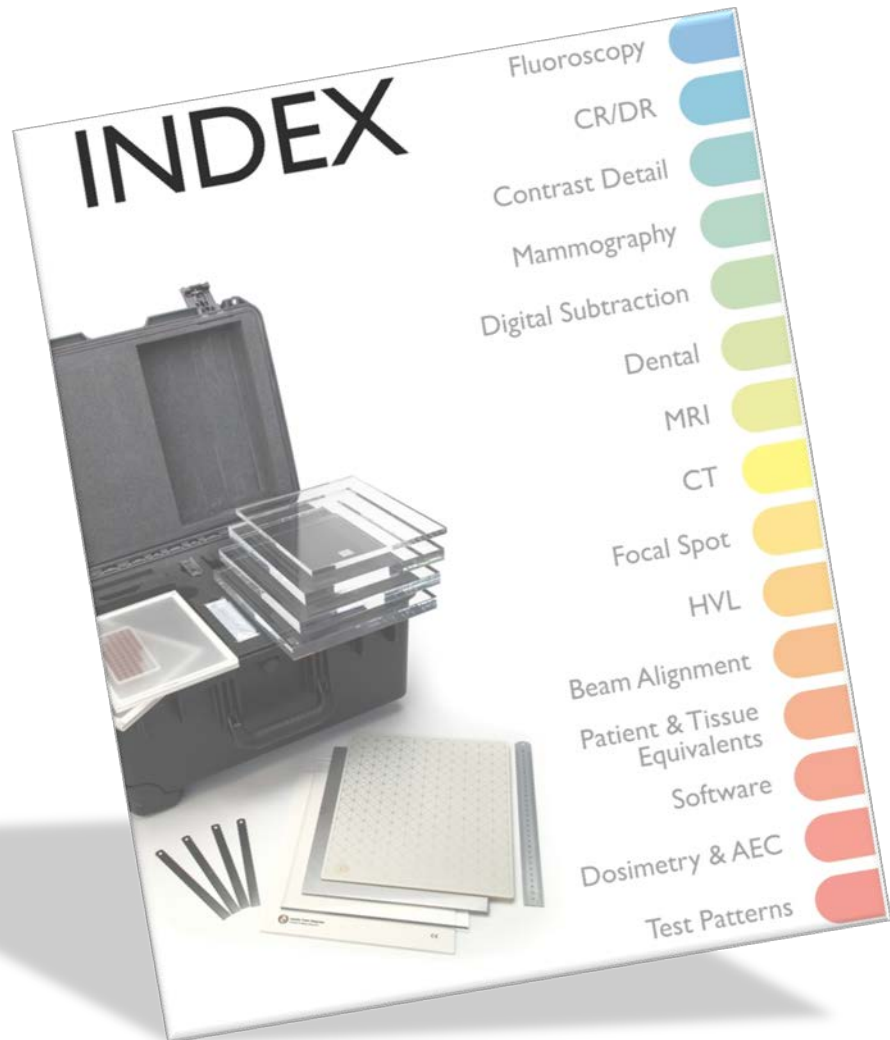


Sales & Marketing Materials with Gideon Caspi



Leeds Test Objects

Overview



Today we will look at:

- Distributors' Area
- Materials available:
 - Spec sheets
 - Email alerts
 - Vision Newsletter
 - Website
 - Brochure
 - Banner (hire)
- Brand Guidelines
- Upcoming resources

Distributor's Area

Website Login

You will need your company's login details to enter our Distributors' Area.

These were sent out a while ago, but any new distributors or those in need of a reminder should feel free to ask!



Distributors' Area



Leeds Test Objects
medical imaging phantoms

Distributors' Area

Last updated: 30 September 2014

Below you will find resources to aid you in the marketing and support of Leeds Test Objects' products. By toggling the different sections you can view and download various resources, though please do get in touch if you feel that further materials would be useful to you. Don't forget to keep checking back as files are continuously being added!

DOWNLOAD LTO LOGO	UPDATED	+
HIRE OR BUY LTO EXHIBITION BANNER	UPDATED	+
DOWNLOAD LTO BROCHURE		+
ARCHIVE OF LTO VISION NEWSLETTER	UPDATED	+
DOWNLOAD LTO PRODUCT SPECIFICATION SHEETS	UPDATED	+
DOWNLOAD LTO PRODUCT WORKSHOP FILES		+
EMAIL ALERTS Archive		+
DOWNLOAD LTO TERMS AND CONDITIONS FORM		-

What is it?

- Private area for distributors only
- Resources for any marketing needs
- Inspiration for marketing efforts
- Educational materials (training meeting)

However

It's not a one stop shop, don't be shy to ask for anything that isn't already there!

Distributors' Area



Leeds Test Objects
medical imaging phantoms

Distributors Area

Last updated: 07 July 2014

Below you will find resources to aid you in the marketing and support of Leeds Test Objects' products. By toggling the different sections you can view and download various resources, though please do get in touch if you feel that further materials would be useful to you. Don't forget to keep checking back as files are continuously being added!

DOWNLOAD LTO LOGO

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HIRE OR BUY LTO EXHIBITION BANNER

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UPDATED

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DOWNLOAD LTO PRODUCT SPECIFICATION SHEETS

UPDATED

DOWNLOAD LTO PRODUCT WORKSHOP FILES

EMAIL ALERTS Archive

NEW

DOWNLOAD LTO TERMS AND CONDITIONS FORM

Things to look out for:

Date last changed

Has been updated in the last month (approx.)

New section

Specification Sheets



Features

- **Redesigned** – on brand
- **Available in several places:**
 - Distributors' Area
 - Website product page
 - Email

Email Alerts

Can't see this property? Here is the [Web Version](#)



Leeds Test Objects
medical imaging phantoms



TO CTIQ

Newly added to our product catalogue, the TO CTIQ Image Quality phantom is designed for use with CT (Computed Tomography) units. TO CTIQ comprises a PMMA cylinder with recesses to house test inserts, and has been designed to nest within the TO CTDI body.

When used in conjunction with **TO CTDI**, this phantom enables the following QA tests to be carried out:

- Geometric Distortion
- Noise / Uniformity
- Artefacts
- MTF
- Spatial Resolution
- Contrast Resolution
- Slice Profile



Purpose

Alert you of newly released products, and occasionally any promotions we run.

Delivery

HTML emails sent directly from info@leedstestobjects.com

You may need to add us to trusted senders, and we would recommend to enable images to gain full appreciation.

We can supply a template but...

VISION Newsletter



- Contents
- Reminders and noteworthy events



- Team news
- Useful information
- Spotlight on a distributor



- Newly released products

VISION Newsletter



Leeds Test Objects at MPEC 2014

MediScientific exhibited a range of Leeds Test Objects phantoms at this year's MPEC exhibition, run by IPEM, in Glasgow. Feel free to send us a picture from an exhibition you have attended and you could be featured in our next edition of Vision.

COMING SOON



4DCT Respiratory Motion Phantom

A phantom to replicate the respiratory motion of tumours within the lung, for use in CT treatment planning.



PET

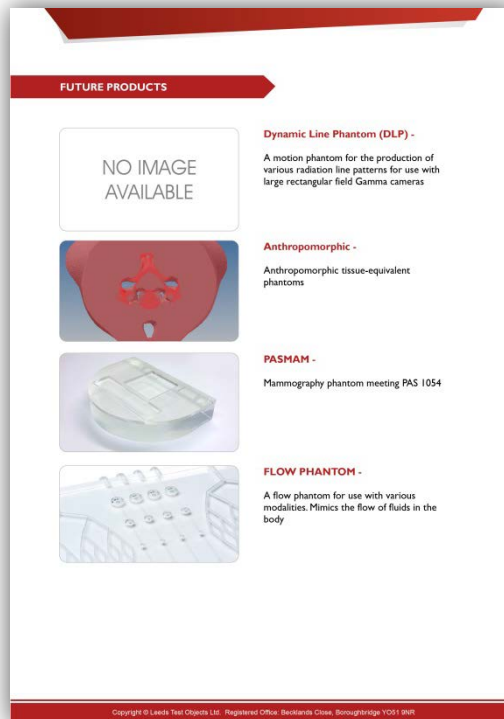
Phantom set designed for acceptance testing of PET scanners, according to standards IEC 61675-1 am1 and NEMA NU-2.



MagIQ Extremity

A miniaturised version of the MagIQ phantom, suitable for use with small FOV extremity scanners.

Copyright © Leeds Test Objects Ltd. Registered Office: Becklands Close, Broughbridge YO51 9NR



- Future products



- Cartoon!
(feel free to contribute)

- Exhibition news
- Products coming soon

WEBSITE – Useful features

Sidebar

Displayed on our 'home' and 'about' pages, the sidebar contains some useful links to often needed documents.

Product pages

Every product page contains a spec sheet after the product description.

• Tubes to accommodate pencil test charts for geometry comparison
• SEDENTEXTIQ image quality inserts (available separately)

- 2 x sturdy end plates with integral carry handles and adjustable height and length nylon supports
- Spirit level and pigment-filled centre markings (for easy and reproducible positioning)
- Wheeled protective storm case with telescopic handle

This design is protected under Community Design Registration No. 002419572-0001

[CT AEC product specifications.pdf](#)

CT - other products

- ▶ SedentexCT IQ
- ▶ SedentexCT DI
- ▶ TO CTIQ
- ▶ TO CTDI
- ▶ TO CTDI plus
- ▶ CT TE



DOWNLOAD TRIAL

Free 20-day Trial
of
Automatic Phantom Image
Analysis and Scoring



Leeds Test Objects
Committed to Quality

ISO
13485 & 9001
click to download

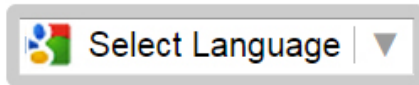
READ ABOUT
OUR
ENVIRONMENTAL
POLICY

VIEW OUR
BROCHURE
ONLINE



WEBSITE – Useful features

Translate

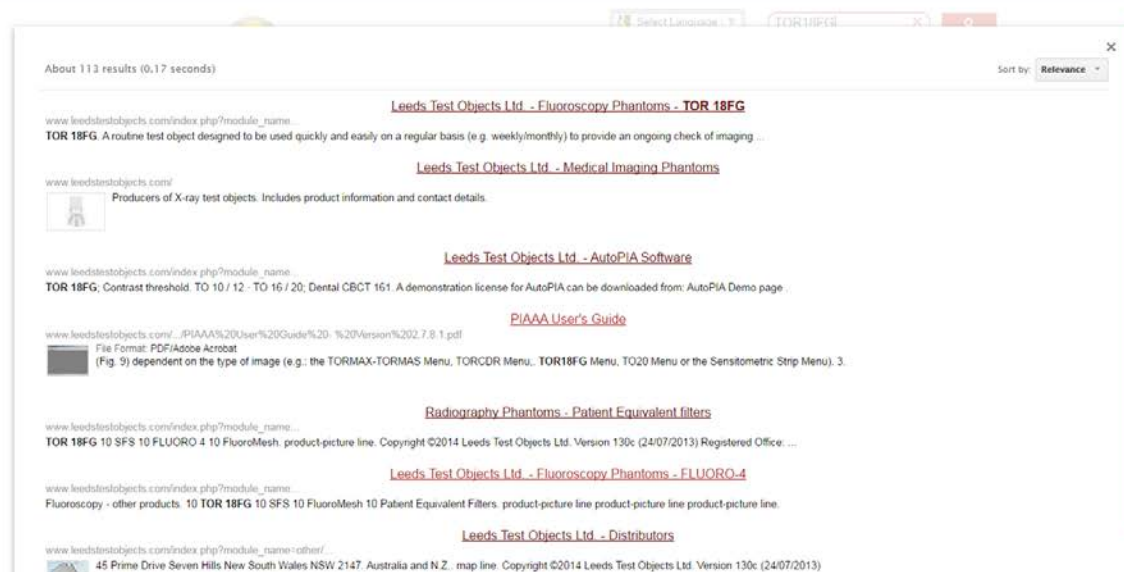


- 70+ languages

Search



- LTO site only
- Optimised results



Brochure



How to get hold of it...

- Hard copies – usually x50, we only ask for you to cover shipping costs
- Low-resolution version can be emailed
- Available online (sidebar & Distributors' Area)



Roll-up Banner

Features

- **Roller Banner** – can be shipped to distributors, but as with brochures shipping will need covering
- **Graphics** - can be sent to you so you can customise it and print your own.
- **Products** – can be interchanged to suit individual requirements

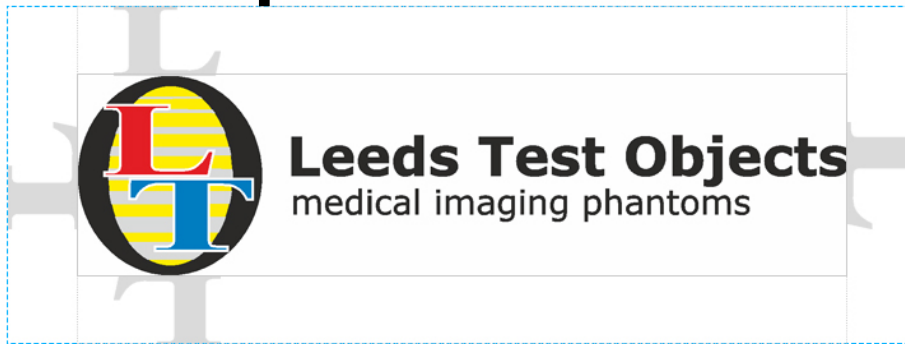


GUIDELINES - Logo

Variation	Uses
 Leeds Test Objects	Single colour print (packaging, labels etc.)
 Leeds Test Objects medical imaging phantoms	Small format print (packaging, labels etc.)
 Leeds Test Objects medical imaging phantoms	High quality print/display (brochures etc.)
 Leeds Test Objects medical imaging phantoms	High quality print/display (website etc.)

GUIDELINES – Logo usage

White space



Although not a strict rule, it is recommended to leave enough white space around the logo to let it “breathe” in most designs.

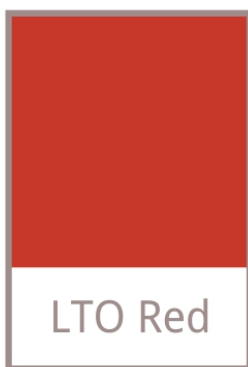
As shown above, the uppercase letter ‘L’ in **bold** from the Times New Roman font gives a good indication of adequate space.



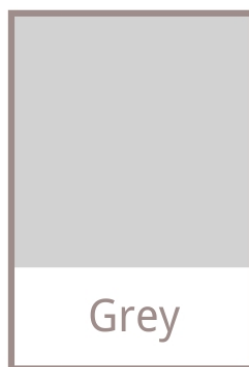
GUIDELINES - Colours

Corporate Colours

We have carefully chosen our new red, somewhere near Coca-Cola on the CMYK colour scale. Our brand guidelines will be made available soon.



Pantone 180C
CMYK 4, 91, 93, 15
RGB 199, 56, 42
Hex #c7382a



5455C
19, 14, 15, 2
210, 210, 210
#d2d2d2



3005C
82, 40, 0, 0
25, 133, 204
#1985cc



Distributors

United Kingdom

► MediScientific

Tel +44 (0)1423 323109

Fax +44 (0)1423 322672

E-mail sales@mediscientific.co.uk

Web www.mediscientific.co.uk

Nicola Green

MiRo House
Becklands Close
Boroughbridge
North Yorkshire
YO51 9NR
UK

United Kingdom

GUIDELINES - Images

Low-Res.

High-Res.



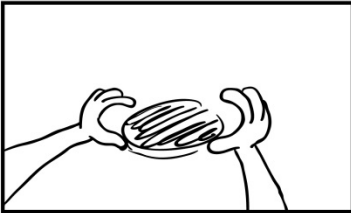
Coming Soon

Video Guides

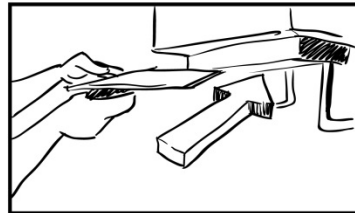
Initially these will be of our best selling products, but will be rolled out to much of our product range.

As usual, if you would like to see a specific product we may be able to prioritise it for you...

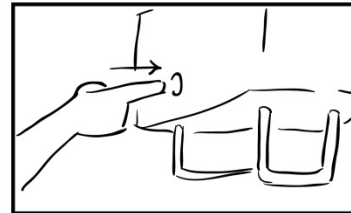
Place



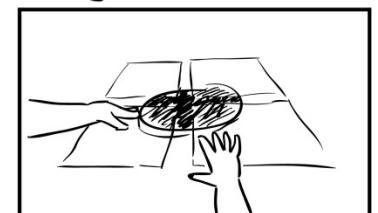
Filter



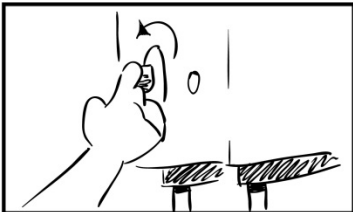
Light Field



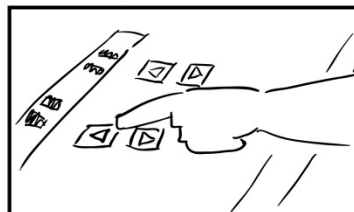
Align



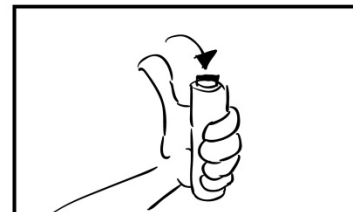
Collimate



Set Exposure



Expose



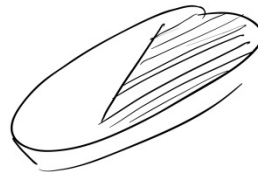
Analyse



Coming Soon



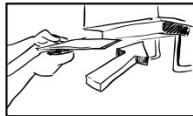
PRODUCT



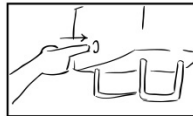
Place



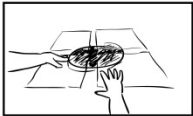
Filter



Light Field



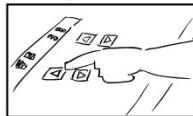
Align



Collimate



Set Exposure



Expose



Analyse



Printable Guides

The video guides will also be translated into printable visual quick-guides to either aid in training or even supply to the customer.

Coming Soon



Brand Guidelines

An expanded version of the principles demonstrated, to help when advertising our products.



Look out for our training videos online on our YouTube channel, we will notify you when these are available.



Leeds Test Objects
medical imaging phantoms





Social Media

We will be notifying followers of recent updates as they occur.

Look out for us at:



@LeedsTestObject



Any questions?



Thank You!