

ZOLL Medical Corporation

Brand Guidelines

August 2020

ZOLL®

©2020 ZOLL Medical Corporation.
All rights reserved.

Contents

Introduction	3
Objectives	3
Logo Guidelines	4
Boilerplate	7
Photography	8
Usage Rights	9
Typography	12
Colors	13
Marketing Materials	
General Guidelines	14
Brochures	16
Specification Sheets	19
Tech Notes & Guides	22
Advertising	23
PowerPoint Templates	25
Stationery	
Business Cards	26
Letterhead and Envelope	27
Electronic Templates	
E-Letterhead	28
E-Memo	29
E-Fax	30
Email Signature	31
Frequently Asked Questions	32

Introduction

This document has been developed to provide you with guidelines on proper usage of our corporate logos, colors, and layouts. Following these guidelines will help ensure the consistency needed to project ZOLL as a well-established and credible global corporation.

We have had a long-term strategic goal as a company of “owning resuscitation,” which we’ve accomplished, according to branding research conducted in 2012. ZOLL may have started out as a defibrillation company more than 30 years ago, but we are much more than that today. It is through products like LifeVest® and Thermogard XP®, in addition to truly unique offerings like the X Series®, R Series®, AutoPulse®, Real CPR Help®, See-Thru CPR®, and RescueNet® software solutions that ZOLL has realized the goal of becoming the world leader in resuscitation. We have the opportunity to continue to expand further into critical care and other related fields under the ownership of Asahi Kasei and have already grown our product line.

Our aim is to create a clear, consistent, and understandable brand identity in our customers’ and stakeholders’ minds. The materials you develop using this guide will help us achieve this objective. It gives you a starting place from which to create whatever communications pieces are necessary, whether a PowerPoint presentation, trade show booth graphics, promotional flyers, direct-mail pieces, or other print or electronic sales and marketing tools.

This document is updated as things change or get added (e.g., a ™ becomes an ®, or a new product is introduced). It will be posted to www.zoll.com/officialtemplates, and available by request from Marketing Communications in Chelmsford, so be sure to check periodically to see if there have been any updates to the version you are using.

Any questions should be directed to Andrew Seletz, 978-421-9793, aseletz@zoll.com.

Thank you,

Integrated Marketing Communications Team

Objectives

- Consistently convey the uniqueness of ZOLL’s products through a distinct and memorable corporate identity.
- Differentiate ZOLL from competition by applying a distinct look and feel that will help build awareness for ZOLL and its products.
- Ensure continuity of graphics and messaging across all product lines, markets, offices, franchises, and countries.

Logo Guidelines

- The ZOLL logo in Pantone 3005 is the preferred usage in most instances.
- Never modify the ZOLL logo in any way.
- The ZOLL logo should always be printed in Pantone 3005 ZOLL Blue (100C, 46M, 2Y, 0K or R0 G116 B200).
In cases where color is not available, printing in all black is acceptable.
- When using the logo on black or dark color background, print all white.
- Avoid placement of logo over photography or light color backgrounds, or in headlines and sentences.
- No other color combinations than the above mentioned should ever be used.
- The ® should be at the base of the last “L.”

Clear Space

- A minimum space equal to one-half the height of the letter “Z” in the ZOLL logo should be maintained around the logo.

Company Name Usage

- ZOLL Medical Corporation
- Always capitalize “ZOLL” when speaking about the company. First reference should be “ZOLL Medical Corporation” and then just ZOLL afterwards.
- Paul M. Zoll, MD First reference as above, then “Dr. Zoll” thereafter. This is one exception to “ZOLL,” since it is a person’s name.
- The other exception is in the company’s website address, which is all lower case, www.zoll.com and in email addresses, jsmith@zoll.com.



½ Z		½ Z
Z-	ZOLL ®	
½ Z		½ Z

Logo Guidelines – cont.

- **Do not** change the space between the letters



- **Do not** distort or alter the type in any way



- **Do not** outline the logo



- **Do not** use the logo on a textured or patterned background



- **Do not** enclose the logo within a shape



- **Do not** add styling to the logo, including a shadow, bevel, etc.



- **Do not** use the logo in copy or headlines



Logo Guidelines for ZOLL Japan

- The Asahi Kasei logo in Pantone 2935 is the preferred usage in most instances.
- Never modify the Asahi Kasei logo in any way.
- The Asahi Kasei logo should always be printed in Pantone 2935 Asahi Kasei Blue (100C, 60M, 0Y, 0K or R0 G91 B172).
In cases where color is not available, printing in all black is acceptable.
- When using the logo on black or dark color background, print all white.
- Backgrounds of various colors and patterns may be used with the Group Logo. It is essential, however, to maintain ready recognition and readability of the Group Logo by using the Group Color Asahi Kasei Blue (or an Approximation Color) or black for the Group Logo on white or pale color backgrounds, and white on dark or complex backgrounds.
- No other color combinations than the above mentioned should ever be used.

Clear Space

- The Group Logo should always be surrounded by an open space, or “isolation zone,” extending on all sides at least one-half the full height of the Logo.



ZOLL Boilerplate

Press Releases and Marketing Literature

Please use the following language at the end of all press releases or as a company description for general purposes, including on the back page of marketing literature whenever possible.

About ZOLL Medical Corporation

ZOLL Medical Corporation, an Asahi Kasei Group company, develops and markets medical devices and software solutions that help advance emergency care and save lives, while increasing clinical and operational efficiencies. With products for defibrillation and monitoring, circulation and CPR feedback, data management, fluid resuscitation, therapeutic temperature management, and ventilation, ZOLL provides a comprehensive set of technologies that help clinicians, EMS and fire professionals, and lay rescuers treat victims needing resuscitation and acute critical care. For more information, visit www.zoll.com.

About Asahi Kasei

The Asahi Kasei Group is a diversified group of companies led by holding company Asahi Kasei Corp., with operations in the chemicals and fibers, homes and construction materials, electronics, and health care business sectors. Its health care operations include devices and systems for acute critical care, dialysis, therapeutic apheresis, transfusion, and manufacture of biotherapeutics, as well as pharmaceuticals, diagnostic reagents, and nutritional products. With more than 30,000 employees around the world, the Asahi Kasei Group serves customers in more than 100 countries. For more information, visit www.asahi-kasei.co.jp/asahi/en/.

Photography

The use of photographic images within the ZOLL visual system is very important. This is where our customers can envision themselves using our products in different environment settings.

It's important that the photo helps visually communicate the "ZOLL story." We want the photography to represent a "true" natural setting while connecting with our audience.

When possible the focal point should be on our key audience/market, whether it's a paramedic, doctor or dentist, with the product in use by the customer or professional as opposed to primarily on the victim or product. It's important to capture the emotional aspect of the scene through proper lighting, environment and settings.

When applied to literature or online usage, silhouetted product photography is combined with the environment photos to tell the complete story. When applied in a tradeshow setting, the same remains true by using the environment photography in conjunction with the actual ZOLL products.



Photography – cont.



ZOLL Photo, Video, and Audio Guidelines

ALWAYS assume that Images, Photos, Videos, Music, or other media obtained from the internet is protected by copyright

Never use an image, illustration, photograph, video, or audio without first doing research to determine its copyright status since online content (e.g., obtained from Google, YouTube, Facebook, Instagram, etc.) is often protected by copyright.

Use ZOLL Photos, Videos, and images whenever possible

- Whenever possible, use ZOLL photography and imagery that can be found on:
zollimagesdphoto.com
- Request original photography or videos by contacting our in-house services team at ZOLL.
- Contracted photography, audio (e.g., music, voice over), and videos should include unlimited use license
- Obtain a model release from any persons in ZOLL photography or videos. This isn't a copyright issue, but a privacy/publicity issue.

Use royalty free images, stock footage, and audio from stock photo agencies

Purchase images from stock photo agencies and follow the license terms. You're not outright buying an image from a stock agency, but are paying for certain uses of it. If the media is subject to a license, read the specific terms and conditions, and reach out to ZOLL's intellectual property counsel if there are any questions.

ZOLL Photo, Video, and Audio Guidelines – cont.

Restricted Uses

- No Unlawful Use. You may not use content in a pornographic, defamatory or other unlawful manner, or in violation of any applicable regulations.
- No Commercial Use of Editorial Content. You may not use content marked “editorial” for any commercial, promotional, advertorial, endorsement, advertising or merchandising purpose.

Confirm who owns the copyright of the Photo, Audio, or Video

Always verify that ZOLL has received rights and permissions prior to using on ZOLL websites, social media, print, and other mediums. Ask owner, if they still have the rights to the photograph, audio, or video and can provide you with permission to use it.

NOTE:

Click the link below to download the photo consent form : [ZOLL Consent Form](#)

Typography

Headlines

- Futura Bold, Heavy, Book
- No limit to the point size

Subheads

- Futura Bold, Heavy, or Medium
- Same point size and leading as body text

Body Text

- Futura Light or Univers Light Condensed
- Suggested point size: 10.5 point
- Minimum leading: 12 point
- Maximum leading: 18 point

White Papers

- Adobe Garamond and Futura Mix

Web

- Futura (major heads and subheads)
- Open Sans (navigation block copy and body copy)

*Fonts can be purchased at
www.fonts.com or www.adobe.com*

*Note: Do NOT use the condensed version
of Futura.*

Futura Light

Futura Light Italic

Futura Book

Futura Book Italic

Futura Bold

Futura Bold Italic

Univers Light Condensed

Univers Light Condensed Italic

Univers Bold Condensed

Univers Bold Condensed Italic

Adobe Garamond Regular

Adobe Garamond Regular Italic

Adobe Garamond Bold

Adobe Garamond Bold Italic

Colors

The primary color in all ZOLL printed material is Pantone 3005 (100C, 46M, Y2), and in ZOLL web/e-mail material is hex color #0074C8.

Secondary colors may also be used when appropriate. Some suggested uses are for graphic elements, charts and graphs.

The colors on this page may not print to accurately represent the colors listed. Please refer to the formula noted.

ZOLL Blue
Pantone 3005
C-100, M-46, Y-2, K-0
R-0 G-116 B-200

AED Green
Pantone 382
C-30 M-1 Y-100 K-0
R-193 G-211 B-49

Suggested Secondary Colors

92C, 81M, 21K

3C, 54M, 100Y

50C, 99Y

50% Tint 100K

Web and E-mail Blast Hex Colors

#0074C8

#FF9900

#C1D331

#00446A

#504C86

#707070

Marketing Materials – General Guidelines

Mandatory Elements

- Copyright
All marketing materials should include copyright and notice:
©2019 ZOLL Medical Corporation.
All rights reserved. NAME of registered (or TM) product(s), and ZOL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All trademarks are the property of their respective owners.
- Legal type
Trademarks that appear in any marketing pieces should be listed as part of the legal copy after the copyright.
Only include trademarked names that are referenced.

Note: It is no longer necessary to separate out trademarks and registered trademarks when the approved legal copy to the right is used.
- Addresses
The corporate address always appears on all materials. When space allows, include direct sales subsidiary locations organized alphabetically. When space is limited, use just the Worldwide Headquarters address followed by the statement, “For the ZOLL location nearest you, visit www.zoll.com/contacts.”

- References, if used, should be formatted as follows:

1. Kern K, et al. *Bailliere’s Clinical Anaesthesiology*. 2000;14(3):591–609.

General ZOLL Copyright

©2019 ZOLL Medical Corporation. All rights reserved.
AutoPulse, LifeBand, and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All trademarks are the property of their respective owners.

Thermogard XP Copyright

©2019 ZOLL Medical Corporation. All rights reserved.
Thermogard XP and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation and/or ZOLL Circulation Inc. in the United States and/or other countries. All trademarks are the property of their respective owners.

References

1. Kern K, et al. *Bailliere’s Clinical Anaesthesiology*. 2000;14(3):591–609.
2. Halperin HR, et al. *Journal of the American College of Cardiology*. 2004; 44(11):2214–2220.

NOTE: Journal names can be abbreviated to save space

Marketing Materials – General Guidelines – cont.

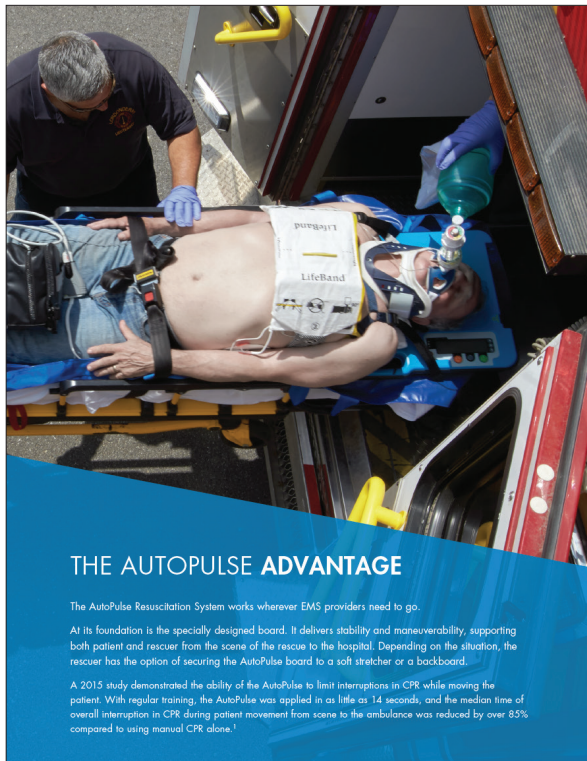
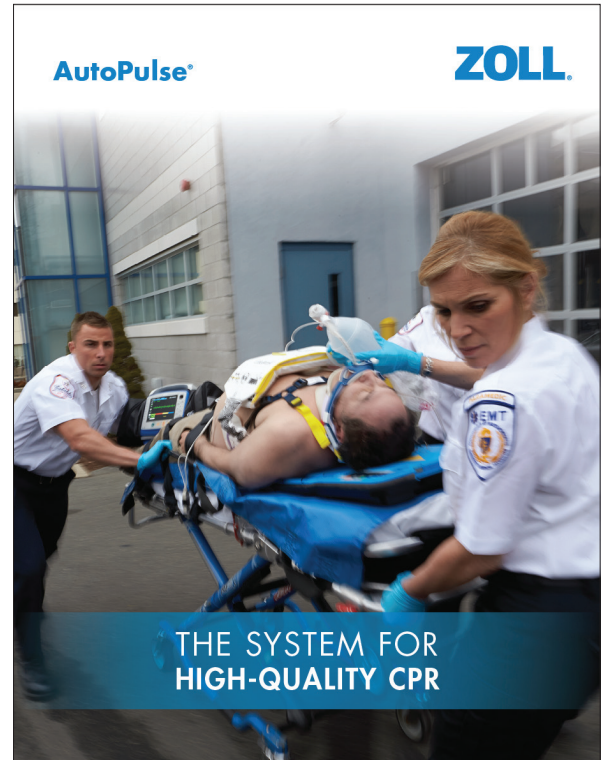
Printing Specifications

- Paper stock
 - Brochures up to 8 pages: 100 lb. Chorus Art cover (or comparable stock)
 - Brochures 12+ pages:
 - 100 lb. Chorus Art text and
 - 100 lb. Chorus Art cover (or comparable stock)
 - Tech Notes:
 - 80 lb. Chorus Art gloss text (or comparable stock)
- Bindery/folds
 - 6 pages: barrel fold
 - 8 pages: saddle-stitch
- Inks and varnish
 - 6/6: Four-color process plus PMS 3005 and spot gloss varnish (photos)
 - White Papers: Black with no varnish
 - ZOLL logo should print PMS 3005 and black when possible

Marketing Materials – Brochures

The cover of brochures must contain these elements: ZOLL logo, product name or category, headline, and product oriented photography to support the ZOLL brand.

The inside of each brochure should be determined by the content and the specific product. Product photos, captions and call-outs are all acceptable.



THE AUTOPULSE ADVANTAGE

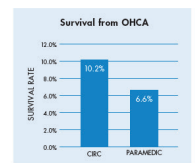
The AutoPulse Resuscitation System works wherever EMS providers need to go. At its foundation is the specially designed board. It delivers stability and maneuverability, supporting both patient and rescuer from the scene of the rescue to the hospital. Depending on the situation, the rescuer has the option of securing the AutoPulse board to a soft stretcher or a backboard.

A 2015 study demonstrated the ability of the AutoPulse to limit interruptions in CPR while moving the patient. With regular training, the AutoPulse was applied in as little as 14 seconds, and the median time of overall interruption in CPR during patient movement from scene to the ambulance was reduced by over 85% compared to using manual CPR alone.¹

IT'S ALL ABOUT OUTCOMES

Numerous studies comparing the AutoPulse to manual CPR clearly demonstrate its many benefits for patients. And by every important measure of resuscitation success, the AutoPulse outperforms piston-driven mechanical CPR devices.

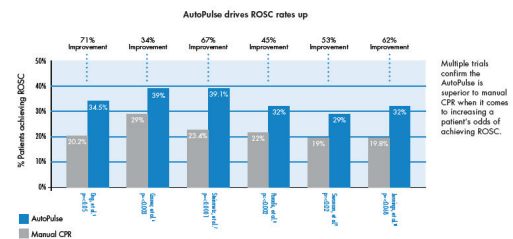
Highest reported survival for all rhythms
Among the large prospective clinical trials that have been published using an automated CPR device, the AutoPulse has achieved the highest survival rate. In the CIRC (Circulation Improving Resuscitation Care) trial, the overall survival-to-discharge rate was 10.2%—among the highest ever achieved in an out-of-hospital cardiac arrest (OHCA) trial.² The PARAMEDIC trial, which used a piston-driven mechanical CPR device, had a 30-day survival rate of just 6.6%.³



At 10.2% survival in the CIRC trial was among the highest ever achieved in an OHCA trial.² Survival in the PARAMEDIC trial was just 6.6%.³

Enhanced circulation
Multiple comparative studies have demonstrated improved vital signs because the AutoPulse drives superior blood flow, resulting in coronary perfusion pressure levels 33% higher than those of sternal compressors, positively impacting ROSC and survival.

Unmatched impact on ROSC
While piston-driven sternal CPR devices have shown no benefit in improving ROSC rates when compared to manual CPR,⁴ the AutoPulse has increased ROSC rates in numerous studies.⁵⁻¹⁰



Marketing Materials – Brochures – cont.

Front Cover Layout Guidelines

- 5.5 in. photo, 2 in. down from the top of page
- Product name in upper left
- Headline in Futura Bold set flush left above photo on same baseline as the ZOLL logo
- ZOLL logo in upper right



Marketing Materials – Brochures – cont.

Back Cover Layout

"What surprised us a lot about the use of the AutoPulse was the endurance of the batteries. Even in cold conditions, the device can continue to operate for 45 to 60 minutes."*

– Axel Mann
Chief Medical Director, Air Zermatt



*The typical initial battery run time for a nominal patient is 30 minutes.

¹Lyon RM, et al. *Resuscitation*. 2015;93:102-106.

²Wik L, et al. *Resuscitation*. 2014;85:741-748.

³Perkins GD, et al. *The Lancet*. 2015;385(9972):947-955.

⁴Wesfall M, et al. *Crit Care Med*. 2013 Jul;41(7):1782-1789.

⁵Chng ME, et al. *JAMA*. 2006; 295:2629-2637.

⁶Casner M, et al. *Prehosp Emerg Care*. 2005;9:61-67.

⁷Steinmetz J, et al. *Acta Anaesthesiol Scand*. 2008;52:908-913.

⁸Paradis NA, et al. *Circulation*. 2009;120:514-57.

⁹Swanson M, et al. *Circulation*. 2006;114:1155-4.

¹⁰Jennings PA, et al. *Resuscitation*. 2010;09:093;520.

¹¹Harris AH, et al. *Circulation*. 2012;126:1885-22813-AHA.

ZOLL MEDICAL CORPORATION

An Asahi Kasei Group Company | 269 Mill Road | Chelmsford, MA 01824 | 978-421-9655 | 800-804-4356 | www.zoll.com

Copyright © 2015 ZOLL Medical Corporation. All rights reserved. Advancing Resuscitation. Today. AutoPulse, LifeBand, RescueNet, ResQPOD, and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

Printed in U.S.A.
MCN EP 1503 0091

ZOLL.

Footnotes
7 pt. Futura Light
10 pt. leading

Boilerplate with new Asahi Kasei tagline

For subsidiary addresses and fax numbers, as well as other global locations, please go to www.zoll.com/contacts.

Company name
PANTONE 3005 C
13 pt. Futura Medium
360 pt. tracking

Marketing Materials – Specification Sheets

Specification sheets should follow this template.

AED Pro®



Technical Specifications

High-Quality CPR and Minimal Pausing, Every Time
 Real CPR Help® provides you with real-time feedback on both the rate and depth of chest compressions to enhance CPR resuscitation quality. A bar graph, along with a metronome, guides you to achieve optimal compression levels. See-Thru CPR® filters CPR artifact to display a patient's underlying ECG rhythm to reduce interruptions in compressions, allowing the professional rescuer to see underlying organized rhythms during resuscitation.

Advanced Capabilities for Professional Rescuers
 Three-lead patient monitoring and manual override offer more flexibility in monitoring, analyzing, and delivering treatment.

The Real Difference in Defibrillation
 When a shock is needed, ZOLL's Rectilinear Biphasic™ waveform (RBW) provides more current, more defibrillation efficacy, and less risk. RBW was designed specifically for external defibrillation to control for variations in patient impedance.

Reliable and Durable, Anywhere

- Exclusive IP55 dust-water ingress rating
- Passes the 1.5 meter drop test


Compatibility for Time and Cost Savings

- Complete electrode compatibility with ZOLL's AED Plus® and line of professional defibrillators
- Battery compatibility with ZOLL's E Series®, M Series®, and R Series® professional defibrillators




High-Quality, Uninterrupted CPR

Real-Time CPR Feedback Supports Optimal Compressions




Real CPR Help's real-time rate and depth feedback improves compression quality.



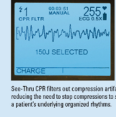
"Good Compressions" message reinforces consistent, high-quality CPR compressions.

Artifact Filtering Displays Underlying Rhythm

Without See-Thru CPR



With See-Thru CPR



See-Thru CPR filters out compression artifact, reducing the need for the rescuer to use a patient's rearing armrest rhythm.

ADVANCING RESUSCITATION TODAY.™

ZOLL Medical Corporation
 Worldwide Headquarters
 280 Mill Road
 Chelmsford, MA 01824
 978-421-8855
 800-340-9811

For subsidiary addresses and fax numbers, as well as other global locations, please go to www.zoll.com/contacts.

AED Pro Specifications

ECG Monitoring
 Patient Connection: 3-lead ECG cable.
 Input Selection: Fully defibrillator protected.
 ECG Size: Automatic Gain Control (AGC) gain.
 Heart Rate: 30-300 bpm ±5%.

Display
 Screen Type: High-resolution LCD display.
 Screen Size: 3.02 inches W x 2.27 inches H.
 Sweep Speed: 25 mm/sec.
 Viewing Time: 3 seconds.
 Displayed Information: Heart rate, ECG waveform, text prompts, CPR bar graph, battery gauge, elapsed time, number of shocks delivered.

Event Documentation
 Type: Internal non-volatile memory.
 Memory Capacity: With audio recording enabled, 20 minutes of ECG, operator and device settings; without audio recording, 1.45 hours each for 4 patient records or up to 5.8 hours for a single record of ECG and event data. Expanded external data storage and transfer available with USB memory stick (not included).
 Event Review & Reporting: RescueNet® Code Review software version 2.30 or higher.
 Communications: iCGA infrared wireless for communication with personal computer or external USB memory stick transfer.

Defibrillator
 Waveform: ZOLL Rectilinear Biphasic™ waveform.
 Energy: 50, 70, 85 joules (pediatric); 120, 150, 200 joules (adult) preconfigured.
 Charge Time: Less than 10 seconds with a new fully charged battery. Depleted batteries will result in a longer defibrillator charge time.


Energy Display: Monitor display indicates selected energy in manual mode only.
 AED Function: Auto analyze and charge x3 with programmable auto energy level selection, screen prompts, and voice prompts.
 Electrodes: One-piece CPR-D pad®, CPR start-pad®, start-pad® II, and Pediatric pad-pad® II. CPR-D pad® one-piece electrode and CPR start-pad® two-piece electrodes provide Real CPR Help for rate and depth of CPR chest compressions.
 Manual Energy Selection: user configurable, 120, 150, 200 joules (adult); 50, 70, 85 joules (pediatric).
 Semi-Automatic: Evolves electrode connection and patient ECG to determine if defibrillation is required.
 Shockable Rhythms: Ventricular fibrillation with amplitude >100 µV and wide complex ventricular tachycardia with rates greater than 150 bpm (adult) and greater than 200 bpm (pediatric).
 Defibrillation Pads Impedance Measurement Range: 15-300 ohms.
 Prompts: Audible voice prompts and text messages guide user through complete sequence of operation. Text prompts are always displayed. With ZOLL Administration Software (ZAS), user can configure voice prompts on/off.
 Controls: ON/OFF, Shock, Softkey.

Configurability
 ZOLL Administration Software (ZAS) Allows user to manually adjust the configuration of the AED Pro to desired medical protocol or direction.
 Analyze OPTIONS: User can configure the ability to analyze a patient during the CPR period by depressing a softkey.
 CPR Duration: User can configure CPR duration from 30 seconds to indefinite, depending on protocol.

User also has the ability to configure the AED Pro to "start with CPR", which, when turned on, will prompt the rescuer to perform CPR prior to analyzing the patient.
 Voice Prompts: User can adjust wording (limited options) and/or turn on/off particular voice prompts. Note: Text prompts are always displayed.
 Shock Energy: Adjust shock energy level for semi-auto mode, for both adult and pediatric modes.

General
 Size: 3 in (7.6 cm) x 2.2 in (23.5 cm) x 9.4 in (23.9 cm) deep.
 Weight: 6.5 lbs (2.9 kg) with disposable battery and electrodes.
 Design Standards: Meets or exceeds AAMI DF-80, EN 60601-1, EN 60601-1-2.
 Patient Safety: All patient connections are electrically isolated.

Environmental
 Operating Temperature: 0° C to 50° C.
 Storage and Shipping Temperature: -20° C to 70° C.
 Humidity: 10% to 95% relative humidity, non-condensing.
 Vibration: MIL Std 883F, Minimum Helicopter Test.
 Shock: IEC 68-2-27; 100G.
 Drop Test: 1.5m per IEC 68-2-32.
 Material/Water Ingress: IEC 60529, IP55.
 Electromagnetic Compatibility (EMC) IECPR: 11 Class B Radiated and Conducted Emissions.
 Electromagnetic Immunity: AAMI DF-80, IEC 60811.
 Electrostatic Discharge: IEC 61000-4-2.
 Conducted Susceptibility: IEC 61000-4-6.
 Options: Vinyl foam-molded carry case for added protection; external BDA port; wall sign.



Marketing Materials – Specification Sheets – cont.

Side 1 Layout

1.8 in.

Product Name
26 pt. Futura Bold

Marketing Description
21 pt. Futura Book

3.6 in.

11 pt. Futura Medium

11 pt. Futura Light

100% Tint PANTONE 3005 C

Silhouetted product photo with .6 in. drop shadow

AED Pro®

Technical Specifications

High-Quality CPR and Minimal Pausing, Every Time
Real CPR Help® provides you with real-time feedback on both the rate and depth of chest compressions to enhance CPR resuscitation quality. A bar graph, along with a metronome, guides you to achieve optimal compression levels. See-Thru CPR® filters CPR artifact to display a patient's underlying ECG rhythm to reduce interruptions in compressions, allowing the professional rescuer to see underlying organized rhythms during resuscitation.

Advanced Capabilities for Professional Rescuers
Three-lead patient monitoring and manual override offer more flexibility in monitoring, analyzing, and delivering treatment.

The Real Difference in Defibrillation
When a shock is needed, ZOLL's Rectilinear Biphasic™ waveform (RBW) provides more current, more defibrillation efficacy, and less risk. RBW was designed specifically for external defibrillation to control for variations in patient impedance.

Reliable and Durable, Anywhere


- Exclusive IP55 dust/water ingress rating
- Passes the 1.5 meter drop test

Compatibility for Time and Cost Savings

- Complete electrode compatibility with ZOLL's AED Plus® and line of professional defibrillators
- Battery compatibility with ZOLL's E Series®, M Series®, and R Series® professional defibrillators

ZOLL®

ZOLL logo



Marketing Materials – Specification Sheets – cont.

Side 2 Layout

2 in.

11 pt. Futura Bold

High-Quality, Uninterrupted CPR

Real-Time CPR Feedback Supports Optimal Compressions



Real CPR Help's real-time rate and depth feedback improves compression quality.



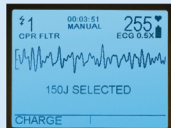
"Good Compressions" message reinforces consistent, high-quality CPR compressions.

Artifact Filtering Displays Underlying Rhythm

Without See-Thru CPR



With See-Thru CPR



See-Thru CPR filters out compression artifact, reducing the need to stop compressions to see a patient's underlying organized rhythms.

ADVANCING RESUSCITATION TODAY.*

ZOLL Medical Corporation
Worldwide Headquarters
269 Mill Road
Chelmsford, MA 01824
978-421-9655
800-348-9011

For subsidiary addresses and fax numbers, as well as other global locations, please go to www.zoll.com/contacts.

AED Pro Specifications

ECG Monitoring

Patient Connection: 3-lead ECG cable.

Input Selection: Fully defibrillator protected.

ECG Size: Automatic Gain Control (AGC) gain.

Heart Rate: 30-300 bpm \pm 5%.

Display

Screen Type: High-resolution LCD display.

Screen Size: 3.02 inches W x 2.27 inches H.

Sweep Speed: 25 mm/sec.

Viewing Time: 3 seconds.

Displayed Information: Heart rate, ECG waveform, text prompts, CPR bar graph, battery gauge, elapsed time, number of shocks delivered.

Event Documentation

Type: Internal non-volatile memory.

Memory Capacity: With audio recording enabled, 20 minutes of ECG, operator and device actions; without audio recording, 1.45 hours each for 4 patient records or up to 5.8 hours for a single record of ECG and event data. Expanded external data storage and transfer available with USB memory stick (not included).

Event Review & Reporting: RescueNet® Code Review software version 3.30 or higher.

Communications: IrDA infrared wireless for communication with personal computer or external USB memory stick transfer.

Defibrillator

Waveform: ZOLL Rectilinear Biphasic™ waveform.

Energy: 50, 70, 85 joules (pediatric); 120, 150, 200 joules (adult) preconfigured.

Charge Time: Less than 10 seconds with a new fully charged battery. Depleted batteries will result in a longer defibrillator charge time.

Energy Display: Monitor display indicates selected energy in manual mode only.

AED Function: Auto analyze and charge x3 with programmable auto energy level selection, screen prompts, and voice prompts.

Electrodes: One-piece CPR-D-pad®, CPR stat-pad®, stat-pad® II, and Pediatric pedi-pad® II. CPR-D-pad one-piece electrode and CPR stat-pad two-piece electrodes provide Real CPR Help for rate and depth of CPR chest compressions.

Manual: Energy selection user configurable, 120, 150, 200 joules (adult); 50, 70, 85 joules (pediatric).

Semi-Automatic: Evaluates electrode connection and patient ECG to determine if defibrillation is required.

Shockable Rhythms: Ventricular fibrillation with amplitude >100 uV and wide complex ventricular tachycardia with rates greater than 150 bpm (adult) and greater than 200 bpm (pediatric).

Defibrillation Pads Impedance Measurement Range: 10-300 ohms.

Prompts: Audible voice prompts and text messages guide user through complete sequence of operation. Text prompts are always displayed. With ZOLL Administration Software (ZAS), user can configure voice prompts on/off.

Controls: ON/OFF, Shock, Softkeys.

Configurability

ZOLL Administration Software (ZAS): Allows user to manually adjust the configuration of the AED Pro to desired medical protocol or direction.

Analyze OPTIONS: User can configure the ability to analyze a patient during the CPR period by depressing a softkey. **CPR Duration:** User can configure CPR duration from 30 seconds to indefinite, depending on protocol.

User also has the ability to configure the AED Pro to "start with CPR"; which, when turned on, will prompt the rescuer to perform CPR prior to analyzing the patient.

Voice Prompts: User can adjust wording (limited options) and/or turn on/off particular voice prompts. Note: Text prompts are always displayed.

Shock Energy: Adjust shock energy level for semi-auto mode, for both adult and pediatric modes.

General

Size: 3 in (7.6 cm) x 9.2 in (23.5 cm) x 9.4 in (23.9 cm) deep.

Weight: < 6.5 lbs (2.9 kg) with disposable battery and electrodes.

Design Standards: Meets or exceeds AAMI DF-80, EN 60601-1, EN 60601-1-2.

Patient Safety: All patient connections are electrically isolated.

Environmental

Operating Temperature: 0° C to 50° C.

Storage and Shipping Temperature: -30° C to 70° C.

Humidity: 10% to 95% relative humidity, non-condensing.

Vibration: MIL Std. 810F, Minimum Helicopter Test.

Shock: IEC 68-2-27; 100G.

Drop Test: 1.5m per IEC 68-2-32.

Material/Water Ingress: IEC 60529, IP55.

Electromagnetic Compatibility (EMC): CISPR, 11 Class B Rated and Conducted Emissions.

Electromagnetic Immunity: AAMI DF-80; IEC 60601.

Electrostatic Discharge: IEC 61000-4-2.

Conducted Susceptibility: IEC 61000-4-6.

Options: Vinyl foam-molded carry case for added protection; external IrDA port; wall sign.

11 pt. Futura Bold

11 pt. Univers Condensed Light
13 pt. leading
1 line space between paragraphs

8 pt. Univers Bold Condensed

15% Tint PANTONE 3005 C
(Using blue bar for related images, graphs, screens, etc.)

Tag Line
8 pt. Futura Bold
250 pt. tracking

Inventory information
6 pt. Futura Light
8 pt. leading

See AED Pro operator's manuals for more detailed specifications



Specifications subject to change without notice.

©2011 ZOLL Medical Corporation. All rights reserved. Advancing Resuscitation Today, AED Pro, CPR-D-pad, CPR Stat-pad, E Series, M Series, pedi-pad, R Series, Real CPR Help, RescueNet, Rectilinear Biphasic, See-Thru CPR, stat-pad, and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners.

Printed in U.S.A. 011110 9566-0176



ZOLL logo

Copyright and legal
6 pt. Univers Condensed Light
8 pt. leading

Marketing Materials – Tech Notes & Guides

Examples of Tech Notes & Guides



INTRODUCTION

Debriefing has been shown to improve clinical behavior during cardiac resuscitation and, as such, has become a recommended procedure in the 2010 American Heart Association (AHA) Guidelines for CPR and Emergency Cardiovascular Care. Edelson and colleagues reported that the number of patients achieving return of spontaneous circulation (ROSC) at a university hospital in the Midwest increased from 44.6% to 59.4% (p = .03) when weekly debriefing sessions were conducted.¹ This guide has been developed to provide guidelines for debriefing the key measures of care that can have a significant impact on outcomes from sudden cardiac arrest (SCA).

OVERVIEW:

In-hospital resuscitation can be generally characterized as a disorganized, stressful event that lacks definitive leadership. Inexperienced providers and crowds of observers are also common, as are poor outcomes. Because on average, just 17% of all in-hospital arrests result in survival to discharge, one wonders if the low rate of survival is due to the process or the patient. Since the release of the 2005 AHA Guidelines, where emphasis was placed for the first time on high-quality CPR with longer periods of compression and fewer ventilations, we have begun to deconstruct the code response. Early data indicates that survival from in-hospital cardiac arrest can be improved (i.e., the current low rate of survival from in-hospital arrest cannot be entirely attributed to unresuscitable patients). It has become evident that obtaining a good outcome requires a chain of events, and in the dead center of the chain is the code response.

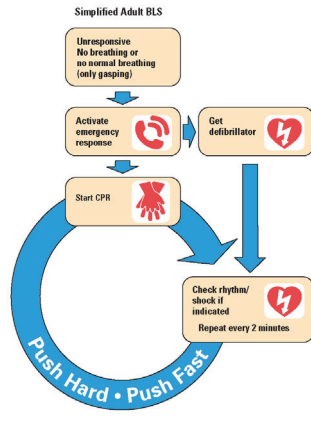
The key components of an optimal code response:

- 1. Early recognition** that the patient is deteriorating or has become unresponsive.
- 2. Bystander response.** At the risk of overstating the issue, with the exception of the Emergency Department (ED) or critical care staff, the first responder in a hospital is rarely more experienced than an educated bystander who comes upon a sudden cardiac arrest victim outside of the hospital. It is important that all staff are empowered to act, even if that means doing nothing more than immediately starting high-quality CPR. At a minimum, the second responder should bring the crash cart to the room, deploy the defibrillator pads, and turn on the defibrillator in anticipation of the arrival of the code team.

¹ Edelson DJ, et al. *Acad Emerg Med*. 2004;10(12):1001-09.

SIMPLIFIED ADULT BLS

The charts below show the AHA Adult Basic Life Support (BLS) and Advanced Cardiac Life Support (ACLS) algorithms as well as the pediatric and newborn resuscitation algorithms.



Simplified Adult BLS

- Unresponsive
No breathing or no normal breathing (only gasping)
- Activate emergency response
- Get defibrillator
- Start CPR
- Check rhythm/shock if indicated
Repeat every 2 minutes
- Push Hard • Push Fast

Reprinted with permission. 2010 American Heart Association Guidelines for Cardiovascular Resuscitation and Emergency Cardiovascular Care, Part 3: Adult Basic Life Support. Circulation. 2010;122(suppl 3):S485-S703. ©2010 American Heart Association, Inc.

Early Defibrillation in the Hospital

Is It Time for AEDs on Crash Carts?

It has become increasingly clear that even in hospitals, early defibrillation can be a challenge. Recent reports from Chan et al demonstrate that not only does time to first shock have a significant impact on inpatient survival for those who experience VF arrest, but also that the time to first shock varies considerably and does not correlate to hospital size or location. Furthermore, time to first shock is a valuable measure, but how long is it taking before a patient is actually found in arrest and the Code activated? The LifeVest® wearable defibrillator has a time to first shock of approximately 30 seconds with a 98% first shock success rate (Figure 1). Are we missing a window of opportunity in hospitals (Figure 2)?

As a result, hospitals continue to look for ways to improve the overall Code response time – and that usually means empowering and encouraging the first responders to act to assess the situation and deliver a shock if indicated. Unfortunately, the complexity of the crash cart defibrillator and the limited opportunity to practice resuscitation for the average floor nurse contributes to a reluctance to act in fear of doing something wrong and hurting the patient or themselves.

Some have suggested that the answer is to place AEDs on the crash carts in the lower-acuity units – using the same public access units that are found in airports and casinos. However, there are problems with this solution. Public access defibrillators are designed for infrequent use, offer minimal options, and do not have AC power. In addition, when the Code team arrives with an ACLS defibrillator, there may be a need to change out cables, electrodes, and such. In addition, the analysis time of many AEDs leaves patients without CPR support for periods that can significantly impact shock conversion success as demonstrated by Edelson et al. The trade-offs may be too great to make this a viable solution (Figure 3).

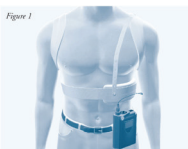


Figure 1

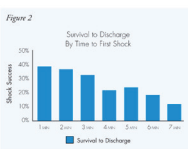


Figure 2

Time to First Shock	Survival to Discharge (%)
0-30	~45
31-45	~35
46-60	~25
61-75	~15
76-90	~10
91-105	~5
106-120	~2

Chan, BS, et al. Delayed Time to Defibrillation after In-Hospital Cardiac Arrest. *N Engl J Med* 2008;359:17-21.

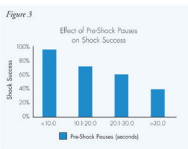


Figure 3

Feedback Pause (seconds)	Shock Success (%)
<15.0	~95
15.1-30.0	~85
30.1-45.0	~75
>45.0	~65

Edelson, D.J. et al. *Resuscitation* 2006;71:7-14.

Early Defibrillation in the Hospital

If that is the case, is there some other more viable solution that can encourage first responders to act while eliminating the drawbacks of using a layperson defibrillator?

ZOLL Medical recently introduced the R Series® Plus to the hospital environment (Figure 4). This unit has a single button AED interface, just like a public access AED. When turned on, the device prompts the first responder to place the defibrillator pads on the patient, then it either prompts him/her to stand clear during analysis or start CPR. The pads are pre-attached to the unit and are automatically tested daily along with more than 40 other aspects, such as circuitry. During CPR, the defibrillator measures both depth and rate of CPR compressions and will prompt users to press harder if the depth is insufficient, while a metronome activates if the user is not compressing at the correct rate.

Upon arrival of the Code team, one press of a soft key turns the AED into a backlit full-service ACLS defibrillator, complete with pacing and advanced monitoring parameters such as non-invasive blood pressure, SpO₂, and EtCO₂ – without interrupting resuscitation in progress and with no need to change pads, cables or add additional CPR feedback tools (Figure 5). A unit that encourages first responders to act, coaches proper CPR, tests itself daily, and turns into a full ACLS unit – that may just be the best of all worlds.



Figure 4
R Series Plus with one-button AED interface



Figure 5
R Series Plus in full ALS mode

ZOLL Medical Corporation
299 Mill Road
Chatham, Massachusetts
01924-1025
www.zoll.com

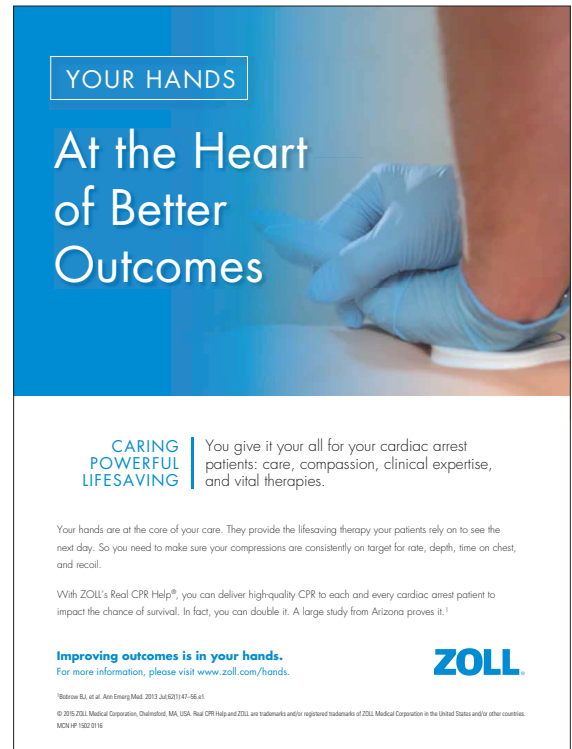
©2010 ZOLL Medical Corporation
United States and 2011 and
applicable international territories
©ZOLL Medical Corporation or the
third party entity that owns the

Marketing Materials – Advertising

Advertising for ZOLL and the various product brands should conform closely to the following examples. They show placement options for the headline, ZOLL logo, and legal copy. The designer should choose the appropriate layout based on content, headline and artwork.

Note: all headlines should have initial caps where appropriate. No period is necessary.

To support our various products and solutions, a ZOLL blue “border” was designed to create a branding foundation and consistency for our advertising campaigns. Over the past year it’s easy to see how the application of this ad design unifies our products, messaging and brand awareness. This is important since “exposure” over a long duration is the key to awareness and messaging through advertising. The tagline Advancing Resuscitation. Today.[®] is used in the bottom blue border with all products except Thermogard XP (since not approved by the FDA for use in resuscitation from SCA), when the size of the ad permits.



YOUR HANDS

At the Heart of Better Outcomes

CARING POWERFUL LIFESAVING | You give it your all for your cardiac arrest patients: care, compassion, clinical expertise, and vital therapies.

Your hands are at the core of your care. They provide the lifesaving therapy your patients rely on to see the next day. So you need to make sure your compressions are consistently on target for rate, depth, time on chest, and recoil.

With ZOLL's Real CPR Help[®], you can deliver high-quality CPR to each and every cardiac arrest patient to impact the chance of survival. In fact, you can double it. A large study from Arizona proves it.¹

Improving outcomes is in your hands.
For more information, please visit www.zoll.com/hands.

ZOLL

¹Stewart EJ, et al. *Ann Emerg Med.* 2013; 61(5):47-56.e1.
© 2015 ZOLL Medical Corporation, Chelmsford, MA, USA. Real CPR Help and ZOLL are trademarks and/or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries.
MCN EP 1502 0116



Does he need a trauma center or the local hospital?



Twenty-year-old male in a motor vehicle accident. Airbag has deployed. Car has significant front-end damage. Is he bleeding internally? Hemorrhage is the leading cause of death after injury.¹

The new trauma parameters on the ZOLL X Series[®] help you accurately and quickly assess your patients so you can feel confident in your treatment decisions.

Insight for informed decisions.
www.zoll.com/trauma

ZOLL

¹Acosta JA, et al. *Journal of the American College of Surgeons.* 1998;186(5):528-533.
©2015 ZOLL Medical Corporation, Chelmsford, MA, USA. X Series and ZOLL are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries.
MCN EP 1508 0110

Marketing Materials – Advertising – cont.

Web address for contacts should be all on one line and list as www.zoll.com/contacts.



EXPANDING YOUR HORIZONS IN ADVANCED CRITICAL CARE

		
EMV+ 731 Series Ventilator	Propaq M Monitor	ResQPOD ITD ResGARD ITD
A rugged, lightweight ventilator with real altitude compensation for all levels of care.	The standard in vital signs monitoring, with optional defibrillation, pacing, and Real CPR Help SM .	Noninvasive impedance threshold devices (ITD) that improve blood flow and reduce intracranial pressure. ^{1,2}

ZOLL continues its commitment to broadening its portfolio for the military. With the addition of new products via recent acquisitions, ZOLL has the most comprehensive solutions for military critical care. From monitoring and airway management to enhanced perfusion, ZOLL is focused on providing you with lifesaving technologies that are portable and effective throughout all echelons of care.

Tanya KOC, et al. JAMA Soc. Sci. 2012;306(10):1048-1053.
 1. Cummings SR, et al. Resusc Care. 2011;54(6):646-657.

Learn more about ZOLL's resuscitation solutions at www.zoll.com/military

ZOLL

© 2013 ZOLL Medical Corporation, Chatham, MA, USA. EMV+, Propaq, ResQPOD, and ResGARD are trademarks or registered trademarks of ZOLL Medical Corporation in the U.S. and/or other countries. Propaq is a registered trademark of Philips A&S. All other trademarks are the property of their respective owners. MCHL 1P 1306 0016-03



Because of You

Saving a life takes high-quality CPR, early defibrillation, and effective postresuscitation care. It also takes giving it your all, knowing you did everything you could to help your patients continue to make memories. ZOLL's advanced resuscitation tools support you in caring for your patients every step of the way—through every link in the Chain of Survival—so they have the best chance of living life to its fullest.

To learn more about how you can help save more lives, contact your local ZOLL representative, or visit us online at www.zoll.com.

©2013 ZOLL Medical Corporation. ZOLL is a registered trademark of ZOLL Medical Corporation. MCHL 1P 1306 0016

ZOLL



8% JUST ISN'T ENOUGH

Don't guess when performing pediatric CPR

Since three out of four pediatric arrests involve a non-shockable rhythm, CPR is essential to save a life. But studies show that only 8% of compressions in children are deep enough.¹ If a staggering 92% of compressions are too shallow—less than one-third the recommended depth—guessing is not a good option when it comes to CPR.

The ZOLL R SeriesSM defibrillator with OneStepSM Pediatric CPR Electrodes eliminates the guesswork.

When you can accurately determine CPR compression depth and rate, measure CPR idle time, and accurately gauge CPR periods to deliver optimal ventilation, you have the guidance you need to provide high-quality CPR.

Read more about pediatric resuscitation and the importance of high-quality CPR in the education booklet *Pediatric Resuscitation* at www.zoll.com/pediatric.

1. Niles DE, et al. Resuscitation. 2012;83:320-26.

©2013 ZOLL Medical Corporation, Chatham, MA, USA. OneStep, R Series, and ZOLL are trademarks or registered trademarks of ZOLL in the U.S. and/or other countries. MCHL 1P 1401 0001

ZOLL



Many Visits, One Record
A Community Paramedicine First

With conventional ePCR systems you're blind to your patient's past. EMS Mobile Health opens a window to the patient's history and previous caregiver notes.

EMS Mobile Health simplifies and expedites ongoing patient charting. The first solution for mobile integrated health care/community paramedicine, EMS Mobile Health allows you to securely access a patient's medical history and add new information.

Smart, patient-focused charting for community care: only with EMS Mobile Health.

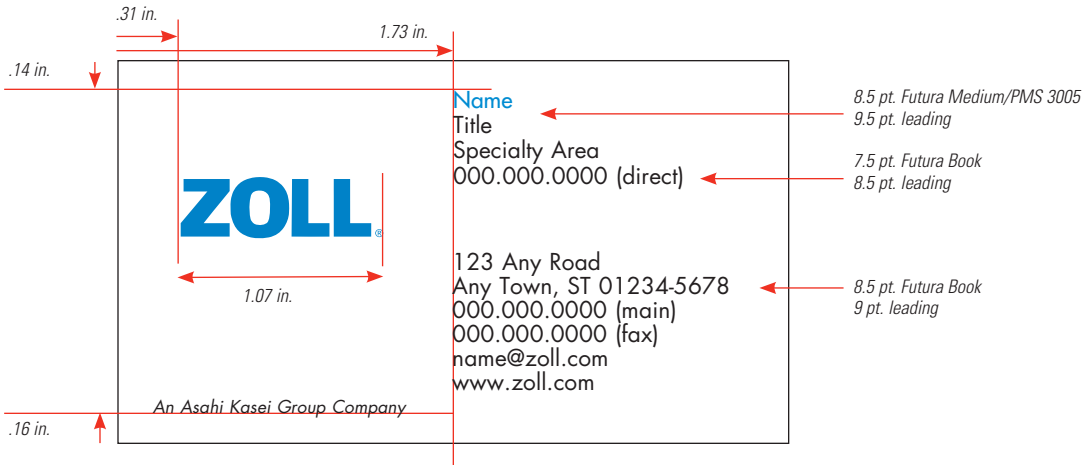
To request more information, please visit connect.zolldata.com/ems-mobile-health.

ZOLL

©2013 ZOLL Medical Corporation, Chatham, MA, USA. ZOLL is a trademark and/or registered trademark of ZOLL Medical Corporation in the United States and/or other countries. MCHL 1P 1303 0000

Stationery

Business Cards



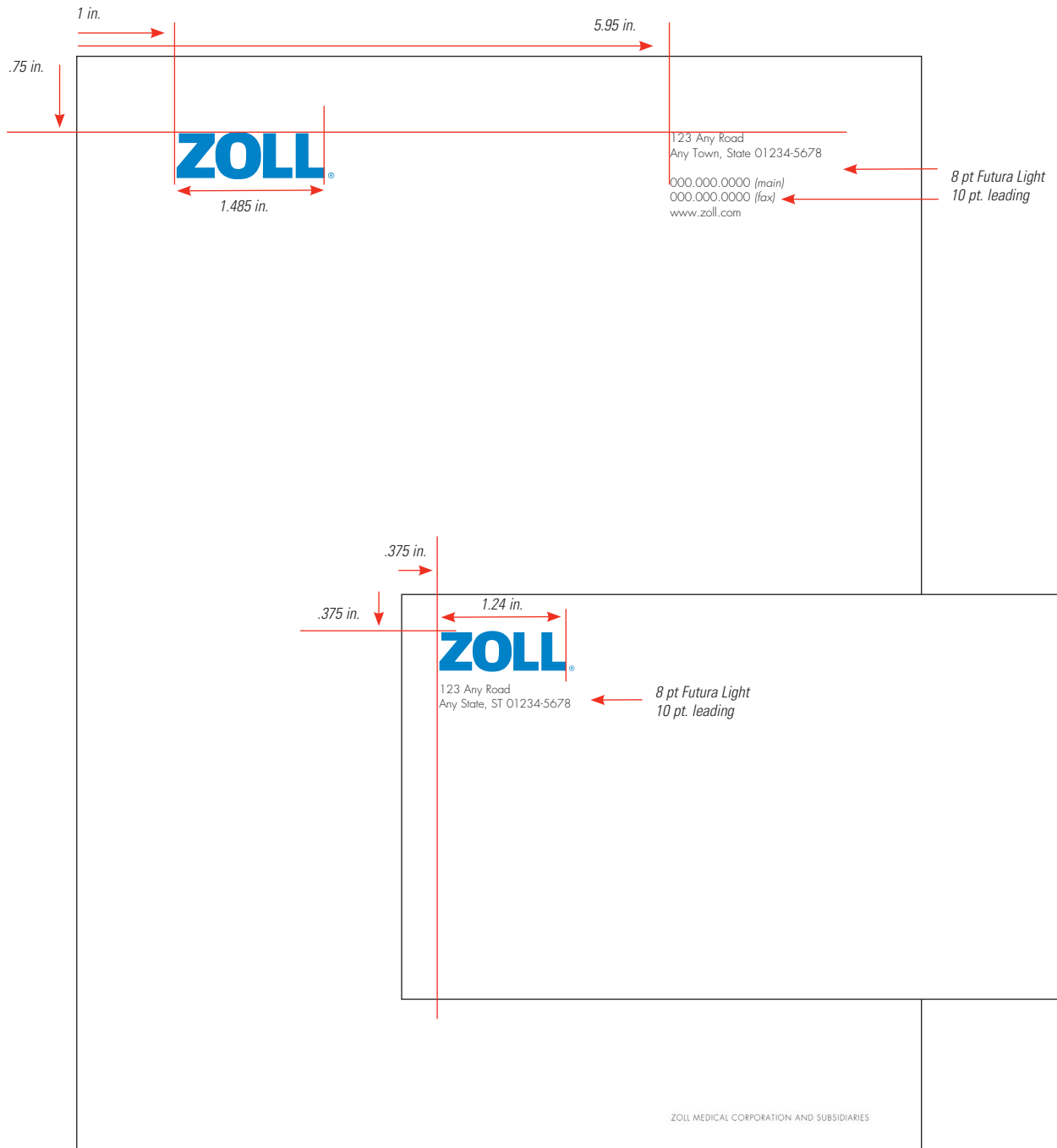
Specialty Areas (if relevant)

- *Resuscitation Products* (covers defibrillators, AEDs, AutoPulse®, Power Infuser®)
- *Temperature Management* (covers temperature management products)
- *LifeVest*®
- *Data Management Products* (covers RescueNet® and CodeNet® products)

New online ordering for business cards. Please see your corporate admins for more information and ordering.

Stationery – cont.

ZOLL Letterhead and Envelope



Electronic Templates

Electronic templates are available for letterhead, fax, and memo. Please download the files from www.zoll.com/shareit under ZOLL Corporate/General Marketing. If you do not have access to Shareit, please contact Chelmsford Marketing Communications at ZOLL.

ZOLL Chelmsford E-Letterhead Template

ZOLL

269 Mill Road
Chelmsford, Massachusetts 01824-4105
978-421-9655 (main)
978-421-0025 (fax)
www.zoll.com

11 pt. Arial Regular
13 pt. leading

→ Text Here

E-Memo Template

How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

The image shows a screenshot of an E-Memo Template with several annotations. A red arrow points from the text "26 pt. Arial Regular" to the word "Memo". Another red arrow points from the text "Header is already embedded into Word Document" to the contact information. A third red arrow points from the text "11 pt. Arial Regular 13 pt. leading" to the main body text.

ZOLL

269 Mill Road
Chelmsford, Massachusetts 01824-4105
978-421-9655 (main)
978-421-0025 (fax)
www.zoll.com

Header is already embedded into Word Document

26 pt. Arial Regular → **Memo**

To: [Click **here** and type name]
From: [Click **here** and type name]
CC: [Click **here** and type name]
Date: 4/12/10
Re: [Click **here** and type subject]

How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles such as Heading 1-3 and Body Text in the Style control on the Formatting toolbar. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

11 pt. Arial Regular
13 pt. leading

E-Fax Template

ZOLL Chelmsford Fax Template

ZOLL[®]

269 Mill Road
Chelmsford, Massachusetts 01824-4105
978-421-9655 (main)
978-421-0025 (fax)
www.zoll.com

FAX

To: _____ From: _____
Fax: _____ Pages: _____
Phone: _____ Date: _____
Re: _____ CC: _____

Urgent For Review Please Comment Please Reply Please Recycle

This is the revised template.

ZOLL MEDICAL CORPORATION AND SUBSIDIARIES

36 pt. Arial Bold



Header is already embedded into Word Document



10 pt. Arial Regular



9 pt. Arial Regular



E-mail Signature

To be consistent with ZOLL's corporate identity, it is preferred to sign all e-mails in a consistent manner as shown here.

An individual's name, title and contact information can be added.

The e-mail signature file and instructions can be provided upon request from Chelmsford Marketing Communications.

Instructions for adding e-mail signatures to your phone

Upon request, you will receive a separate e-mail entitled "Signature e-mail." Open this in your computer and edit it, and then forward it to yourself (remembering to remove the e-mail signature that Outlook might add). Open this forwarded e-mail on your phone and follow the instructions below. Then type in your specific information in place of the placeholder copy.

iPhone

In the signature e-mail:

1. Hold down on screen until magnifying glass appears
2. If not entire signature is selected, drag selector bars to the beginning and end of the signature
3. Choose copy

Go to the Home screen:

1. Go to Setting
2. Mail, Contacts, Calendars
3. Signature
4. Hold down until magnifying glass appears
5. Choose Paste

Name
Title
Department or area of expertise
000.000.0000 phone
000.000.0000 cell
000.000.0000 fax
name@zoll.com
www.zoll.com



An Asahi Kasei Group Company

This email message is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized use or disclosure is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.

Android

In the signature e-mail:

1. Press on text until selectors appear
2. Drag selectors to select the entire signature
3. Press once to copy to your clipboard

Go to the Home screen:

1. Go to Messaging
2. Choose ZOLL account
3. Choose Options
4. Choose E-mail Settings
5. Choose Compose Options
6. Choose e-mail signature
7. Press on screen
8. Choose Paste

You can also find these instructions on www.zoll.com/shareit.

Frequently Asked Questions

Is there just one website for the entire company?

While we are encouraging the use of www.zoll.com by all companies as a point of entry to ZOLL, visitors will still be redirected to sites set up for specific products such as RescueNet® products and the LifeVest®, as well as individual countries. These sites, however, have taken on more of the look and feel of the primary www.zoll.com site.

Does everyone worldwide now have a ZOLL e-mail address?

Yes. We recently completed the migration of every ZOLL employee to a jsmith@zoll.com e-mail address format, which further reinforces our ONE ZOLL branding.

What is the advantage of ONE ZOLL?

As the company continues to grow and there is more overlap in the markets and customers we sell to (e.g., Defibrillators, AutoPulse®, LifeVest®, and Temperature Management all touch hospitals), it makes sense to have a unified name and image. Multiple sales groups, for example, will be able to better leverage ZOLL's size and reputation if they present themselves as one unified company. Using just "ZOLL" solidifies the company's position, not only in terms of being a major player in the broader medical device and software industries, but within the customer segments we market and sell to.

This is why, for example, that the templates for business cards, letterhead, and e-mail signatures use only the ZOLL logo with the circle R (®), without the "Advancing Resuscitation. Today." tagline.

How should I refer to other ZOLL offices if not by a subsidiary name?

The easiest way to make the distinction is to refer to the product line that is marketed or manufactured out of a particular office: the LifeVest® operation, our Data office, etc. You could also use a location: ZOLL Chelmsford, ZOLL Broomfield, ZOLL Colorado, etc., just as we do already for our international offices—ZOLL Germany, ZOLL France, etc. These examples apply to use in conversation or in correspondence, but are not meant to suggest formal names. At the end of the day, we are all simply just "ZOLL."

Are there any instances where these subsidiary names will still be used?

In some cases we have not yet legally changed entity names, so the subsidiary names may continue to appear on legal documents such as purchase orders and contracts. Where we can use just ZOLL we should. If we have to use other names for legal reasons, that is okay, but we should

Frequently Asked Questions – cont.

not confuse that name with how we want the marketplace to think of us. To our customers, we want to be just ZOLL.

How should we distinguish between individuals who may have the same title as colleagues in other offices?

Generally, we should not worry ourselves if titles overlap. Usually the person we are speaking to or corresponding with will understand who we are and our role in the company. While there might be some confusion in the marketplace, it is better to live with the confusion than to have customers, and our own people, identify with a specific division rather than with just ZOLL.

Where a distinction is needed, here are the descriptive terms that can follow the title:

- *Core Products* (covers defibrillators, AEDs, AutoPulse[®], Power Infuser[®])
- *Temperature Management* (covers temperature management products)
- *LifeVest* (covers LifeVest[®])
- *Data Management Products* (covers RescueNet[®] and CodeNet[®] products)

For example, Elijah White, based in Chelmsford, could be Vice President of Marketing, Core Products, and Jason Whiting based in Pittsburgh would be Vice President of Marketing, LifeVest. The salesperson calling on hospitals for AutoPulse[®] and R Series[®] could be Hospital Territory Manager, Core Products; the comparable salesperson for the LifeVest[®] could be Territory Manager, LifeVest. An EMS rep selling X Series[®] and AED Pro[®] would be EMS Territory Manager, Core Products, whereas his/her counterpart selling Data would be EMS Territory Manager, Data Products. Or, better yet, they could all just be from ZOLL!

Bottom line, try to just be from ZOLL. But if a specific description is needed, consider using a product or a location, or a customer type.

Do I have to use the ZOLL e-mail signature template?

Yes, you should use the ZOLL template to ensure brand consistency, including the correct logo and required spelling of ZOLL in all capital letters. It also includes important legal information at the bottom, *This email message from ZOLL Medical Corporation is for the sole use of the intended recipient(s) and may contain confidential and privileged information. Any unauthorized use or disclosure is prohibited. If you are not the intended recipient, please contact the sender by reply email and destroy all copies of the original message.* This lets the recipient of the e-mail know it

Frequently Asked Questions – cont.

is being delivered from a “corporation,” which is an important legal protection for the sender. This is applicable to all of the ZOLL offices. Also, the signature was designed to include only the most important contact information and to help save paper when someone opts to print out an e-mail.

How is Asahi Kasei being worked into the ONE ZOLL branding?

Because AK values the strength of the ZOLL brand, they have not made inclusion of their logo a requirement. We reference our relationship to AK in press releases, both in describing ZOLL as an Asahi Kasei Group company and then explaining what the AK Group is. We do the same on our www.zoll.com website in the “About Us” section. There is an AK Group company logo that has “Asahi Kasei ZOLL Medical” under it, but this is not being used by ZOLL. The relatively new ZOLL Japan organization is using “Asahi Kasei ZOLL Medical” as their name and both company logos at times, but we are working with them to streamline this branding, with the emphasis likely to remain on Asahi Kasei as the locally recognized brand.

Who should I contact if I have any questions?

Please contact Andrew Seletz in Chelmsford, 978-421-9793, aseletz@zoll.com, for any clarification you might need. Thank you.