

**Siemens Medical Solutions, Stockholm Conference
SOMATOM Sensation 64 & AXIOM Artis dBC/AXIOM Sensis**

Version 1

Subject	Story	Plasma Screen	Add'tl Info
Intro	<p><i>Our showcase consists of a moderator/host and two actors portraying the DOCTOR and his female patient, JAN CHRISTIAN who, together, will give life to a scenario that demonstrates the unparalleled performance of the SOMATOM Sensation Cardiac 64 and AXIOM Artis dBC.</i></p> <p><i>A center-stage plasma screen, will display supporting text, graphics and live video throughout.</i></p> <p><i>[After the countdown, a short trailer for the showcase ends with the Somatom Sensation Cardiac 64 and AXIOM Artis dBC/AXIOM Sensis, THE solutions in non-invasive interventional cardiology.</i></p> <p><i>(Our moderator enters the stage)</i></p> <p>Hello and welcome to ESC 2005. Is anyone standing here right now because you are looking for results. If you are, you've come to the right place.</p> <p>Would anyone be interested in systems and software that provide a truly <u>efficient workflow</u>?</p> <p><i>["Efficient Workflow" appears on plasma .]</i></p> <p><i>(To a guest) What about solutions that <u>enhance your bottom line</u>?</i></p> <p><i>["Enhanced Bottom Line" displays underneath previous]</i></p> <p><i>(To another guest) How about an outcome that leads to <u>improved care</u>?</i></p> <p><i>["Improved Care" final line on list]</i></p> <p>The truth is, you can have ground-breaking, integrated imaging tools from Siemens Medical Solutions that help you achieve all these outcomes and more. That's what we're all about: PROVEN OUTCOMES. (<i>"Proven Outcomes" in bold</i>)</p> <p>My name is _____ and through an imaginary, but realistic emergency scenario , I</p>	<p>Countdown clock: 10-0</p> <p>"Efficient Workflow"</p> <p>"Enhanced Bottom Line"</p> <p>"Improved Care"</p> <p>"Proven Outcomes"</p>	

	<p>hope to show you how the SOMATOM Sensation 64-slice CT scanner, AXIOM Artis dBC and AXIOM Sensis, in combination or separately, can provide you with those very Proven Outcomes.</p> <p>(Moves US to SR of plasmas) Before I begin, be sure to keep an eye on this clock once we're in the CT area. <i>(points to plasma, which changes to digital clock)</i>.</p>	Digital Clock: "0:00"	
CT Intro	<p><i>(Pause)</i> Ok! Here's the scenario: You've just finished a grueling 5-hour open heart procedure and are sitting in your office chair about to take a sip from your coffee when your cell phone rings. You're informed that a 45 year-old colleague of yours, a general practitioner, Jan Christiansen has shown up in your ER. She is suffering from chest pain, which had its' first onset this morning. So, you take a quick sip of the coffee and hurry to the ER.</p> <p><i>(Host crosses SL)</i>On your way you think to yourself, "Jan is in good physical condition, and as for cardiovascular risk factors, she only has a mild Dyslipedemia and familiar disposition", so you decide to give her an ECG and stress test.</p> <p>Her ECG showed an incomplete Right-Bundle branch block with mild signs of ST-depression. Enzyme levels were normal.</p> <p>Next step: Jan needs a bicycle stress test to rule out ischemia.</p> <p>She is able to reach an impressive 200 watts. However, the chest pain persists.</p> <p>To secure a diagnosis you have Dr. Christian transferred to your new, non-invasive diagnostic device next door – the SOMATOM Sensation Cardiac 64, CT scanner. <i>(Our patient, "JAN CHRISTIAN" walks into the CT area with the Doctor. Patient is prepped.)</i> It only takes a few moments to prep the patient...ECG leads are attached... and an antecubital I.V. is placed</p> <p>It's as simple as that. Now the scan can start. <i>(Doctor enables machine and the table moves. Host stands SL of scanner.)</i>The SOMATOM Sensation, an industry leader, is enabled by Siemens' revolutionary z-Sharp Technology. It has a CT rotation of .33 seconds that virtually freezes the heart's motion.</p> <p>And with that said we'll stop the clock. The scan is done! After only a 9-second breath hold time, Jan completes her high resolution scan.</p> <p>Reconstruction of the data is performed in real-time. And once completed, the entire morphological and functional information becomes available with a click of your mouse.</p>	<p>TEXT: "SOMATOM SENSATION CARDIAC 64</p> <p>The digital clock begins to operate: Countdown from 9 sec to 0 sec.</p> <p>Various cardiovascular CT images appear</p>	<p>The clock stops and is replaced with live camera support of user interface: Results of scan are shown.</p>

	<p>Right away the problem becomes evident. Hi-Res images appear immediately revealing a severe, non-calcified stenosis in the proximal LAD. The other coronary vessels are without pathology.</p> <p>Unclear <u>symptoms</u> have turned into a clear <u>diagnosis</u> in less than 10 minutes – the time of a complete examination, from scan to diagnosis. The patient is now transferred into the AXIOM cathlab in order to perform immediate interventional treatment.</p>	<p>CT image of an LAD artery stenosis</p> <p>TEXT: AXIOM Artis dBC</p>	
<p>AXIOM Artis dBC and AXIOM Sensis</p> <p>Connectivity-Scheduling</p>	<p><i>(Host crosses to SL of plasmas) (Patient is prepped and placed on Axiom table).</i> Thanks to its universal Leonardo Workstation the CT data you just acquired can be directly accessed and evaluated by the interventional cardiologist. You decide to immediately perform a direct PCI .</p> <p><i>(Doctor tableside. Host references control panel.)</i> First-things-first: Jan’s patient information is going to be needed. Using the Artis/Sensis hemodynamic recording system, you connect to the hospital’s information system server. Accessing the “Get DICOM Worklist”, the required demographics are downloaded automatically. <i>(Host pauses to allow action of Doctor)</i> With one mouseclick, Jan Christian becomes the acquisition patient on both the imaging and recording system. No more problems with faulty inputs or unsynchronized data on the imaging/recording system.</p>	<p>Live images of cathlab with articulating C-arm</p> <p>LIVE: Close-up of tableside controls Live images of cathlab monitors with Sensis software menus, i.e. “DICOM Worklist”.</p>	<p>Text switches to “CONNECTIVITY: SCHEDULING”</p>
<p>Connectivity-Integration</p>	<p>Want more connectivity benefits with AXIOM? Well, with our integrated imaging and recording system your workflow improves and overall procedures are sped up.</p> <p>But, let’s get back to our patient: As is usual during emergencies, you have little personnel available and there is likely no dedicated operator available in the control room. Not a problem; with the AXIOM, the most important registration functions are available right at tableside and can be performed under full sterile conditions. In fact, a pressure curve or an ECG can be performed by the physician himself or herself.</p>	<p>Camera shows CT image of stenosis being acquired.</p>	<p>Text now reads: “CONNECTIVITY: INTEGRATION”</p>
<p>Image Quality</p>	<p><i>(Host crosses DS to SL of plasmas)</i>How about Image Quality? Well, image capabilities are the stand-out strong point of the AXIOMArtis. The images have unparalleled contrast and detail resolution.</p> <p>With this new era of digital cardiac imaging techniques, device deployment reaches a new level of performance and Siemens is on the cutting edge delivering you proven outcomes.</p>	<p>Live shots of cathlab monitors with angiography images.</p>	<p>TEXT: “IMAGE QUALITY”</p>

<p>IC3D</p>	<p>Now, before stent deployment, you need to have the best available imaging information for stent planning. Enter Siemen’s new Interventional Cardiac 3D – or IC3D.</p> <p>IC3D quickly gives you a 3-dimensional view of the coronary vessels using as few as 2 images when in combination with the AXIOM Artis.</p> <p>Our patient Jan has a severe stenosis, but instead of guessing the stent size, IC3D online measurements give accurate values for determining the precise stent without the 2 dimensional foreshortening effects. This leads to reduced time and costs through increased efficiency in the cathlab.</p>	<p>Live: Medium shot of host with Doctor. Camera zooms from two-shot into tight of monitor with 3-D model(pre-programmed).</p>	<p>Switch to TEXT: “IC3D” for 5 sec, then return to live shot.</p>
<p>IC3D-Testimonials</p>	<p><i>(Host crosses DS to SL of plasma)</i> Leading cardiologists are already experiencing the accuracy, precision and power of IC3D. Dr. William O’Neill of William Beaumont Hospital said, “IC3D is an outstanding diagnostic tool with the potential to save time, dose, stents and contrast. This will significantly increase patient safety and reduce the cost of stent placement.”</p> <p>As you can see, stent visibility is dramatically improved. The high-speed image processing allows for image enhancement without the need for high x-ray dose levels. This protects the patient as well as your staff.</p>	<p>Image of Dr. O’Neill with quote underneath.</p> <p>Live shots of IC3D stenosis modeling continue.</p>	
<p>Ease of Use-Flexibility</p>	<p><i>(Host crosses back and checks with Doctor)</i> Alright, everything is in place. The patient and cathlab system are ready for the procedure.</p> <p>Operating the AXIOM can actually be a fun experience. As you can see, the AXIOM Artis joystick allows you to navigate the stent into place with ease and with the programming device of the AXIOM, you are able to utilize any one of the 50 different views available to you. You simply press a button.</p> <p>Because of the AXIOM Artis flexibility and its’ joystick operation, it’s almost as if you were playing a PC game.</p>	<p>Camera follows host.</p> <p>Various images of LAD stenosis area.</p>	<p>TEXT: “FLEXIBILITY”</p>
<p>Ease of Use-syngo</p>	<p><i>(Host crosses DS to SL of plasmas)</i> Making your work even easier is the standardized operating platform called <i>syngo</i>. Like a Microsoft Windows for medicine, <i>syngo</i> is designed to integrate medical imaging into a complete clinical workflow, from referral to billing. <i>(Doctor continues with procedure: He manipulates joystick, retrieves various images)</i> Thank’s to syngo’s standardization, operators can effortlessly change between modalities. This alone saves a great deal of time and effort.</p>	<p>TEXT; “ EASE OF USE: syngo”</p>	<p>Stock or live footage of syngo browser</p>

	<p><i>(Host crosses back to Doctor)</i> Well, it isn't long before the procedure is complete. The patient is taken to the recovery room and begins the process of healing. <i>(Doctor and patient exit cathlab).</i> As for you – after a long 5-hour open heart procedure that morning, you are finally able to go back and enjoy a cup of coffee.</p>	LIVE IMAGES: Doctor and patient leave together	
Conclusion	<p><i>(After a transitional pause, crosses to DSC)</i> So, there it is, why leave cardiac-care to the imagination when you can use unparalleled imaging hardware and software provided to you by Siemens Medical Solutions.</p> <p>Once again:</p> <p><i>(Host crosses SR to Somatom)</i> The Somatom Sensation Cardiac 64: With more than 250 installations worldwide and over 40% used in a cardiovascular environment, the SOMATOM Sensation reliably helps you and your colleagues to accurately and swiftly diagnose the wide range of cardiovascular disease.</p> <p><i>(Host crosses SL to AXIOM)</i> The AXIOM Artis dBC and Artis Sensis: The AXIOM provides improved Connectivity, tremendous Ease of Use and Superior Image Quality.</p> <p><i>(Crossing back to center)</i> Ladies and Gentlement, our goal at Siemens is clear: devise solutions, to solve the challenges you face. In short... provide you with proven outcomes.</p> <p>To find out more detailed information, or have a demonstration of the modalities, please take the time to come into our booth and visit our reps. They are eager to answer any questions you might have about the SOMATOM Sensation, the AXIOM Artis or any other Siemen's Medical product including the AXIOM Artis dFC: the world's first imaging system designed to work with the Stereotaxis Niobe system. Imagine, a biplane flat detector system in conjunction with the Niobe magnets?</p> <p>Come inside and learn more! Thank you and enjoy your time at ESC 2005.</p>	<p>Siemen Medical Logo and Proven Outcomes text</p> <p>“CONNECTIVITY”, then...</p> <p>“SUPERIOR IMAGE QUALITY”</p> <p>“PROVEN OUTCOMES”.</p> <p>Change to “SIEMEN'S MEDICAL SOLUTIONS” logo</p>	<p>“EASE OF USE”. Finally...</p>