EEG systems have an open data structure which allows the import and export of data in standard formats such as ASCII, BINARY and EDF. Use either your own data compatible analysis software, or powerful, cost-effective Dantec software such as Frequency Mapping and Amplitude & Power Mapping.

Frequency Mapping
As a supplement to the EEG trace, the topographic map and histogram simulations in this software package provide detailed visual images of possible asymmetries and activity modifications. View them while scrolling or paging in the EEG recording, simply by selecting a time window.

Amplitude & Power Mapping
For the PL-EEG Reader station, this sophisticated software package for quantitative FFT analyses shows amplitude maps of the EEG at a specific point in time, plus power maps which display the power in a selected time window. Both scroll automatically through the EEG.

Spike Detector
The Spike Detector program is a Windows program which can be evoked from the PL-EEG for the automatic detection of spikes. All parameters identifying a spike can be set by the user.

Import/Export Software for ISDN
For long-distance transfer of EEG traces and reports, use this software package to transfer the chosen data into a predefined directory, and your own ISDN transfer software and

Advanced Quantitative Analysis Software
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Frequency Mapping
As a supplement to the EEG trace, the topographic map and histogram simulations in this software package provide detailed visual images of possible asymmetries and activity modifications. View them while scrolling or paging in the EEG recording, simply by selecting a time window.

Runtime Zoom Function
A powerful zoom function allows you to make an extremely accurate analysis

Amplitude & Power Mapping
For the PL-EEG Reader station, this sophisticated software package for quantitative FFT analyses shows amplitude maps of the EEG at a specific point in time, plus power maps which display

Dual Mode Display
Multi-tasking software allows you to call up any EEG segment for review while on-line recording, using the Dual Mode Display.

Dual Mode Display
Multi-tasking software allows you to call up any EEG segment for review while on-line recording, using the Dual Mode Display.

The Spike Detector program is a Windows program which can be evoked from the PL-EEG for the automatic detection of spikes. All parameters identifying a spike can be set by the user.

Import/Export Software for ISDN
For long-distance transfer of EEG traces and reports, use this software package to transfer the chosen data into a predefined directory, and your own ISDN transfer software and hardware to physically export files. At the receiving end, the same software package is used to transfer the data into the PL-EEG database.

View and Rate (Sleep Staging)
For sleep scoring, View and Rate is a new and powerful diagnostic tool. Sleep staging and REM scoring is presented as a standard hypnogram, giving an excellent overview of the sleep session. In addition to

Specifications

Features
- Auto-scrolling in both directions.
- Forward or backward paging by time or segment length.
- Instant display of the required sections via time input, or event log markings.
- Measure amplitudes, slopes and frequencies using the dynamic time grid.
- Up to 10 x runtime zoom with measurement functions.
- Split screen mode for comparing different EEG recordings, epochs and parameters.
- On-line monitoring of any recording.
- Review while recording (split screen or full screen).
- Enter annotations with mouse or key-board, using pre-defined phrases or "free editing".
- Use special bookmarks to quickly redisplay corresponding fragments of EEG recordings, montages and other display parameters.
- Graphically oriented set-up of a wide range of montages.
- Integrated database functions for rapid location of patient EEG recordings.
- Guaranteed compatibility with existing PL-EEG recordings, patient and EEG data.

Display Parameters
- Horizontal resolution - up to 160 points/sec. at a recording speed of 30 mm/sec. Vertical resolution up to 3 points/mm (depending on your system).
- Sensitivity from 1μV/cm to 99.9 mV/cm in steps of 0.1μV.
- Time constants 0.1 sec., 0.3 sec., 1.0 sec., and 3.0 sec.

- Threshold frequency 1.6 Hz, 0.5 Hz, 0.16 Hz and 0.05 Hz.
- Low-pass filters from 20 Hz–115 Hz, scaled in 8 steps according to sampling rate.
- Recording speed from 7 mm/sec. to 200 mm/sec.
- Exact screen scaling (30 mm/sec. in the EEG corresponds to 30 mm on screen).

System Requirements (Minimum)
- Windows NT® 4.0.
- 133 MHz Pentium processor (200 MHz recommended).
- 32 Mb RAM working memory (64 Mb recommended).
- SCSI Hard Disk.
- CD-ROM Drive.

Options
- Network-compatible Windows NT® Reader Station with 17" Trinitron monitor, keyboard, mouse and CD-ROM Drive.
- Dual Monitor Option for maximum data display.
- Database-controlled archive software. Magneto Optical (MO) disk drive (540 Mb).
- WORM disk drive (up to 1.7 Gb).
- Frequency analysis and display of the corresponding power spectra with optional, channel-specific references and segments.
- Amplitude and Power Mapping.
- View and Rate (sleep staging).
- Spike Detection.

Medtronic

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Dantec® PL-EEG Reader

Medtronic Functional Diagnostics

A VALUABLE SYSTEM FOR DATA ANALYSIS

Neurology

Medtronic

The design conforms to the guidelines issued in the Medtronic Corporate Identity Standards.

The word 'Dantec' and the product names are written in Palatino Bold italic, size 21, in 65% black. The word 'Dantec' features as a name, not a logo.

These pages are shown in 50% size.

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Uro
Brochure

This is an example of a business unit level brochure for the Uro unit.

The design conforms to the guidelines issued in the Medtronic Corporate Identity Standards.

These brochure spreads are shown in 50% size.

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Gastro
Data sheet

This is an example of a business unit level data sheet for the Gastro unit.

The design conforms to the guidelines issued in the Medtronic Corporate Identity Standards.

The data sheet is shown in 60% size.

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DIGITRAPPER

NEXT GENERATION

System Specifications

Polygram '98 Study pH Testing Application Workstation software:	(also compatible with Digitrapper Mk III, requires Combi II interface)
Scoring & normals: scoring percentile Correlation.	Including: DeMeester & Johnson scoring (adult), Boix-Ochoa (pediatric), infant normals graph, Symptom, Symptom/Reflux Symptom Index, Symptom Association Probability
Common patient database:	For handling of patient demographics and data
Reports:	Standard or user definable
Languages: Spanish,	Danish, Dutch, English, French, German, Italian, Japanese, Swedish
Data export:	Available
Parameters measured:	pH, pressure
Number of channels:	4 pH, 1 pressure
Event marker:	Patient activated: chest pain, etc.
Period switches:	Patient activated: meal, recumbent
Catheter compatibility:	Single-use or multi-use antimony, glass (Ingold)
Device operating system:	Windows™ CE
LES/UES identification:	On-line: manometric tracing on LCD display
LCD resolution:	Backlit graphics display, 73 x 119 pixels
Sampling rate:	1/16-16 Hz, selectable per channel
Resolution:	12 bits
Measurement range:	0.1-9 pH
Data memory capacity:	4 MB
Memory type:	Flash data memory
Recording length:	24, 48 hours
Battery type:	2 x AA alkaline
Self test:	upon activation to verify functional integrity
Communication:	IrDA 1.1 port (infrared)

Upload time: study	10-30 seconds for a normal 24-hour study
Minimum computer requirements:	200 mHz Pentium, 32 MB DRAM, Windows 98, CD ROM
PC Compatibility:	IBM compatible
Weight:	approx. 300 g, 10.5 oz
Regulatory approvals:	MDD compliance
Standards compliance:	EN 60601-1, 2nd edition EN 46001:1997 EN ISO 9001:1994

Training and Education

Training Workshops:	Available at a network of clinics and hospitals throughout the world.
Instructional Videos:	Ambulatory 24-hour pH testing, esophageal manometry.
Books:	"A Practical Guide To Gastrointestinal Function Testing." Stendal 1997. Plus a range of texts on pH, manometry and electrogastrography.

Accessories

- IrDA Dongle for communication between Digitrapper Delta and computer
- Range of pH catheters: multi-use, single use, glass, built-in or external reference electrode, with or without infusion port
- pH buffer solution
- electrode gel
- belt/shoulder strap (included with Digitrapper Delta product)
- Combi II interface for use with Digitrapper Mk III and Polygram '98, pH Testing Application.

CE   ISO-9001

Microsoft Certified Solution Provider

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DIGITRAPPER

AMBULATORY 24-HOUR pH RECORDER

Medtronic Functional Diagnostics

Digitrapper Delta is the new generation of pH testing and engineered for precision and designed to work the way you work.

New features include:

- Large display for easy operation by technician and patient, with operator keys hidden during recording.
- Ergonomic and intuitive design to minimize patient inconvenience and anxiety.
- Single symptom button for increased accuracy and simplicity of patient symptom reporting.
- Infrared communication eliminates the need for computer cables and interfaces.
- Enhanced LES identification function displays an actual manometric tracing on screen. Manometric sphincter data is stored with pH data.
- State-of-the-art Windows™ CE operating system.
- Customize your own report, or use our concise yet comprehensive standard, including a 24-hour graph of the patient's reflux pattern, normal values and reflux score.

Gastroenterology

A GOOD DIAGNOSIS IS HALF THE CURE

Medtronic

Directors. Printed in Denmark, June 1998. Publ. No.: 7008. Microsoft Word and Windows NT are trademarks of Microsoft Corporation.

Advertising Situations Vacant

This is an example of a two-column advertisement.

Single or two-column advertisements are always in portrait format (upright).

Three-column advertisements are always in landscape format (horizontal), and can be extended across four, five, or six columns.

Note that the photo and symbol are printed in duplex: black and cyan.

This advertisement is shown in 80% size.

13

Jasmin, Bernadette and Peter is looking forward to a new collegue.

M e d t r o n i c   F u n c t i o n a l   D i a g n o s t i c s

N e u r o l o g y

The position
PL-EEG systems have an open data structure which allows the import and export of data in standard formats such as.

Use either your own data compatible analysis software, or powerful, cost-effective Dantec software such as Frequency Mapping and Amplitude & Power Mapping:
- Windows NT® 4.0.
- 133 MHz Pentium processor (200 MHz recommended).
- 32 Mb RAM working memory (64 Mb recommended).
- SCSI Hard Disk.

Profile
For the PL-EEG Reader station, this sophisticated software package for quantitative FFT analyses shows amplitude maps of the EEG:
- Windows NT® 4.0.
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- 32 Mb RAM working memory (64 Mb recommended).
- SCSI Hard Disk.

We offer
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For long-distance transfer of EEG traces and reports, use this software package to transfer the chosen data into a predefined directory, and your own ISDN transfer.

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So when looking for a partner you know and trust to deliver innovative diagnostic and therapeutic technologies, simply look for the Medtronic symbols and names.

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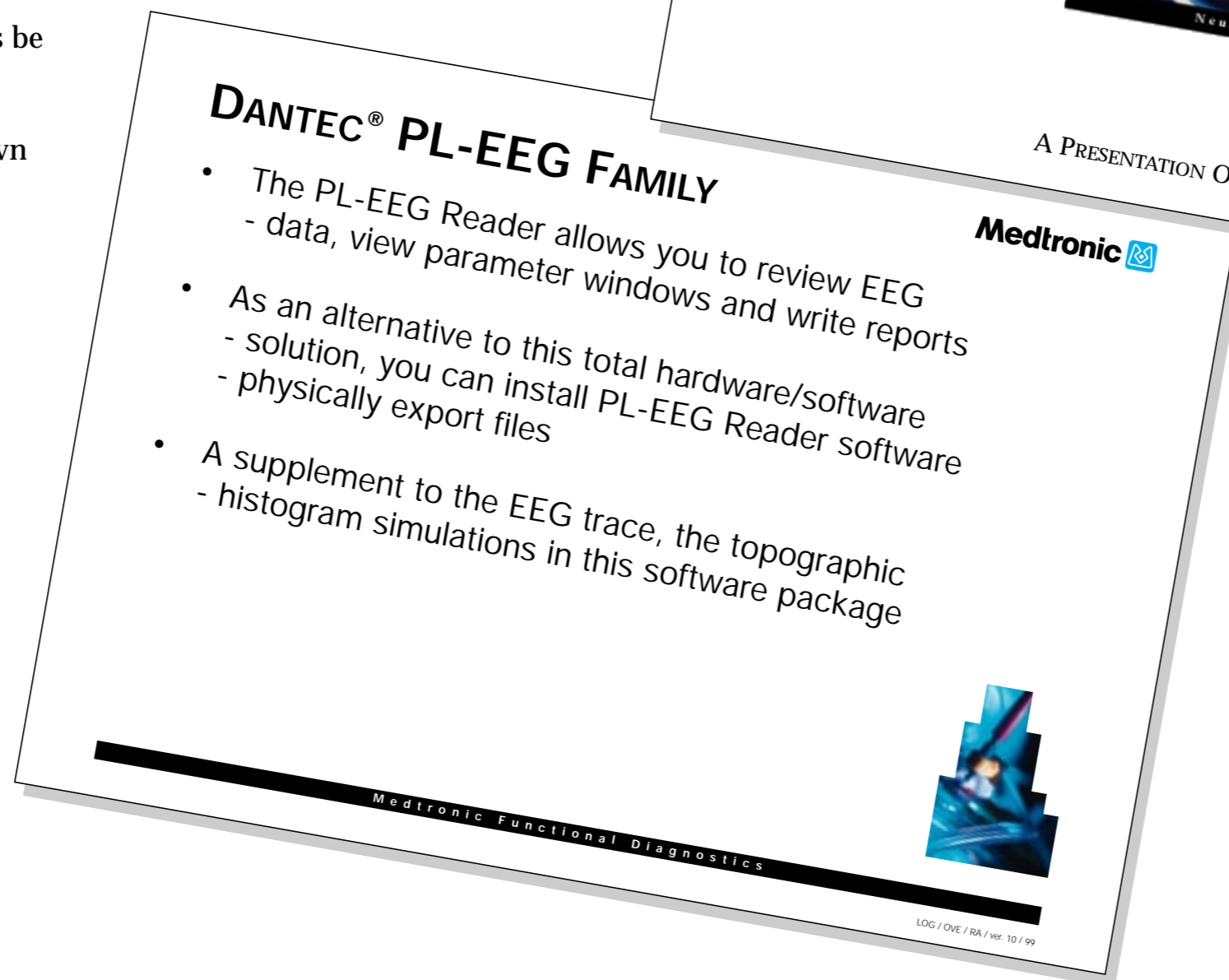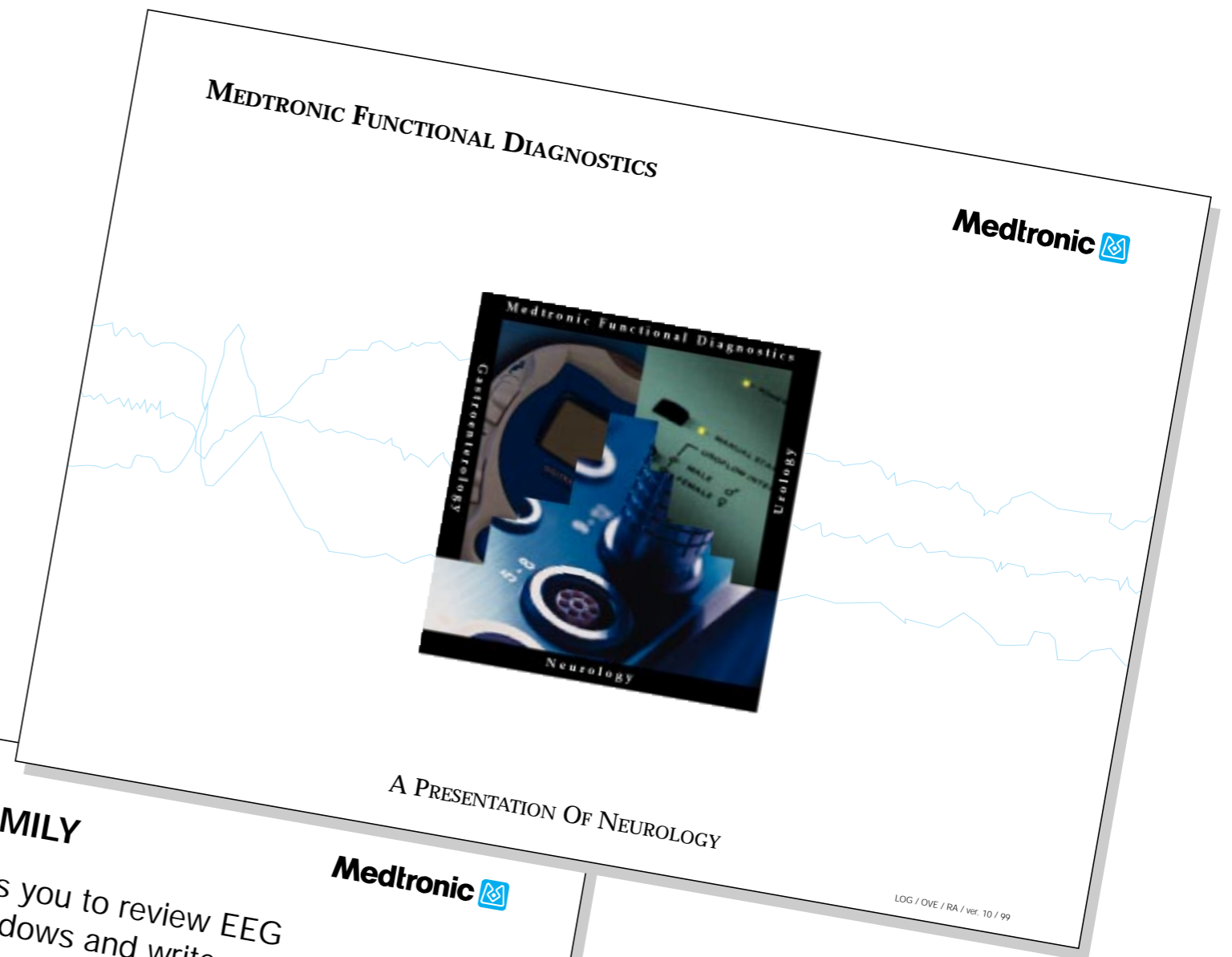http://www.medtronicdantec.com

Overheads

Overheads should always be displayed in landscape format. The first page (shown here to the right) contains five elements.

Any following pages should not include the symbol, but the logo, a bottom line and a decoration element in the bottom of the page to the right (shown below).

Overheads should always be in A4 size.

These overheads are shown in 60% size.

MEDTRONIC FUNCTIONAL DIAGNOSTICS

Medtronic

A PRESENTATION OF NEUROLOGY

DANTEC® PL-EEG FAMILY

- The PL-EEG Reader allows you to review EEG
  - data, view parameter windows and write reports

- As an alternative to this total hardware/software
  - solution, you can install PL-EEG Reader software
  - physically export files

- A supplement to the EEG trace, the topographic
  - histogram simulations in this software package

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Medtronic Functional Diagnostics

14

MFD
Symbol
with text
and pay-off

Symbol text - long version:

Medtronic Functional Diagnostics
develops, markets, and distributes
systems for the investigation of functional
disorders. Its products assist health care
providers all over the world in selecting
effective therapies for gastrointestinal,
urological and neuromuscular diseases.

As an organisation operating in
three closely related physiological
fields, Medtronic Functional
Diagnostics is unique.

Medtronic Functional Diagnostics'
systems are designed with the future in
mind. The goal is to offer the same range
of fully integated diagnostic tools.
And at the same time providing total
compatibility plus the ability to expand
and develop whenever necessary.

For customers in 70 countries this
combination ensures greater efficiency
both financially and diagnostically, by
giving physicians the opportunity to
work together, share equipment, and
exchange precious knowledge.

Medtronic Functional Diagnostics -
Synergy between People, and Technology.

Symbol Text - short version:

Medtronic Functional Diagnostics
develops, markets, and distributes
fully compatible systems for the
investigation of functional disorders.
Its products assist health care providers
all over the world in selecting effective
therapies for gastrointestinal, urological
and neuromuscular diseases.

Medtronic Functional Diagnostics -
Synergy between People, and Technology.

15

Medtronic Functional Diagnostics

Gastroenterology

Urology

Neurology