

Carestream NDT

HPX-DR 2530 HIGH-RESOLUTION AND COMPACT DETECTOR

Distributor Marketing Toolkit



**Carestream NDT and you.
We're better together.**

NON-US VERSION



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ABOUT THIS DOCUMENT

Carestream NDT is committed to providing distributors the marketing support and tools they need to increase sales. With this distributor marketing tool kit, you'll find all of the personalized elements you need to effectively promote the new HPX-DR High-Resolution and Compact detector including, logos and photography, e-blast campaigns, social media, website content and full-page ads. We want to help you energize your HPX-DR 2530 detector sales this year. And we're committed to providing all the tools you need for maximum success.

ABOUT THE HPX-DR 2530 HIGH-RESOLUTION AND COMPACT DETECTOR

The HPX-DR 2530 is a high-resolution, compact detector. It has a 98µm resolution for a higher level of defect detection and analysis. In addition, the detector addresses a unique challenge customer's may experience with DR technology – the capability to perform digital NDT inspections in small, confined spaces. In many cases, we've solved this problem with this smaller size (250 x 300mm) detector with a thin profile (14.7mm).

We're so confident in the design and reliability of our new durable detector that we're offering a **two-year warranty** – which is a unique option in the industry.

It's all about you and your customers.

Carestream approaches the NDT market using a consultative, solutions-based approach derived from listening to your customers' challenges and helping them increase productivity and profitability with the right combination of products.

We are committed to building supportive and interactive relationships with you and your end-users, using valuable insights to create better products and services.

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LOGOS AND IMAGES



Using consistent, high-quality graphics and photography in your marketing materials reinforces your customers' perceptions about you and the products you sell.

We're supplying you with logos and images for use across all marketing materials. Images are supplied in high resolution for print, and in low resolution for use on the Web. **We have 100's of images and marketing materials specific to NDT, contact us for any special requests.**

CarestreamNDT HPX-DR



Protective case and mount kit



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WEBSITE CONTENT



Your website is often the first place end users will go to see if you have the products they need. Make sure it's looking good and offers the most comprehensive purchasing decision information.

A Word document is supplied with this kit that includes product details you can incorporate into your website.

We've also included product promotion artwork and layered Photoshop files for creating custom headers or artwork for the HPX-DR 2530 product page or category on your site.



Use the promotional images and content supplied to update your website.



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SELL SHEET



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.

The sell sheet PDF provided should be added to your website as a download. You can also order printed sales aids through your sales representative.

✓ Post the PDF file provided on your website.



CarestreamNDT HPX-DR 2530 DR Detector

HI-RESOLUTION AND COMPACT DR

The HPX-DR 2530 is the latest addition to the Carestream NDT DR family of products. See more with the 98 µm resolution for optimal image defect visibility. And, do more imaging in confined areas or between objects, the new HPX-DR 2530 fits in tight spaces with its compact size.

All of Carestream NDT CR and DR products run on our all-in-one INDUSTREX software, so you don't need to purchase costly add-on modules to utilize the benefits of both.

BENEFITS AT A GLANCE

- Improved defect detection with 98 µm resolution
- Compact size (250 x 300mm) and thin profile (14.7mm) for imaging flexibility
- Tungsten shielding for maximum electronics protection and high exposure applications
- Protective, weatherproof enclosure
- Close-to-edge imaging capability
- Robust wireless connectivity
- Lithium-ion batteries with battery 'hot-swap' to keep the detector running during battery change

COMES WITH A 2-YEAR WARRANTY!

- We're so confident in the design and reliability of our new durable detector that we're offering a two-year warranty.

CarestreamNDT HPX-DR 2530 DR Detector

SPECIFICATIONS

MECHANICAL	WIRELESS SYSTEM
Size (mm) Active area: 250 x 300 Dimensions: 282 x 332 x 14.7	Network Type: Isolated Private Wireless LAN (IPWLAN)
Weight: 2.1kg (4.6 lb)	Wireless Protocol: 802.11 A, G, N, AC
Mounting Material: Aluminum	ENVIRONMENTAL
Load Limit: Distributed evenly over detector area: 170.1 kg (375 lb.)	Shock: High shock tolerance
Corrosion Screen: G05, DR2 FINE, DR2 PLUS	Temperature Range (°C): -20 to +50
Pixel Pitch (µm): 98	Ambient Storage (-23 to +40)
Scan Method: Progressive	Shipping (-23 to +40)
A/D Conversion (bits): 16	Relative Humidity: Operating: 10 - 80%
Image Resolution (Optim): 5.1 (FINE), 3.4 (PLUS)	Non-Condensing: Storage: 10 - 80%
	Ingress Protection: IP57

HIGH RESOLUTION OUTPUT IN THE LAB OR IN THE FIELD

ACCESSORIES FOR EVEN MORE STRENGTH AND LONGEVITY

Protective cover for lab use increases detector load limit up to 340 kg (750 lbs.).

Mount kit with pipe clamps to reduce stress on the detector for pipeline imaging.

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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 NDT 2020 advertising schedule, we're deploying a series of e-blasts to NDT professionals that have opted-in to receive our messages.

We're providing you with the assets used in our e-blasts to use with your name and contact information.



E-blasts are easy! There are a number of on-line services that you can create and populate e-blasts using a simple graphical interface! Or hire an agency!

Carestream NDT

**HPX-DR 2530
HI-RESOLUTION
COMPACT DR!**

**THE HPX-DR 2530 IS THE LATEST ADDITION TO
THE CARESTREAM NDT DR FAMILY OF PRODUCTS.**

See more with the 98 µm resolution for optimal image defect visibility. And, do more imaging in confined areas or between objects, the new HPX-DR 2530 fits in tight spaces with its compact size.

2 YEAR WARRANTY

COMES WITH A 2-YEAR WARRANTY

[Learn More!](#)

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HOW A TYPICAL E-BLAST WORKS



Create a landing page on your website linked from the e-blast and encourage them to provide their info for a representative to contact them for a demo.



Send an e-blast teasing this crucial new improvement in DR technology **and include a link on it to the website landing page.**



Act on the results:

- Contact the leads that submitted forms.
- Write a tailored personal follow-up email within 3 days to the people that opened the e-mail but did not go to the landing page.

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Carestream NDT is actively promoting the HPX-DR 2530 detector through e-blast campaigns with this landing page.

You can use this example landing page for content to create your own branded landing page by using the website header artwork supplied in this tool kit.

Carestream NON DESTRUCTIVE TESTING

HPX-DR 2530 HI-RESOLUTION AND COMPACT DR!

Introducing the HPX-DR 2530 Detector!

The HPX-DR 2530 is the latest addition to the Carestream NDT DR family of products.

See more with the 98 μm resolution for optimal image defect visibility. And, do more imaging in confined areas or between objects, the new HPX-DR 2530 fits in tight spaces with its compact size.

Optional protective case and mount kit.

All of Carestream NDT CR and DR products run on our all-in-one INDUSTREX software, so you don't need to purchase costly add-on modules to utilize the benefits of both.

Benefits at a Glance

- 98 μm pixel pitch for high-resolution imaging
- Compact size (250 x 300mm) and thin profile (14.7mm)
- Heavy-duty shielding designed specifically for high exposure NDT applications
- Protective, weatherproof enclosure
- Close-to-edge imaging capability
- Robust wireless connectivity
- Lithium-ion batteries with battery 'hot-swap' to keep the detector running during battery change

Comes with a 2-Year extended warranty.

Our best-in-class service program just got better!

We're so confident in the design and reliability of our new detector that we're standing behind it with an extended warranty!

Yes, I want to know more about the HPX-DR 2530 detector and would like to receive future information from Carestream via email.

First Name

Last Name

Business Email

Company

Title

Phone Number

Country

State/Region

City

Zip/Postal Code

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SOCIAL MEDIA SUPPORT



Most of your target audience is using social media to find industry-related news and education. Be proactive and find buyers where they prefer to hang out, rather than hoping they somehow find you.

Today it's essential to integrate social media into your marketing activities. We've created some social media posts and artwork – including a promotional video – for you to use in your LinkedIn, Facebook, Instagram accounts.



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PROMOTIONAL VIDEO



We've created a short promotional video you can stream into to your website or social media feed. Use the link below to automatically stream the video into your social media feed and embed it on your website.

[LINK TO VIDEO](#)



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**Carestream NDT and you.
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ADVERTISING SUPPORT



Look for our ads in NDT trade publications and banner ads online this year – all geared towards helping you get the message out about the new HPX-DR 2530 detector. These ads are also provided for you to re-brand.



HI-RESOLUTION & COMPACT DR

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BENEFITS AT A GLANCE

- Improved defect detection with 98 µm resolution
- Compact size (250 x 300mm) and thin profile (14.7mm) for imaging flexibility
- Tungsten shielding for maximum electronics protection and high exposure applications
- Protective, weatherproof enclosure
- Close-to-edge imaging capability
- Robust wireless connectivity
- Lithium-ion batteries with battery 'hot-swap' to keep the detector running during battery change

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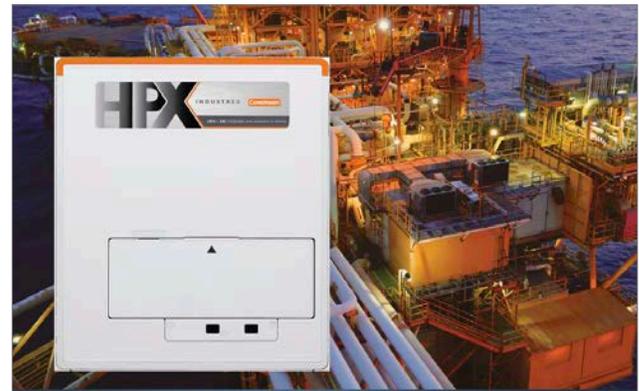
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 **COMES WITH A 2-YEAR WARRANTY!**

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HI-RESOLUTION & COMPACT DR

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 **COMES WITH A 2-YEAR WARRANTY!**

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HPX-DR 2530



HIGH RESOLUTION & COMPACT DR!

See more with powerful 98 µm resolution and do more with a compact size for imaging in confined spaces.



HPX-DR 2530 See more with 98µm resolution! Do more with the compact size!

High Resolution & Compact DR!

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E-SIGNATURE



Use this promotional E-Signature in your E-mail communications to spread the word to customers about the new HPX-2530 with every touch!



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At Carestream NDT we've worked closely with our distributors and end users for valuable insight on product improvements. We are committed to building supportive and interactive relationships with you and your end-users, using valuable insights to create better products and services.

At Carestream, we don't just make products, we listen to your needs with a solutions-based approach to meet your challenges. You can always count on us for the right combination of digital or film products to increase your productivity and profitability.

We offer real value, because we value our relationships with you.

Carestream NDT and you. We're better together.

If you have any questions on how you can improve your Carestream NDT product marketing or special requests for marketing assistance please contact us. Our goal is to provide you with all of the tools and support necessary for improved sales and success.

CONTACT INFORMATION:

Insert Contact Person