

# LIOR TAYLOR

## Senior Visual Designer

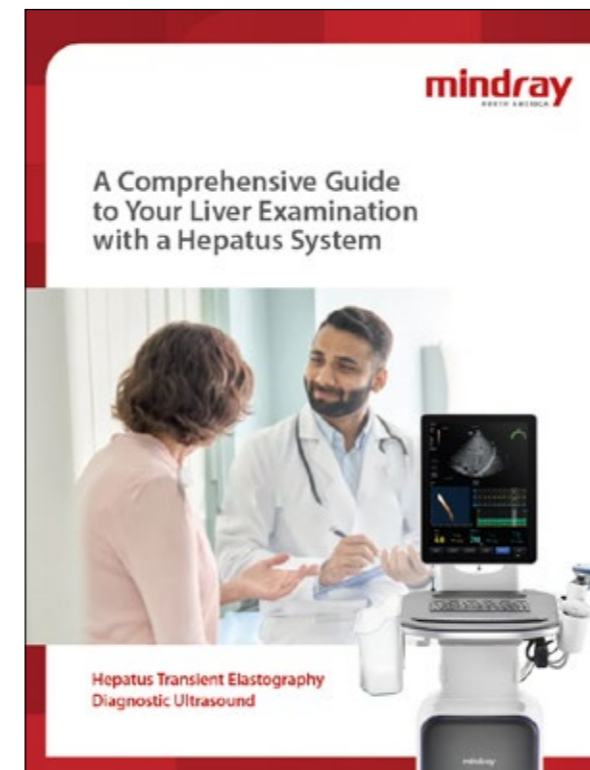
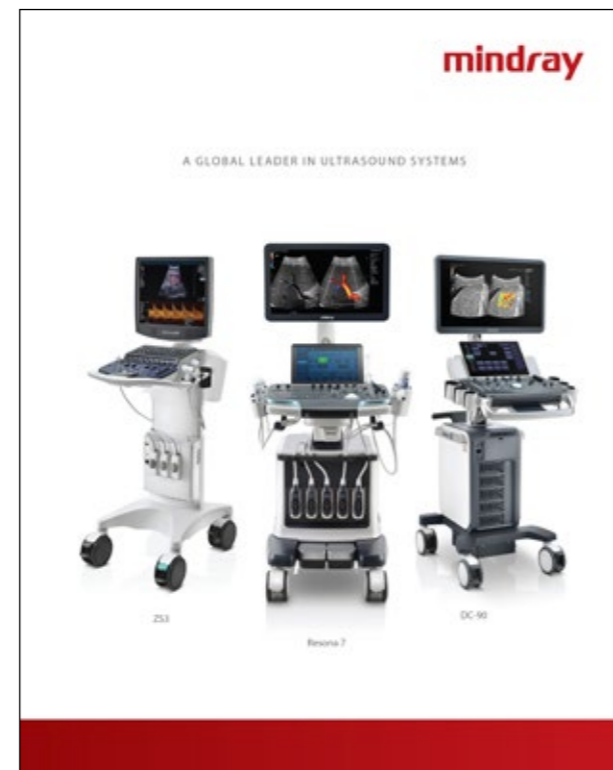
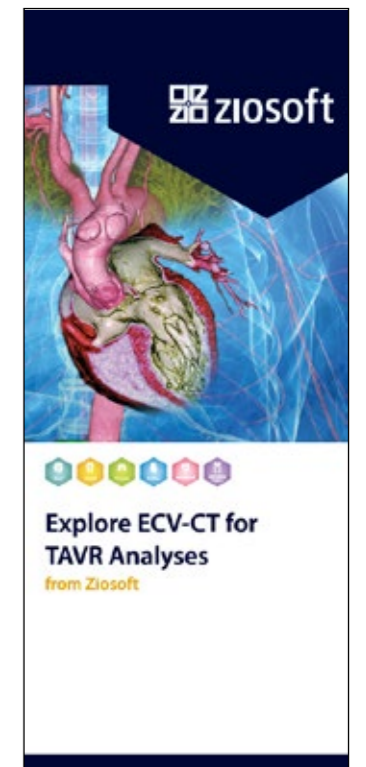
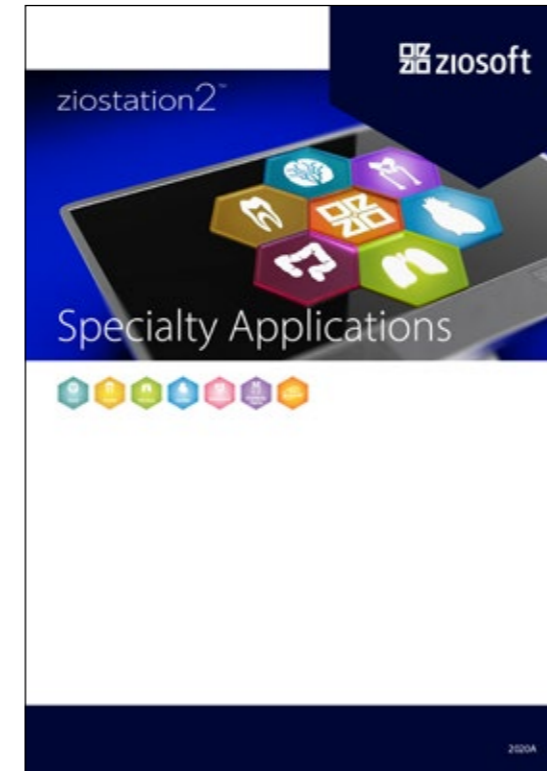
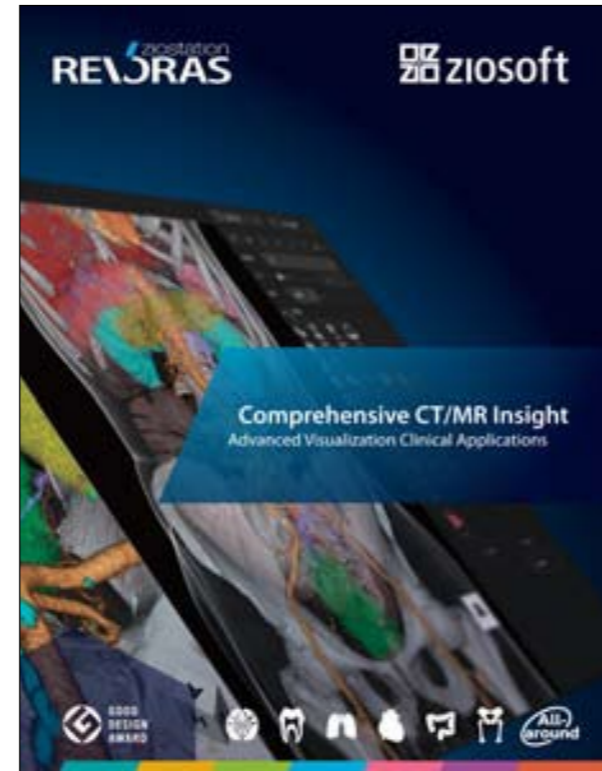
Technical Communications | Publication Design | Multimedia







# Publication Cover Systems



Developed publication identities and cover systems for brochures, proposals, and technical documents.

# Multi-Page Publications

**mindray**  
NORTH AMERICA

## Hepatus 6

Transient Elastography Diagnostic Ultrasound System

The image shows the Hepatus 6 diagnostic ultrasound system, featuring a large monitor displaying a liver scan, a keyboard, and a control panel. A red decorative wave is visible in the background.

### A Clear Vision for Liver Care

Mindray's latest technology in liver care is a complete solution for non-invasive liver disease management using transient elastography. The Hepatus 6 Transient Elastography Diagnostic Ultrasound System is ideally suited for early detection, diagnosis, and treatment of liver diseases, and provides clinicians with an easy-to-use and reliable solution for quantitative diagnosis of liver fibrosis and liver steatosis. The Hepatus 6 System is the optimal solution to provide clinicians a clear view of patient liver health and help them create a clear path forward for their patient.

### Clear and Intuitive User Experience

**Simplified User-Experience**

- Full touchscreen tablet for intuitive operation and easy disinfection
- Barcode scanner to conveniently capture patient information

**Intuitive Workflow**

- Users can easily switch between the Visual Transient Elastography (VTE) transducer for all patient types and a curved ultrasound imaging transducer to see more detail in real-time
- Adjustable panel for optimal workflow ergonomics

**Exceptional Mobility**

- Retractable cord reduces tripping hazards and cable damage and allows for easy transport
- Two-hour battery life provides unshowered scanning
- Offers a flexible storage design with cable management, transducer or gel holders, and a large storage basket

**Non-Invasive**  
Reduce the need and risk of liver biopsy with this non-invasive technology that is painless and safe for all types of patients with liver disease.

**Quantitative**  
Enables quantitative detection and assessment of the severity of liver fibrosis and steatosis utilizing Transient Elastography (TE) and Liver Ultra-Sound Attenuation (LUA).

**Assure**  
Can detect liver fibrosis and steatosis in its early stages due to its high sensitivity and accuracy to assist clinicians with early screening, diagnosis, and treatment of liver disease.

**Easy Follow-up**  
Enables clinicians to monitor patients' liver progression over time, making disease tracking and treatment evaluation quick and convenient.

Page 2 - Hepatus 6 System

### Elevated Diagnostic Functionality

- Detect, quantify, and evaluate liver fibrosis and steatosis using real-time ultrasound images with Visual Transient Elastography (VTE)
- Excellent 2D and color Doppler imaging for liver morphology assessment and hemodynamics, as well as state-of-the-art VTE/Elastography
- One transducer for 2D color Doppler imaging and assessment, ultrasound guidance, and quantitative / VTE measurements to scan various patient types and sizes
- Smart Trend Analysis Software to review historical exams and export data for research and analysis

### Automated Tools

**Liver Stiffness Quantitative Analysis**

Extra Marker: 7.1 kPa (Q1), 2.0% (Color)

**Liver Ultrasound Attenuation**

LUA Marker: 173 dB/MHz (Q1), 4.2% (Color)

**Automatic Q-Scan Measurements**

Quality Control Index

- M-STB: Respiratory movement disturbance, Probe pressure too low
- M-STB: Stable respiratory movement, Probe pressure too high
- M-STB: Stable respiratory movement, Proper probe pressure

Hepatus 6 System - Page 3

### Clear Visualization

Liver Acites

### Peace of Mind

The Industry's Best Investment

### Living Technology

Living Technology™ is a continually evolving software-based approach to providing our customers with easily upgradeable enhancements made possible by our continuous imaging technologies. These upgrades serve as product investment protection by ensuring that Mindray Ultrasound Systems remain the cutting-edge of imaging performance throughout their entire life cycle.

Mindray North America  
880 MacArthur Blvd., Mahwah, NJ 07430  
Tel: 800.288.2121 | Support: 877.932.8663 | Fax: 973.821.1111  
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**mindray**  
NORTH AMERICA

## Perioperative Excellence

A Personalized Approach to Patient Care

The image shows a surgical team in an operating room, with a Mindray patient monitor visible in the background.

### Seamless and Secure Patient Data

The Mindray eGateway empowers your perioperative suite with a standards-based bridge, seamlessly connecting Mindray solutions with your hospital information systems.

BenVision DMS further supports the surgical department's dynamic needs by offering a flexible monitoring solution and connectivity to the BenVision N-Series and N1 Transport Monitor Module, catering precisely to the requirements of surgeons, anesthesiologists, and the surgical staff within the perioperative environment.

### Maximize Uptime

Mindray's patient monitoring, anesthesia, and ultrasound solutions maximize uptime, enabling more focus on quality care.

- AS/A9 Anesthesia Machines:** A comprehensive, fast, and simple automatic system check can be scheduled to automatically check all components to ensure proper functionality without manual intervention
- BenVision N-Series Monitors:** User-friendly interface simplifies 50% of operations, reduces training time, and enhances clinician reach with remote viewing and fast data access
- TE X Ultrasound Systems:** Durable, with elevated transducer cables and up to five hours of battery life, ensuring reliable, uninterrupted performance
- TE Air Series Wireless Handheld Ultrasound Systems:** Optimized for uptime with a one-hand interface, patient data management, and seamless DICOM connectivity

### Enhanced Clinical Workflow with Intuitive Interfaces

Intuitive interfaces simplify even the most complex procedures and improve workflow efficiency, allowing perioperative clinicians to focus solely on patient care.

### BenVision N-Series Monitors

- Customizable screens with the bedside monitor size options to choose from
- Cardiopulmonary bypass (CPB) mode and specialized OB-specific configurations streamline user experience
- Multi-gesture smartphone-like user interface (UI) operation across all six N-Series Monitors

Designed long-form publications that organized complex information into clear, readable layouts.



# Presentation & Information Design

Designed presentations and information graphics that communicated complex ideas through visual storytelling.

**CUREUS**  
Journal of medical science

Cureus

**CUREUS SOLUTION**  
Web-Enabled Journal That Turns the Dated Publishing Paradigm on Its Head

- Leverage latest digital communication and social media technologies
- Affordable publishing with easy-to-use and efficient online platform
- Faster publication and rapid data dissemination
- Open access to practical clinical knowledge and real-life physician experiences

Cureus

**CUREUS**  
Rapid Review, Publication and Dissemination

- Rapid fully-digital editorial and peer review
- Utilizing a low-cost editor work force
- Less than 24-hour editorial response time
- Reducing traditional publication times

Average publication < 4 weeks and in as little as a few days

Cureus

**Equivalency Validation Study Design**

**Objective:**

- Compare expert 3<sup>rd</sup> party pathologist diagnoses with Histolix images with standard 4-run FFPE H&E tissue sections

**Methods:**

- Prepare 100 tissue samples representing 20 common tissue types, randomized and ensuring FFPE and H&E of same tissue are separated by 30-day wash-out
- Present to 4 independent 3<sup>rd</sup> party experts for comparative diagnosis between Histolix under 10 min produced image and standard H&E FDA cleared digital composite image
- Obtain concordant, mildly or significantly discordant results by each tissue type

**Endpoints:**

- The primary endpoint is intra-observer concordance, and the primary endpoint will be the number of major discrepancies
- The secondary endpoint is to compare major discrepancies by modality. That is, are they more common in the Histolix reads or the glass slide reads

**Human Appendix**

Histolix

**Team: Proven expertise in successful execution**

**Oran Muduroglu**  
Chairman & Chief

**Allen Gowen**  
Senior Advisor

**Rob Roynes**  
CEO

**Dr. Richard Levinson**  
Co-Founder & CSO

**Farzad Ferozini, PhD**  
Co-Founder & CTO

**Dr. Sandy Borowick**  
CMO

**Go-to-Market Strategy:**

- Lead through FDA approval
- Exit to Siemens, Philips, IM Quest Diagnostics, VCA, Abbott, Hantwerk

**Scientific & Imaging Innovation:**

- Inventors with several patents in multi-spectral imaging
- Built core components of three Histolix box prototypes

**FDA Clinical Leadership:**

- Lead Leica Biosystems Digital Path. through successful FDA trial
- Leading breast pathologist at UC Davis

Histolix

**Histolix**

**Direct-to-Digital Slide Free Tissue Diagnostics**

Series A Investor Presentation

# Email & Digital Campaigns

RSNA 2019 **mindray**

*Always Be Ahead of the Curve*  
#MindrayRSNA19

Visit us at Exhibit #8121 North Hall

**RSNA Exhibit Dates**  
December 1-5, 2019

McCormick Place, Chicago, Illinois

The Radiological Society of North America (RSNA) 2019 Annual Meeting and Scientific Assembly, the largest medical imaging forum in the world, is just around the corner! As one of the world's leading providers of ultrasound solutions, Mindray is proud to put our portfolio of all key product lines on display. We sincerely look forward to meeting you and your company representatives!



**Special Event**  
Dec. 1 & 2 @ 10:15am  
Exhibit #8121, North Hall

Mindray North America  
800 MacArthur Blvd., Mahwah, NJ 07430  
Tel: 800.388.2121 Support: 877.913.5663 Fax: 800.526.4275

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healthcare within reach.

**ziosoft**

Please join us at the 34th meeting of ESTS  
**ESTS 2026**

**European Society of Thoracic Surgeons**  
Athens, Greece, June 7-9, 2026

"ESTS: Where Classics Meet Innovation"  
Booth M3



Social Media Post

**MIZUHO | OSI**

Elevating the Surgical Experience. Featuring the Levó at AANS  
Booth #1233 New Orleans, LA



An innovative modular head positioning system, the Levó has advanced performance that provides fluid yet controlled motion. The system's design provides the user with an interface that is safe, fast, and easy to engage. With its precise positioning, intraoperative controls, QuickConnect, and Prone Face Support, the surgeon is in control of all head positioning adjustments, whether needed prior to or during surgery.




Discover Levó

**MIZUHO | OSI**  
www.mizuhoosi.com

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All rights reserved.

**WHY I PUBLISH WITH CUREUS...**  
Allen Ho, MD  
Resident Physician  
Department of Neurosurgery  
Stanford School of Medicine



**Cureus**

**YOU UPLOAD YOUR REFERENCES. WE LEARN.**

Machine learning improves formatting with every upload.

Email Headers

SDMS 2019 **mindray**

solutions within reach



**An ultrasound system that puts your well-being first**

We invite you to visit us at exhibit #204 during the 2019 Society of Diagnostic Medical Sonography Annual Conference (SDMS) to learn more about Mindray's groundbreaking ultrasound systems and how they may be the right fit for you.

With 90 percent of sonographers consistently working with pain, and 20 percent facing career-ending injuries\*, Mindray's commitment to the ultrasound clinician's health is paramount. At SDMS, Mindray will be featuring one of our most innovative and ergonomic systems to date: the Resona 7 Ultrasound System Sapphire Edition. The Resona 7 System is designed around you and aims to put your well-being first with state-of-the-art ergonomic features above and beyond expectations.

\* K. Pike, J. Russo, A. Berkowitz, J. Baker, J. Lemay, V. The Prevalence of Musculoskeletal Disorders Among Diagnostic Medical Sonographers. Journal of Diagnostic Medical Sonography 19(7), 13(7) 219-227



Visit Mindray (Exhibit #204) at the 2019 SDMS Annual Convention  
National Harbor, MD | Sept 26-28, 2019

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healthcare within reach

www.mindray.com

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Email Campaigns

**ziosoft**

Beyond Advanced Visualization

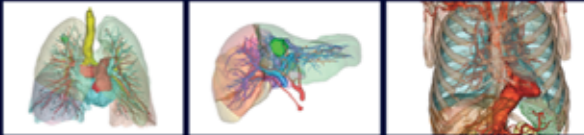
**Join Ziosoft at RSNA 2021**

**Introducing ZIOflex from Ziosoft**

At Ziosoft, we passionately believe in building customer loyalty and trusted, lasting partnerships with healthcare institutions for a better patient outcome. We recognize the challenges of deploying cutting-edge technologies while managing the risks for capital budgeting, ROI and mitigations. We have come together with our expertise, break-through technology and decades of experience to help healthcare providers make a meaningful and lasting decision to deploy advanced visualization solutions with no risk.

To this end, we are now offering our flagship multi-modality AI advanced visualization solutions based on a subscription model - Zioflex. This subscription model offers flexible terms to all institutions to help mitigate their budget constraints by utilizing an operational budget. Zioflex benefits include:

- No risk of capital investment
- No long-term commitment
- Free software upgrade and technical support during the active subscription
- Educational support is available at various levels
- Choose your own hardware per supplied specification
- Keep absolute control of your data
- Ensure latest advancements in post-processing solutions
- Highly scalable terms and deployment models supports your future growth



Ziosoft is a recognized leader of advanced visualization and a pioneer of developing advanced image processing, such as cutting-edge PhyZiodynamics. The company celebrates its global presence throughout 30 countries, more than 3000 medical sites and scientific recognition with over 900 published articles. Ziosoft has been developing advanced imaging analytical solutions for more than twenty years.

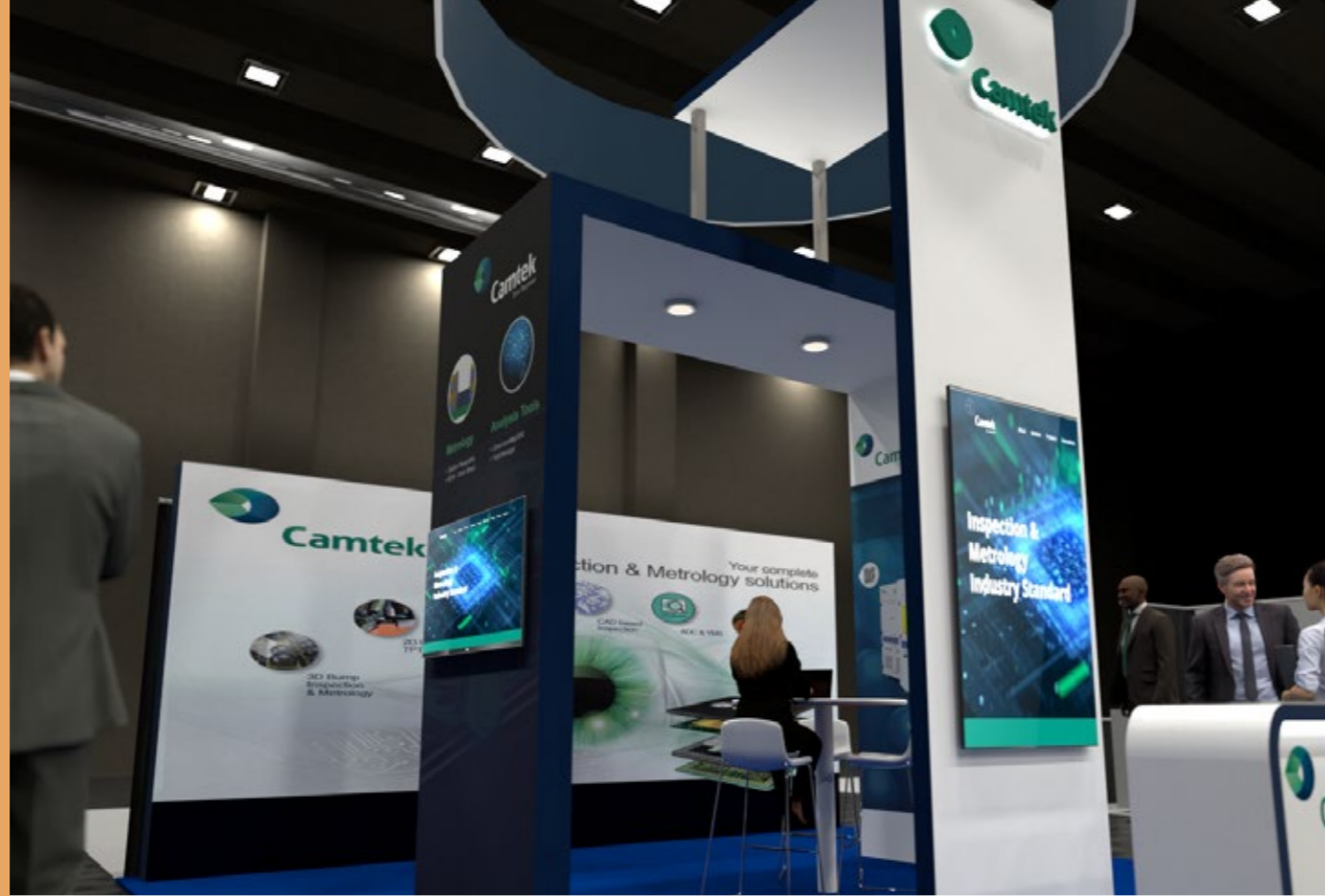
Discover the power of Ziosoft.

Learn about our new subscription model Zioflex at RSNA Booth #6515 or visit [www.ziosoftinc.com](http://www.ziosoftinc.com)

**ziosoft**

Produced digital communications including email campaigns, social media graphics, and promotional materials.

# Visualization & Spatial Planning



Developed 3D visualizations and spatial studies to communicate environments and planning concepts.

# Large Format Graphics & Environmental Branding

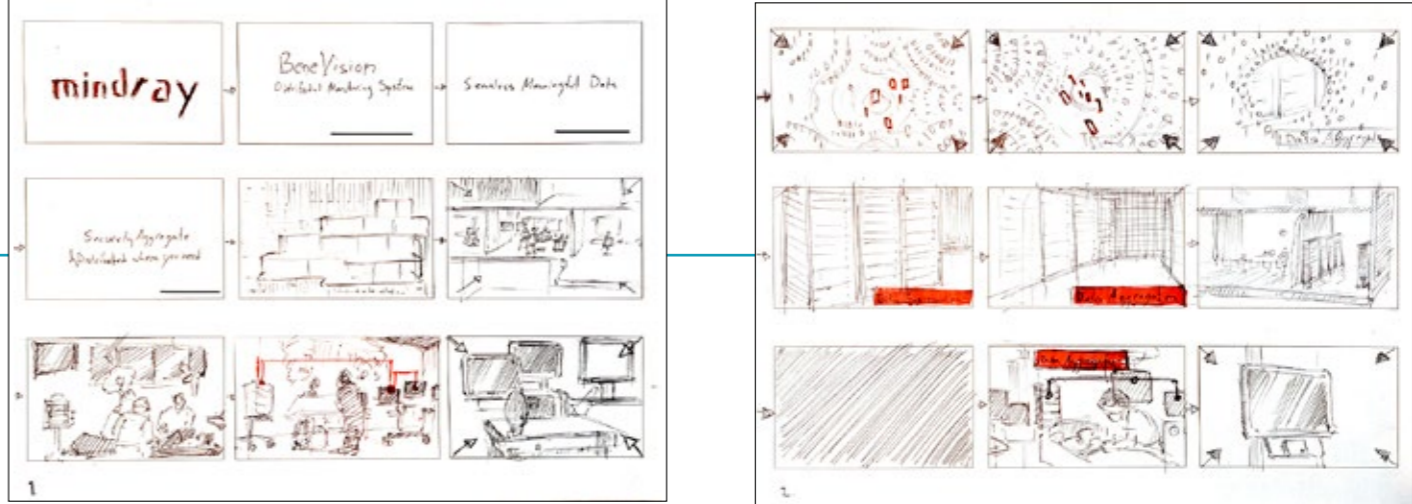


Designed environmental graphics and large-format installations for exhibits, interiors, and branded spaces.

# Technical Storytelling

## CONCEPT DEVELOPMENT

Collaborated with product managers and marketing stakeholders to translate technical requirements into a visual narrative illustrating data flow, connectivity, and clinical workflows.



## VISUAL EXPLORATION

Developed visual concepts and animated sequences that transformed complex enterprise monitoring workflows into accessible stories.

## FINAL ANIMATION

Produced a launch video used for national trade show presentations, product marketing, and customer education.

 Play Video



Translated complex systems and workflows into visual narratives through story boarding, animation, and multimedia.

# Multimedia & Video Production



National Exhibit / Executive Interviews



Maher Elhihi  
Director of Marketing, Ultrasound

[▶ Play Video](#)



National Sales Video



[▶ Play Video](#)



CES Product Launch Video



[▶ Play Video](#)

Produced video and multimedia content supporting education, product launches, and customer communications.

# Exhibits & Events



Designed exhibit environments, event graphics, and experiential assets that supported customer engagement.





Systems  
Management  
Console

WorkStation

Mobile  
Viewer

EMR

CMS  
Viewer

Multi-Patient  
Viewer

**Lior Taylor**

Senior Visual Designer

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(408) 429-0901