

-
- Client:** Timberland, Inc.
- Business:** Retail: men's, women's and children's casual/sports clothing; outdoor equipment
- Target Market:** City Year participants.
- Strategy:** Timberland is a sponsor for City Year programs and wanted to design and donate t-shirts for their non-profit volunteer youth service corps. The tag line "Lace the Races" unites the core business of Timberland (shoes) with City Year's "pro-diversity" marketing position.



Client: Marriott Resorts

Business: Hospitality industry

Target Market: Corporate Meeting Planners

Strategy: Marriott's offshore resorts is based on the positioning tagline of "When you're comfortable you can do anything." It's aimed at stressed working individuals and couples who want to escape the pressures of corporate life, even on business trips.

A direct mail promo included a travel bag with attached airline-style luggage tags and brochure.



Client: Agilent Technologies
Business: Healthcare Solutions Group
Target Market: Healthcare facilities, medical supply companies
Strategy: OxySense is a redesign of a successful handheld SpO₂ monitor from Hewlett Packard's Medical Division. When HP spun off its Agilent Technologies company, it needed a re-packaging of its previous products to come in line with the new Agilent "look."

The packaging solution was a clean, upbeat interpretation in keeping with the new Agilent design standards. The look was applied to the external packaging, direct mail brochure, product information, insert card, and technical manual.



OxySense

Hand-held SpO₂ Monitor

1234A

- Lorem ipsum sit amet en sapia horus penulsum.
- Lorem ipsum sit amet en sapia horus penulsum.
- Lorem ipsum sit amet en sapia horus penulsum.
- Lorem ipsum sit amet en sapia horus penulsum.

Agilent Technologies



M4529A
Care Everywhere

Designed for splicing or bedside monitoring, the portable unit is ideal for use in any clinical environment. The built-in digital display is easy to read, and well-secured for transport. The monitor's digital processing technology provides accurate and secure readings that other oximeters can't in conditions of spontaneous motion and low perfusion.

The M4529A offers you the right choice of a large screen or a small and portable unit, at a very competitive price.

With the monitor, you can be sure that your patient is never alone and has exactly the care he needs when he needs it.

With the M4529A, you can focus on the patient, while the monitor focuses on giving you fast, accurate measurement of pulse rate, pulse strength and SpO₂.

• Large LED display, easy to see even under sub-optimal lighting conditions.
 • Operates on battery or AC power.
 • Monitor memory allows for organized patient data blocks, simplifying patient sharing.
 • Uses reliable Agilent Technologies' sensors.
 • Printing capabilities via optional infrared printer.

• Digital artwork resolution technology enhances the monitor's ability to detect pulse amplitude in patients with poor peripheral perfusion and refuses to be alarmed caused by motion artifacts.
 • Full-function pulse oximeter can be used for either spot checking or continuous monitoring.
 • Pulse strength display for quantitative perfusion at the sensor site, that gives you the ability to find optimal sensor placement.

• User adjustable alarm for both SpO₂ and pulse rate to inform you of excess activity and improper sensor contact.
 • Lightweight — 16 ounces, including battery, and compact enough to fit in your pocket.
 • Easy-to-use controls, ideal for difficult environments and situations.
 • Rugged and durable construction.

The Agilent M4529A
hand-held SpO₂ monitor

provides fast, accurate oxygen saturation, pulse rate and pulse strength assessment

Company Information
 United States
 Agilent Technologies, Inc.
 Healthcare Division Group
 Headquarters
 3500 Market Street
 Palo Alto, CA 94304
 U.S.A. (415) 924-6500
 FAX (415) 924-6501

United Kingdom
 Agilent Technologies (UK) Ltd
 Healthcare Division Group
 12000 Westlands Highway
 Dulles, VA 20146
 Agilent Technologies (UK) Ltd
 Healthcare Division Group
 12000 Westlands Highway
 Dulles, VA 20146
 Agilent Technologies (UK) Ltd
 Healthcare Division Group
 12000 Westlands Highway
 Dulles, VA 20146
 Agilent Technologies (UK) Ltd
 Healthcare Division Group
 12000 Westlands Highway
 Dulles, VA 20146

Other Areas
 Agilent Technologies, Inc.
 Healthcare Division Group
 3500 Market Street
 Palo Alto, CA 94304
 U.S.A. (415) 924-6500
 FAX (415) 924-6501

Technical information subject to modification.
 © Copyright 2000 Agilent Technologies, Inc.
 Printed in the USA
 0100-1000