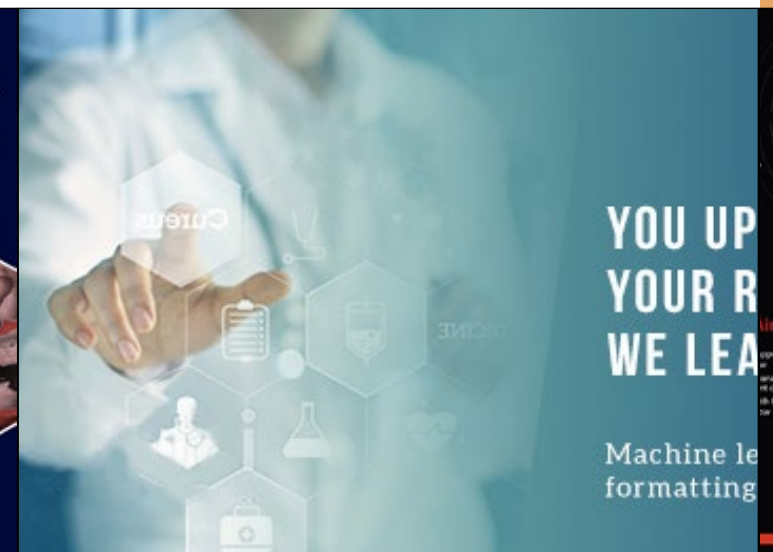


LIOR TAYLOR

Senior Visual Communication Designer

Marketing Communications | Digital Campaigns | Brand Experiences



Intentional Communication

Every communication challenge begins with the audience. Effective design isn't defined by the deliverable, but by the experience it creates and the action it inspires. Whether introducing a new technology, supporting a public outreach campaign, or creating educational materials, I believe successful communication captures attention, creates connection, and presents information with clarity and purpose. My approach combines thoughtful visual hierarchy with human-centered design to create communication that informs, engages, and motivates action.



Integrated Campaigns

Developed a central visual concept that unified the story of innovation, clinical confidence, and patient care across the ultrasound portfolio.

solutions within reach



TE7
Ultrasound System

mindray

mindray

solutions within reach



Living Technology™
State-of-the-Art Performance Today and Tomorrow

Come experience the new Emerald Edition Z.One PRO ultrasound system at the American College of Emergency Physicians (ACEP) annual conference in San Diego, CA on October 1-4, 2018.

Based on ZONE Sonography® Technology (ZST), the Emerald Edition significantly elevates the platform's performance and response times for quick and confident decisions. The upgrade also includes the industry's first transducer tracking technology, Z-Tracking™, which provides the ability to track transducers used during exams and attach to the patient's medical record.

Visit Mindray at Exhibit #735 and experience Living Technology and the Z.One PRO Emerald Edition.

mindray
healthcare within reach

www.mindray.com

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Introducing the **Z.One PRO** video



mindray



Thank you for attending the 2018 ACEP Scientific Assembly

The entire team joins me in thanking you for visiting our booth during ACEP 2018. We were happy to share with you our comprehensive ultrasound solutions and the difference our platforms make in supporting rapid and confident clinical diagnosis.

Best regards,
Steve Proctorowski
Senior Director
Ultrasound Sales
Mindray North America


What's Your Gem?



Like what you saw?
Contact us for your demonstration today!

mindray
healthcare within reach

www.mindray.com

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Product Launches

Integrated marketing assets supporting product launches across clinical education, webinars, sales enablement, and customer engagement.

Perioperative Excellence

A Personalized Approach to Patient Care

Innovation Unleashed

Based on the latest research, the TE Air Series has been established as an essential imaging technology for emergency medicine, in the operating room, and in the intensive care unit. The TE Air Series is a portable, lightweight, and easy-to-use ultrasound system that provides high-quality, high-resolution images for critical care applications.

Extreme Usability

The TE Air Series is designed for ease of use, with a simple, intuitive interface and a compact, lightweight design. It is the perfect solution for emergency medicine, in the operating room, and in the intensive care unit.

The New TE Air Mobile App

The TE Air Series is the first portable ultrasound system to offer a mobile app, allowing clinicians to access their data and images from anywhere, anytime. The app is available for both iOS and Android devices.

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.

BeneVision DMS further supports the surgical department's dynamic needs by offering a flexible monitoring solution and connectivity to the BeneVision 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/AS 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.
- BeneVision N-Series Monitors:** User-friendly interface simplifies 90% 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 PACS connectivity.

Pediatric Radiology

Our future depends on it

Ultrasound is the imaging modality of choice for safe diagnosis and treatment in pediatric radiology. A clear image with consistent, rapid frame rates is crucial when diagnosing even the youngest of your patients. The Resona 7 Ultrasound System with Zone Sonography Technology (ZST) and newly designed pediatric transducers provides the ideal platform for pediatric imaging. Advanced Acoustic Acquisition™, a proprietary software technology that uses large zones to acquire 90 percent more echo data at speeds of up to 10 times faster than conventional systems, enables live frame rates that can improve scanning efficiencies with your restless pediatric patients.

The Resona 7 ultrasound system offers pediatric clinicians the required excellence in image quality while enabling maximum workflow efficiencies. Contact us today and let us show you how.

Resona-Series

Multi-parametric solution assessment for liver disease

Steatosis

Quantitative analysis and early diagnosis of fatty liver

Fibrosis

Improved diagnostic efficacy for liver fibrosis

Focal Liver Lesion

Precise diagnosis and treatment for liver tumor

Quantitative Elastography (QEI)

High Frame Rate (HFR) Zone Sonography (ZST)

High Frame Rate (HFR) Zone Sonography (ZST)

Quantitative Elastography (QEI)

High Frame Rate (HFR) Zone Sonography (ZST)

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Digital Engagement

Developed email campaigns, and social media assets that supported customer education, scientific meetings, and ongoing engagement.



Beyond Advanced Visualization

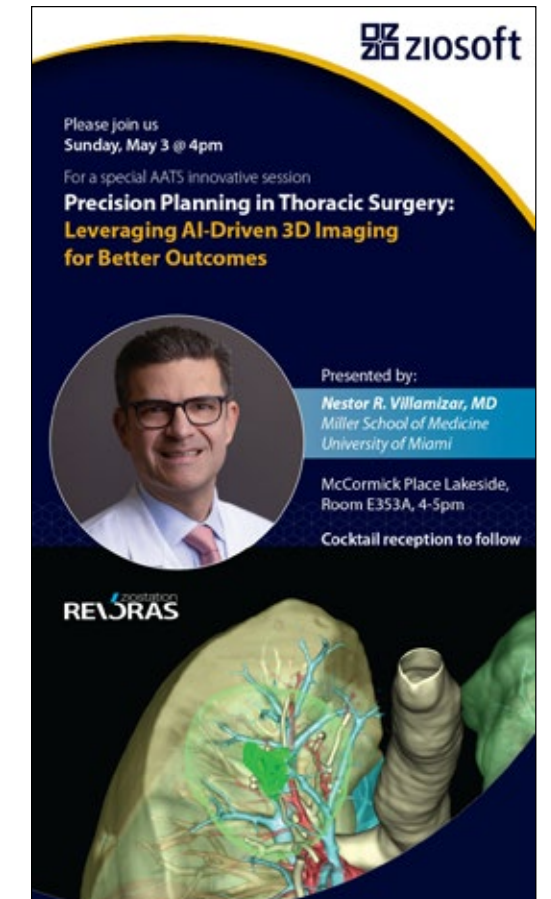
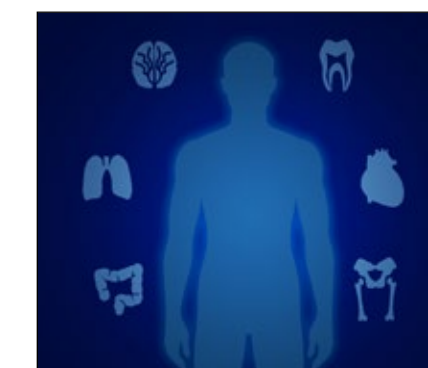
Join Ziosoft at RSNA 2021

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:

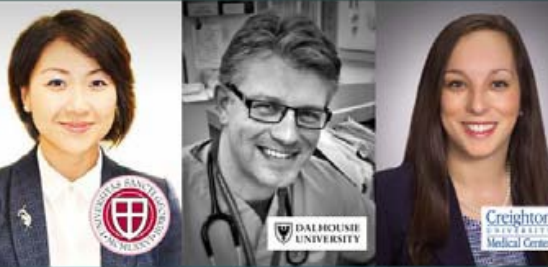
- No risk of capital investment
- No long-term commitment
- Free software upgrade and technical support during the active subscription
- Educational support is available at various levels



Digital Marketing

Developed presentations, investor communications, and social media assets supporting healthcare organizations, technology companies, and scientific publications.

Hassle-free publishing is already a reality for many of our authors



Joy Wang
Research Fellow,
Anatomical Sciences

Paul Atkinson
Professor in
Emergency Medicine

Amanda Dave
Medical Student

Cureus

YOU UPLOAD
YOUR REFERENCES.
WE LEARN.

Machine learning improves
formatting with every upload.

CUREUS
Journal of medical science

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

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 hooded prior to or during surgery.

Discover Levó

MIZUHO | OSI

www.mizo.osi.com

MIZUHO | OSI

Introducing Hana
Orthopedic Surgery Table
Digital Table Setup Applications

Mizuho OSI is committed to your success by providing our customers with educational tools. We are pleased to announce the release and availability of the Hana setup guides online. These applications provide simplified table setup instructions for various procedures on the Hana table.

They include:

- visual references
- installation & procedure setup instructions
- table features & components

Available for use in iOS, android, and web-based applications. Click links below for direct download and access to these complementary tools.

Partnering with you to provide educational solutions
Mizuho OSI

MIZUHO | OSI

www.mizo.osi.com

mindray

From all our Moms behind Mindray's Living Technology
Happy Mother's Day!

Experience the difference with Resona 7 ultrasound and Artificial Intelligence. The future is within reach with Living Technology.

Smart Face

- One button for fast removal of occlusions
- Automatic vertically flipped baby face correction with "Smart Face" button
- "AutoCorrect" provides feedback of the viewing angle

Smart Power CH1 (Central Nervous System)

- Mindray's exclusive technology for fetal CH1 study
- 1000+ cases - self-trained with artificial intelligence
- Accurately and automatically accurately detect a CH1 plane and 5 measurements in just one second

Smart Power F16 (Fetal Heart)

- Auto detection of standard fetal heart planes
- Big database for system self-training with artificial intelligence
- The standard fetal heart screen with single-operand steps

Visit Mindray at the 2019 SPR Annual Meeting

LEVERAGING TECHNOLOGIES | EXPANDING POSSIBILITIES

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AANA 2019

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Experience Mindray Hands-On at AANA

Mindray is more than just products and services. We are an adaptive, partnership-driven company that recognizes the human side of healthcare. Education is a large component of that partnership so please come by to see us at the following workshops at the 2019 AANA:

Friday, August 9 - 7:45 am - 4:00 pm
Obstetric Regional Anesthesia - A Focused Review & Clinical Applications

Friday, August 9 - 12:15 pm - 4:30 pm
Afternoon Ultrasound Based Acute & Chronic Pain Procedural Workshop

Friday, August 9 - 7:30 am - 11:45 am
Morning Ultrasound Based Acute & Chronic Pain Procedural Workshop

Friday, August 9 - 7:45 am - 4:00 pm
Ultrasound Guided Peripheral Nerve Block - A Focus Review & Clinical Applications

Register Today

SPR 2019

mindray



Do your babies look as Stellar as ours?

Visit Mindray at the:
2019 SPR Annual Meeting
San Francisco, CA | May 1 - 4, 2019

The Resona 7 Ultrasound System with Zone Sonography® Technology (ZST+) and newly designed pediatric transducers provides the ideal platform for pediatric imaging. Advanced Acoustic Acquisition™, a proprietary software technology that uses large zones to acquire 90 percent more echo data at speeds of up to 10 times faster than conventional systems, enables fast frame rates that can improve scanning efficiencies with your restless pediatric patients.

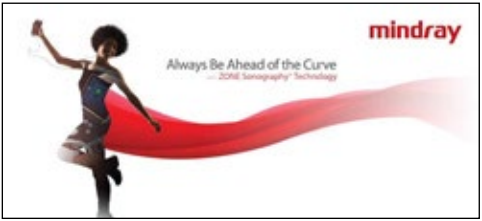


Neonatal Head image with C11-3 curved array transducer

3 Month old Renal with L14-5 linear array transducer

Targeted Audience Marketing

Designed marketing assets tailored to different audiences, communication goals, and stages of the customer journey—from print advertising and educational collateral to trade show graphics and customer communications.



Who is Mindray?

Founded in 1991, Mindray is a leading global developer, manufacturer, and supplier of medical devices whose mission is to deliver high-quality, richly featured medical products making healthcare more accessible and affordable around the world. Mindray provides solutions in three core businesses: patient monitoring and life support, in-vitro diagnostics, and ultrasound.

What can Mindray Ultrasound do for you?

When it comes to choosing the right ultrasound system for your practice, the search can often feel overwhelming. We can help. Mindray offers an adaptive, partnership-driven approach that begins and ends with you. While our competitors, some of the world's most well-known brands, are steadfast in their process and implementation, we are pushing towards a new path and setting new rules of engagement. Mindray is shaping the next generation of ultrasound technology with a disruptive approach, all while defining new solutions to real-world challenges.



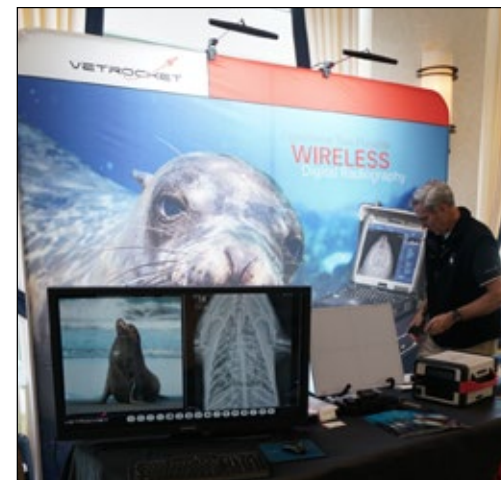
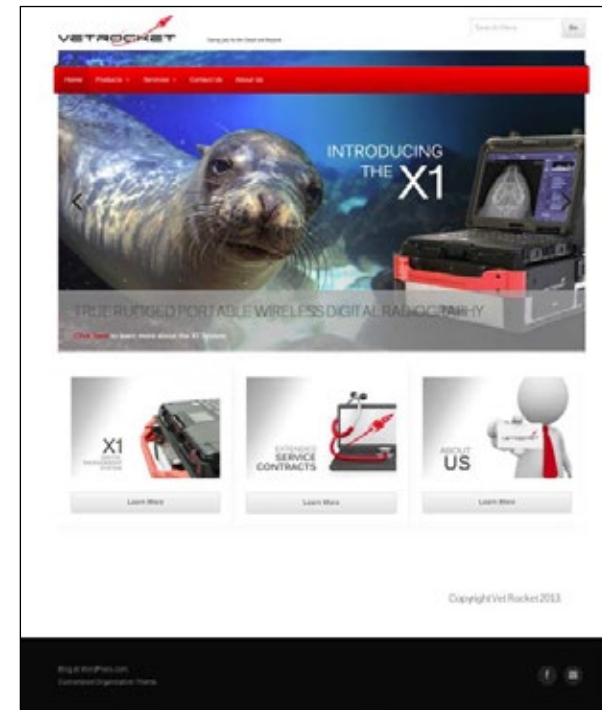
Exhibit Design

Designed large scale graphics for national and international scientific meeting conference exhibits.



Brand Campaigns

Built a cohesive brand experience by connecting digital, print, and trade show marketing through a consistent visual narrative.





Taking You to the Cloud and Beyond



X1

ROVER

Personal

Digital Radiography System

Portable All-In-One Digital Radiography System

The Vet Rocket X1 ROVER Personal DR is the industry's first portable all-in-one digital radiography system. The ROVER captures and displays high-definition DR images on its daylight readable screen. ROVER's on-board PACS allow users to view, share and email multi-modality studies to clients and consultants. ROVER seamlessly connects to Vet Rocket Cloud Storage for backup, remote viewing, and telemedicine.

- Featuring Extreme Light-weight and Rugged Design
- Instant Capture High-Definition Review and Sharing
- On-board Multi-modality Micro PACS US, CT, MR, DR
- Wireless Cloud Storage

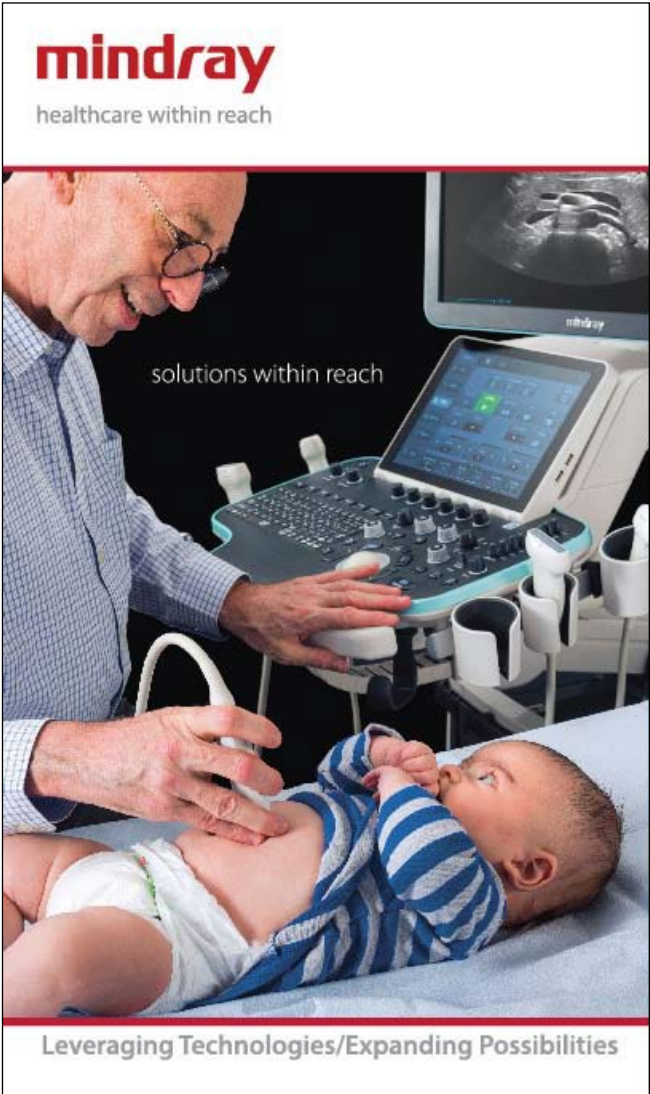
For more details of our innovations and to learn more about the X1 Rover please visit us at www.vetrocket.com



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Santa Clara, CA 95050
info@vetrocket.com
(800) 757-0266

Event Marketing

Created a coordinated campaign experience spanning pre-show promotion, the exhibit floor, and post-event engagement.



Lior Taylor

Senior Visual
Communication Designer

lior.taylor777@gmail.com
(408) 429-0901

