CAPSULE TECHNOLOGIE
Brand Identity Guide

For Capsule employees, affiliates, and partners
November 2015

capsule
a Qualcomm Life company

Created by Capsule Marketing Team
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INTRODUCTION

What is a brand?

A brand is a set of mental associations in a specific market that reflect both tangible and intangible elements.

A brand represents the equity in an organization, product or service.

It is the combination of aspiration, inspiration and market perception. It is how we connect emotionally with our stakeholders.

Strategic and foundational, the "branding" process is the conception and nurturing of a "living" thing.

And it is the brand logo or label that embodies all of these elements.

Capsule's brand identity is managed through this Brand Identity Guide. It has been developed to protect the integrity and ensure the uniformity of both the visual depiction and written (or verbal) expression of Capsule Technologie and its branded products.

All Capsule personnel who are responsible for producing ads, direct marketing pieces, marketing collateral, presentations, product packaging and documentation must understand and properly implement these branding standards.

If you are a **Capsule Technologie partner**, we ask that you please follow these guidelines when using any representation of our corporate name, or the names of our respective products and services.

Since a brand is a living "thing", so is this Brand Identity Guide.

There will be revisions and additions as required and as our business dictates.

If you have any suggestions regarding this guide, please don't hesitate to contact the Marketing Department in your region.

The Marketing Team

THE LOGO

A logo is a signature. It is the single most visible and recognizable element of an overall brand image. This makes it the most prominent expression of our corporate or product identity. The purpose of a consistent identity presentation is to deliver to our markets a specific and positive impression of Capsule Technologie through all of our communication vehicles, and to protect the strength of the identity. Its consistent application is essential to establishing a clear and unique image.

We have two logos.

1. **CAPSULE LOGO** is the most powerful symbol of our company's brand. It is the official identifying mark for our company. We have updated it to reflect our new parent company, Qualcomm Life

2. **SMARTLINX MDIS LOGO.** It is our product logo and represents a family of product applications.

Default Logo mode: an ALL-WHITE BACKGROUND is the preferred presentation. Recognizing that there may be occasions when the color logo cannot be displayed (e.g. a black and white brochure or on a colored background), alternative white on black, or black on white versions are acceptable, as illustrated below.
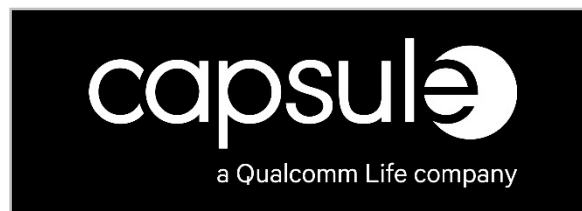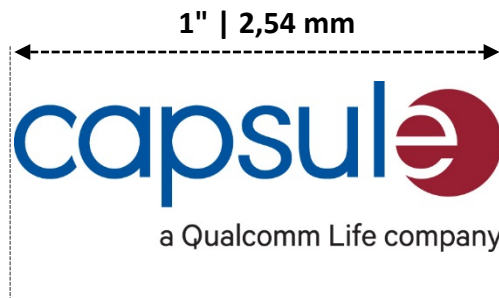
THE LOGO

CLEAR SPACE

The minimum clear space surrounding the Capsule and SmartLinx logo is defined in terms of the height of these logos (represented below as *x)*

MINIMUM SIZE
The minimum logo size with tagline included shall be 1" or 2,54mm

Incorrect use of the LOGO

Incorrect use of either or corporate or product logos presents an unprofessional image and compromises their integrity and effectiveness. The examples below show possible misuses of our logos. To ensure accurate, consistent reproduction of our logos, always use the approved digital artwork, available from the Capsule marketing team.

The logos may never be altered or separated:

Do not distorted in perspective the logos

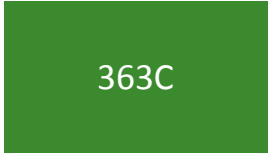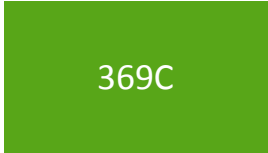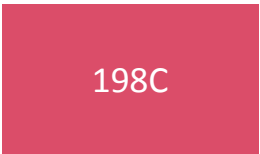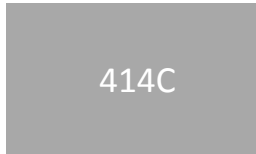**Do not change the color of any part of the logo.**

DO NOT USE THESE LOGOS ANYMORE
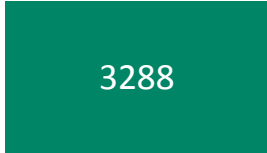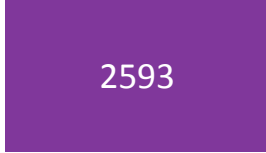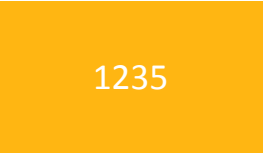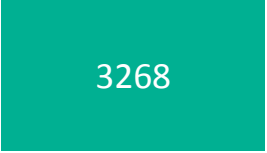
COLOR

Capsule Technologie's color palette relies on a new colors more in line with current trends and tastes. Consistent use of these colors promotes recognition of the brand, and facilitates reading. This palette should be used for all business marketing materials, bar charts, diagrams and product documentation.

PRIMARY PALETTE

201 C	2945C	363C	White Text
RGB: 157-34-53 HTML: 9D2235 CMYK: 7-100-65-32	RGB: 0-84-159 HTML: 004C97 CMYK: 100-52-2-12	RGB: 76-140-43 HTML: 4C8C2B CMYK: 78-5-98-24	RGB: 0-0-0-0 HTML: 000000 CMYK: 75-68-67-90
199C	3005C	369C	418C
RGB: 213-0-50 HTML: D50032 CMYK: 0-100-65-0	RGB: 0-122-201 HTML: 0077C8 CMYK: 100-28-0-0	RGB: 88-166-24 HTML: 64A70B CMYK 67-0-98-5	RGB: 81-83-74 HTML: 51534A
198C	2995C	375C	414C
RGB: 219-77-105 HTML: DF4661 CMYK: 0-82-37-0	RGB: 0-169-224 #: 00A9E0 CMYK: 87-1-0-0	RGB: 146-212-0 HTML: 97D700 CMYK 47-0-94-0	RGB: 168-169-158 HTML: 919388

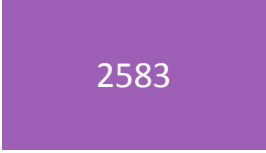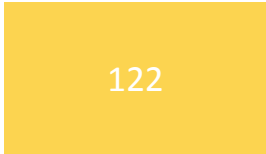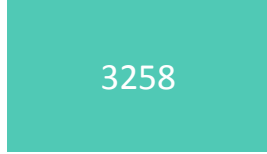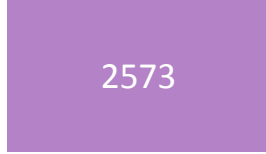## SECONDARY PALETTE

144	3288	2593
RGB: 233-131-0 HTML: ED8B00 CMYK: 0-52-100-0	RGB: 0-133-102 HTML: 008264 CMYK: 100-3-58-16	RGB: 128-55-155 Hex: 84329B CMYK: 67-91-0-0
1235	3268	2583
RGB: 255-182-18 HTML: FFB81C CMYK: 0-30-95-0	RGB: 0-176-146 HTML: 00AB8E CMYK: 89-0-50-0	RGB: 156-95-181 HTML: A05EB5 CMYK: 48-70-0-0
122	3258	2573
RGB: 252-212-80 HTML: FED141 CMYK: 0-14-80-0	RGB: 80-201-181 HTML: 49C5B1 CMYK: 63-0-32-0	RGB: 179-130-199 HTML: B372C7 CMYK: 36-50-0-0

TRADEMARKS

LEGAL USAGE

In order to harmonize trademark usage with Qualcomm legal usage, we now have to apply the following:
the first time that a Capsule trademarked product is mentioned in print, the name must be accompanied by the **TM** symbol.
Use it Preferably in the title, such as in product collateral (i.e. brochures). It is not required to use it in all occurrences of the document

Capsule Technologie has registered the following product names that needs the appropriate **TM** symbol behind.
- SmartLinx Chart Xpress™
- SmartLinx Vitals Stream™
- SmartLinx Vitals Plus™
- SmartLinx Neuron™ 2
- SmartLinx Axon™
- SmartLinx Client™
- SmartLinx IQ™
- SmartLinx Medical Device Information System™

The following standard legal notice should appear on all online and printed material and advertising

- © 2015 Capsule Technologie. All rights reserved

The following example show a few example to avoid when implementing TRADEMARKS:

1. Do not use the trademark in plural or possessive form

2. Always use the trademark as indicated

3. Use the trademarks as adjectives not noun. A mark should always be used as an adjective qualifying a generic noun that defines the product or service.

- Incorrect: SmartLinx Neuron**s**
- Correct: SmartLinx Neuron™ mobile clinical computer**s**

- Incorrect: SmartLinx chartxpress
- Correct: SmartLinx Chart Xpress™

- Incorrect: SmartLinx Axon™ is reliable
- Correct: SmartLinx Axon™ bridge is reliable

2015 PRODUCT NAMES

It is important that our product brand be re-enforced with our customers and markets with naming conventions that clearly associate it with our product line. These product naming conventions must be consistently used everywhere within and outside the organization. Please use only the following generic terms or abbreviation when talking about our product.

Product Names	RETIRED Product Name	Authorized Abbreviation	Generic Terms
SmartLinx Medical Device Information System	~~Datacaptor~~	SmartLinx MDIS	System
SmartLinx Vitals Stream	~~Status~~	Vitals Stream	Application
SmartLinx Chart Xpress	~~MVP~~	Chart Xpress	Application
SmartLinx Early Warning Scoring System		SmartLinx EWSS	Application
Capsule Neuron 1		Neuron 1	Mobile Clinical Computer
SmartLinx Neuron 2		Neuron 2	Mobile Clinical Computer
SmartLinx Axon		Axon	Concentrator | Bridge
SmartLinx Client	~~Datacaptor client~~	-	Application
SmartLinx Vitals Plus		Vitals Plus	Patient Monitoring System
SmartLinx Gateway		-	Application
SmartLinx IQ		-	Suite of (analytics) applications
SmartLinx Control Center	~~DataCaptor Management console~~	-	Application
SmartLinx Neuron Manager	~~Web Admin~~	-	Application
SmartLinx Central		-	Web platform

TYPOGRAPHY

For simplicity, ease of reading and for portraying a consistent corporate image, we only use the CALIBRI family of typefaces (fonts). In standard text, no other typefaces should be used, including Time New Roman, Gil sans or any exotic fonts not available natively in Microsoft Office. For Marketing production material, PROXIMA family is also used.

For day to day communication: CALIBRI

Calibri (body)

ABCDEFabcdef

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789

Calibri (light)

ABCDEFabcdef

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
0123456789

For produced material: PROXIMA

The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy dog. 1234567890
The quick brown fox jumps over the lazy
The quick brown fox jumps ov

GRAPHIC ELEMENTS

Capsule Branded Icons

Connect

Monitor

Integrate

Analyze

Product names

PHOTOGRAPHS

Healthcare environment product placement and usage photographs, especially in patient care areas, are part of the brand signature and Capsule's new positioning. It should reflect the essential properties of the value proposition along with its clinical use. Therefore, all photographs must be validated by the Marketing Team and the Chief Nursing Officer.

The pictures below are given as an example of authorized photographs.

PROMOTIONAL PRODUCT

Promotional products may bear the Capsule brand elements so long as the logo specifications are adhered to. Merchandise, clothing, awards and other promotional applications must conform to the logo specifications.
Remember that the minimum logo size with tagline included shall be 1" or 2,54mm. If below, remove the tagline.
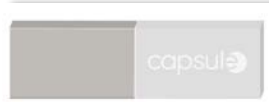
| USB Car Charger: | Capsule PowerBank: | Notebook | Mobile Cleaner |

| Capsule drawstring bags | Pen | Capsule pivot straps: | Balls |

USB Key

EMAIL AND SIGNATURE

Elements highlighted in yellow are optional

Andover Office Employees

First Name Last Name | Title

CAPSULE | *a Qualcomm Life company*
300 Brickstone Square Suite 203, Andover, MA 01810 | www.capsuletech.com
D: +1 978-482-#### | **M**: +1 ###-###-### | **F**: +1 978-482-2396
email@capsuletech.com | Skype | LinkedIn | Add my contact

Employees in Paris

First Name Last Name | Title

CAPSULE | *a Qualcomm Life company*
9 Villa Pierre Ginier 75018 Paris, France | www.capsuletech.com
D:+33 (0) 1 84 17 1X XX | **M**: +33 (0) 6 64 56 XX XX | F:+33 (0) 1 84 17 1X XX
email@capsuletech.com | Skype | Linkedin

Offsite Employees

First Name Last Name | Title

CAPSULE | *a Qualcomm Life company*
M: +33 (0) 6 64 56 XX XX
email@capsuletech.com | Skype | Linkedin

Email Reply Signature

FirstName LastName

CAPSULE | *a Qualcomm Life company*
D:+33 (0) 1 84 17 1X XX | **M**: +33 (0) 6 64 56 XX XX

| 201 C	2945C
RGB: 157-34-53	RGB: 0-84-159
HTML: 9D2235	HTML: 004C97
CMYK: 7-100-65-32	CMYK: 100-52-2-12

COLLABORATIVE BRANDING

For sales and marketing purposes, it can be effective to communicate both Capsule Technologie products and the distribution channel. This is called Reseller Communication. In the same manner, Capsule Technologie could collaborate with another brand as part of a limited and specific joint promotion activity.

The Capsule logo, colors and typography are critical identifiers of our brand and, therefore, must be used consistently. The following pages specify usage guidelines for our business partners or resellers in order to maintain this consistent representation of the Capsule brand. These guidelines do not grant use rights to the logos and other benefits described in this document. All use rights must be in a separate written agreement signed by the partner or reseller and Capsule.
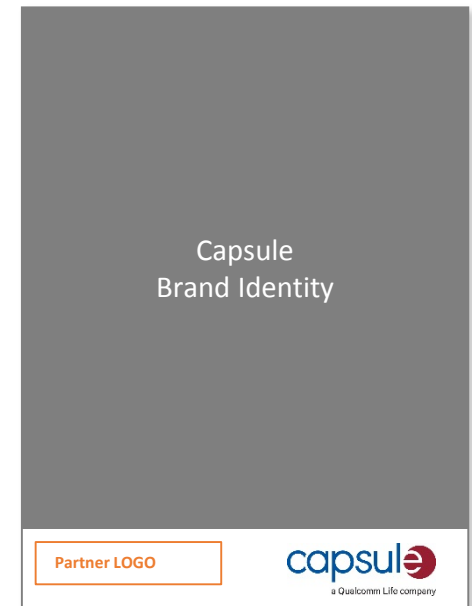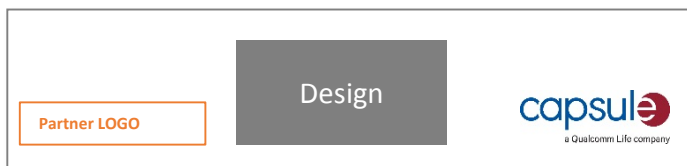
Web banner
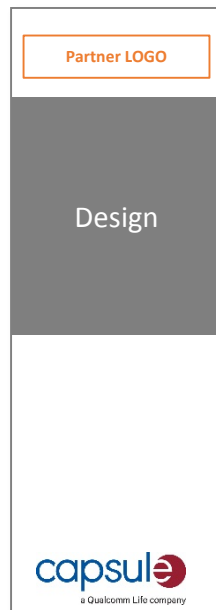
Stand Design
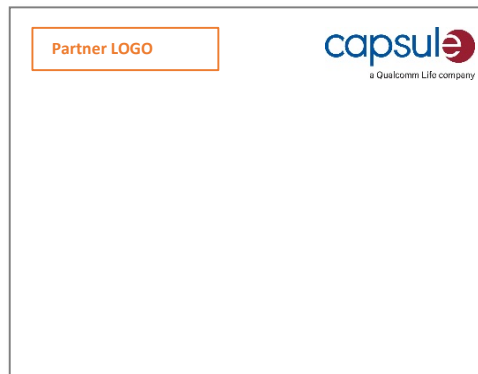
Ads or product brochure

Web banner

CAPSULE & BOILERPLATE

The name of our company is Capsule. Capsule Technologie is the corporate entity developing products sold by the distribution companies. Capsule is the default name we should use. The distribution companies are:

- **CapsuleTech, Inc.**   distribution subsidiary for North America. CapsuleTech, Inc. shall be used only for commercial documentation related to North America.

- **CapsuleTech, SAS:**   distribution subsidiary outside North America. CapsuleTech, SAS shall be used only for commercial documentation outside North America.

- **CapsuleTech Asia Pacific PTE. LTD:**   sales subsidiary located in the Republic of Singapore.

- **CapsuleTech Australia PTE. LTD:**   distribution subsidiary located in Australia.

There are currently six linguistic versions available for the Capsule boilerplate: English (United State and United Kingdom), French, German, Spanish, Portuguese and Chinese.

ENGLISH

CapsuleTech is a subsidiary of Qualcomm Life, Inc., a Qualcomm Incorporated (NASDAQ: QCOM) company. Capsule is the leading global provider of medical device integration solutions for hospitals and healthcare organizations. Its solutions unlock the power of medical device data through connectivity, advanced integration and analytics that turn volumes of data into actionable patient and device information to drive informed clinical and operational decisions. The Company was recently named category leader for medical device integration systems, according to the annual "2014 Best in KLAS Awards: Software & Services" report, published in January. Founded in 1997, the Company has established strong partnerships with leading medical device manufacturers and installed enterprise-wide solutions in over 1,800 hospitals in 38 countries. For more information, visit www.capsuletech.com

100 words or less company description (100 words)
CapsuleTech is a subsidiary of Qualcomm Life, Inc., a Qualcomm Incorporated (NASDAQ: QCOM) company. Capsule is the leading global provider of medical device integration solutions for hospitals and healthcare organizations. Its solutions unlock the power of device data through connectivity, advanced integration and analytics that turn volumes of data into actionable patient and device information to drive informed clinical and operational decisions. KLAS Research named Capsule the 2014 category leader for medical device integration systems. Founded in 1997, the Company has established strong partnerships with leading medical device manufacturers and installed enterprise-wide solutions in over 1,800 hospitals in 38 countries.
www.capsuletech.com

50 words or less company description (50 words)

CapsuleTech is a subsidiary of Qualcomm Life, Inc., a Qualcomm Incorporated (NASDAQ: QCOM). Capsule's solutions unlock the power of medical device data through connectivity, advanced integration and analytics that turn volumes of data into actionable patient and device information to drive informed clinical and operational decisions. Visit Capsule at www.capsuletech.com.

BOILERPLATE

| GERMAN | Capsule ist der weltweit führende Anbieter von Integrationslösungen bei medizinischen Geräten für Krankenhäuser und Gesundheitsorganisationen. Capsule Konnektivitäts-Lösungen ermöglichen den direkten Zugriff auf mit medizinischen Geräten erfasste Daten durch Vernetzung, fortschrittliche Integration und Analytik. Die Aufbereitung großer Datenmengen zu verwertbaren Patienten- und Geräteinformationen aufbereiten unterstützt klinische und operative Entscheidungen. CapsuleTech ist seit der Gründung im Jahr 1997 enge Partnerschaften mit führenden Medizingeräteherstellern eingegangen und hat seine unternehmensweiten Lösungen in mehr als 1.800 Krankenhäusern in 38 Ländern installiert. |

| SPANISH | Capsule es el líder mundial en integración de dispositivos médicos para hospitales e instituciones de salud. A través de sus soluciones de conectividad, sus opciones de integración avanzada y análisis, Capsule revela todo el potencial de los datos biomédicos mediante la transformación de grandes volúmenes de data clínica en información legible e utilizable para la toma de decisiones médicas y operacionales. Fundada en 1997, Capsule ha establecido sólidas alianzas con los principales fabricantes de dispositivos médicos y está presente en más de 1800 hospitales en 38 países. |

| PORTUGUESE | A empresa é líder no fornecimento de soluções de integração de dispositivos médicos para hospitais e organizações de serviços de saúde. Através suas soluções de conectividade, suas opções de integração avançada e de análise, A Capsule permite revelar o potencial dos dados dos dispositivos médicos em transformando-os em dados utilizáveis para permitir ao Corpo Clinico tomar decisões. Fundada em 1997, a empresa estabeleceu grandes parcerias com fabricantes de dispositivos médicos e instalou soluções a nível empresarial em mais de 1830 hospitais em 38 países. |

| CHINESE | Capsule 是全球领先的医疗设备集成解决方案供应商。
我们的产品SmartLinx MDIS，通过对医护点的生命特征进行系统地实时捕捉同时及时地将所获数据传输到医院的电子病历，其他 信息系统或第三方移动医疗解决方案中从而提高工作效率，改善病人护理质量。强大的临床监测和分析软件确保在患者出现不 利情况时对医护人员做出警告，保障患者可以获得及时的救治措施。我们的解决方案具有灵活性和可扩展性，提供多种部署选 项，以满足任何医疗服务机构的需求。成立于1997年，公司与全球领先的医疗设备厂商建立了稳固的合作关系，产品被37个国家及地区的1700家医院使用。 |

FOR MORE INFORMATION

If you have any questions or need more information about using these guidelines, please contact the marketing department in your region:

- **In North America:** Monica Demers (mdemers@capsuletech.com)

- **Outside North America:** Matthieu Lentz (mlentz@capsuletech.com)