

The TR Design Process

Every strategic assignment follows our 5-step process. The following pages provide a glimpse of our process in action.

Step 1. Diagnostics

We perform a thorough discovery process which includes quantitative and qualitative research, and some or all of the following: individual interviews with company representatives/customers/distributors, focus groups, market research, competitive brand research, and industry research.

Step 2. Strategy

We evaluate the research, summarize our findings, and present a compelling brand strategy which will provide the foundation for all creative executions.

Step 3. Tone

We develop a look and a language that support the brand strategy, identifying key messages, terms and graphic elements that define the new brand.

Step 4. Application

We demonstrate how the brand will be applied.

Step 5. Re-application

We develop a set of brand guidelines that direct the application of the brand, and/or execute specific marketing communications as needed.

1. Diagnostics

NewCardio
Diagnostics
TR Design

Brand Overview

- 3 applications in development:
 - QTinno** (for cardiac safety in clinical drug development) — **Q309 Launch**
Application that provides fully automated and comprehensive analysis of QT intervals and other ECG markers for cardiac safety assessment in drug development.
 - Visual3Dx** (for urgent care diagnosis) — **2011 Launch**
Application that overcomes the limits of standard 2-dimensional, 12-lead ECG and provides real-time 3D analysis and presentation of the heart's electrical activity — increasing the diagnostic value of the standard ECG.
 - CardioBip** (for chronic care ECG remote monitoring) — **2012 Launch**
Hand-held device for urgent ECG telemonitoring, capable of providing comprehensive and accurate ECG data that is being transmitted wirelessly.
- Additional applications of the technology platform to follow
- Competition in each individual segment

Audience

Companies developing products for cardiac safety, critical care, and chronic care. Segmented by product:

QTinno Clinicians, major pharmaceutical companies
Visual3Dx Cardiologists, urgent care professionals
CardioBip Chronic care professionals

Technological Advantages

- Current "automated" solutions offered by others limited to two dimensions — time/voltage
- Technology platform for all NewCardio products built on leading edge algorithms & vector cardiography

QTinno:

- The first truly automated solution
- Better quality of ECG data than currently available
- Speed of ECG analysis provides more time, cost savings
- No change required in current practice for acquiring ECGs — process or pricing


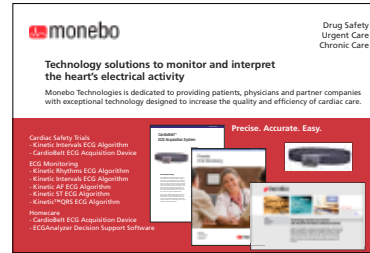


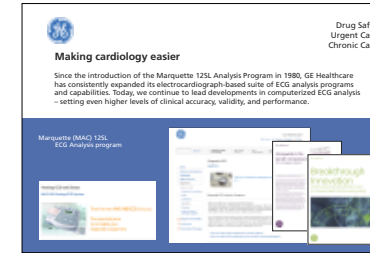
Visual3Dx:

- Uses patent-pending algorithms to provide real-time 3D analysis of heart's electrical activity
- Superimposes diagnostically relevant information on a revolving 3D model
- Unprecedented accuracy
 - Reduces unnecessary hospital admissions
 - Reduce number of diagnostic tests
- Detects cardiac disease with greater sensitivity and specificity than standard ECG

CardioBip:

- Integrated nature of its electrodes and absence of cables offers integration with hand-held PDAs

Competitive Overview

COMPANY	TECHNOLOGY	TAGLINE	POSITION
iCardiac	<ul style="list-style-type: none"> COMPAS software using standard 12-lead ECGs Highly automated (single-lead acquisition) & Manual 	Technology that makes a difference	Technology
Monebo	<ul style="list-style-type: none"> Kinetic Intervals ECG Algorithm 	Technology solutions to monitor and interpret the heart's electrical activity	Technology
OBS Medical	<ul style="list-style-type: none"> BioQT 1.0 - fully automated ECG analysis BioQT 2.0 - automated ECG analysis with cardiologist oversight Fully automated (single-lead acquisition) & Manual 	Life-saving insights... for safer hospitals, safer drugs and safer patients	Nobility
Mortara	<ul style="list-style-type: none"> VERITAS ECG Algorithm, Surveyor 12-lead monitoring 	Innovation lives at Mortara, where we are dedicated to diagnostic cardiology	Innovation
GE Healthcare	<ul style="list-style-type: none"> Marquette 12SL ECG Analysis program 	Making cardiology easier	Ease-of-use

Outside Influences

- Terminology used within market can be problematic:
 - 3D** has multiple definitions: Time/Space/Voltage and XYZ data points
 - Automatic** - means semi-automatic, semi-automatic means manual, and highly-automatic means more automatic, but still manual
 - Vector Cardiography** is a dated term with negative connotations

Findings

- 3D ECG technology will change the time and cost it takes to conduct drug trials as well as impact diagnostics for interventional and long-term care.
- Products currently presented as a suite of products, which is not accurate. Each product is intended for a different market and should be marketed separately.
- This is as radical a change in the pharmaceutical and clinical environments as Galileo's telescope is to the Hubble telescope.



NewCardio's ECG interpretation software utilizes proprietary algorithms to extract much more information from a standard 12-lead ECG than was ever before possible. This ability enables a host of important clinical applications including the evaluation of cardiac toxicity during drug trials and enabling cardiologists to view a 3-dimensional view of the heart and a clear picture of the damage caused by myocardial infarction.



"Our discovery process included interviews with key members of NewCardio management, as well as with cardiologists and scientists. We conducted qualitative research of the industry, the technology and the competition. Our brand research resulted in key findings that inspired the brand strategy, and directed the brand design and messaging."

2. Strategy



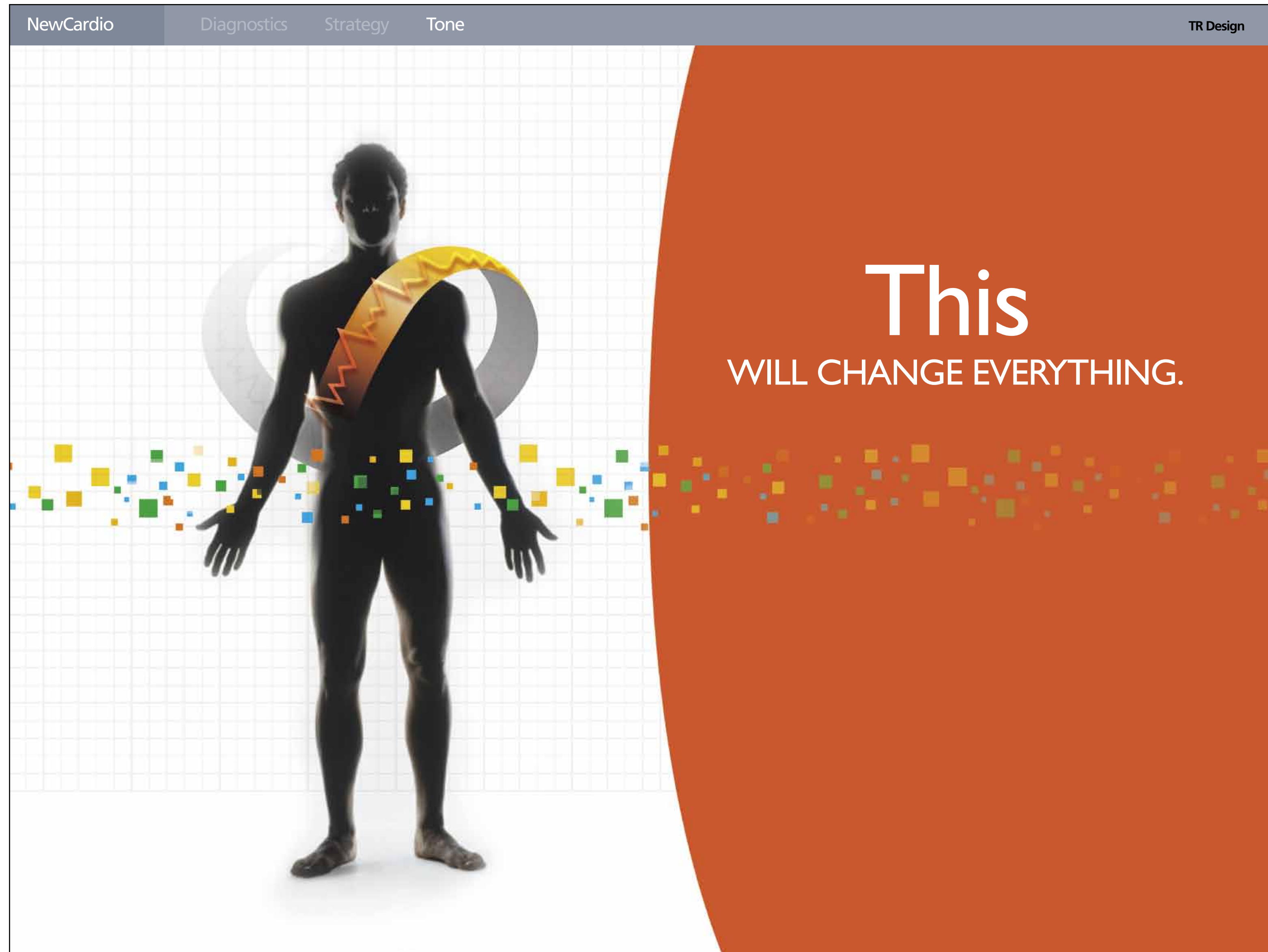
“NewCardio was bringing a product to market that had the potential to radically improve cardiac care. This was something new. Something completely unlike anything else that was being done. We needed to capture that excitement in our words and images.”

NewCardio Diagnostics Strategy TR Design

3D ECG — the game changer

- Position NewCardio’s technology as a game changer and reflect this “upstart” attitude in the brand.
- Convey that NewCardio’s 3D technology will bring a new dimension to the way the medical world looks at ECGs.

3. Tone



“The NewCardio brand design was developed to communicate the revolutionary approach to ECG interpretation, and was centered on the development of a brand image that would quickly convey the product’s ability to view ECG data in 3 dimensions. The bold use of red was not only appropriate for the heart-related topic, but served to distinguish the company in a space predominantly branded with companies using the color blue. The ECG grid pattern provided a brand element familiar to cardiologists, and the splashes of color were used as a dynamic representation of data.”

4. Application



“Now that the TONE of the brand had been defined, the next step was to show what that would look like in the real world. An immediate need for NewCardio was going to be a product brochure, so we used that medium to demonstrate the APPLICATION of the brand.”

NewCardio Diagnostics Strategy Tone Application TR Design

3D Electrocardiography:

CHANGING THE WAY YOU LOOK
AT ECGs

3D Electrocardiography:
CHANGING THE WAY YOU LOOK AT ECGs

newcardio

5. Re-application

“We needed a brand image and vocabulary that reflected the impact we intend to have on the marketplace, and TR Design delivered.”

Vincent Renz, President and COO
NewCardio



“We quickly applied the brand to urgently needed marketing materials, including the Website, trade show promotions and marketing collateral. The NewCardio brand was a brand design that was distinctive, energetic, and recognizable.”



“Doctors will believe the message if they can see the clinical evidence, and/or if they hear it from a clinician that they respect. And NewCardio had both — impressive results in clinical trials and distinguished doctors behind them. We combined quotes and data points with our own messaging to complement the bold design to launch a dynamic and exciting brand for NewCardio.”

NewCardio Diagnostics Strategy Tone Application Re-Application TR Design

QTinno™
Visual3Dx™

3D Electrocardiography:
CHANGING THE WAY YOU LOOK AT ECG

3D ELECTROCARDIOGRAPHY

QTinno™
QUICK AND THOROUGH QT ANALYSIS

Visual3Dx™
Introducing the first truly automated 3D solution for QT analysis.

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CHANGING THE WAY YOU LOOK AT ECG

3D
A NEW DIMENSION IN ELECTROCARDIOGRAPHY

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