



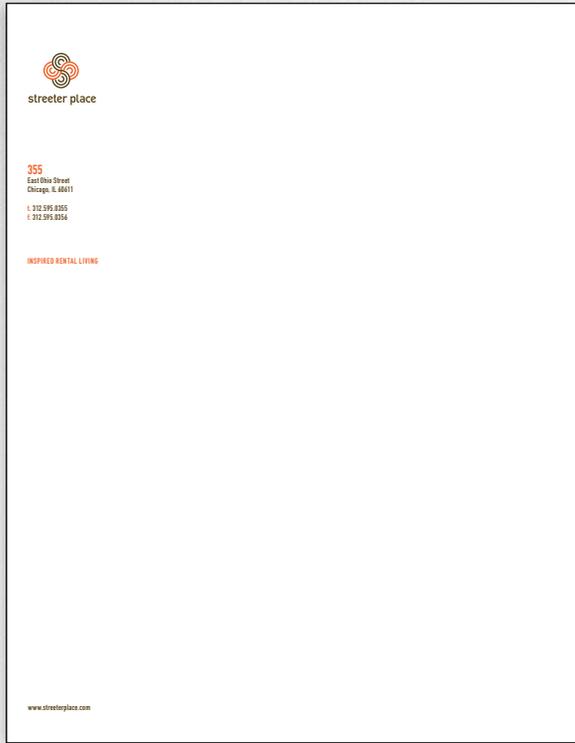
*SELECTED WORK*

**Jonathan Hart** / *Designer*

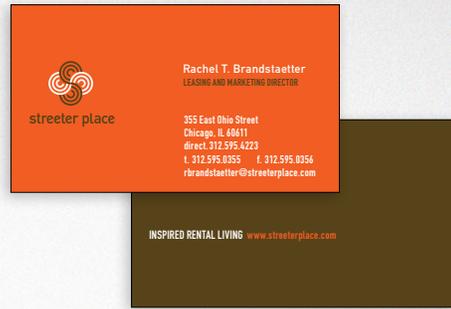


## *STREETER PLACE*

*IDENTITY, COLLATERAL,  
ADVERTISING, WEB/DIGITAL,  
INTERACTIVE, EVENT/GUERILLA,  
OUTDOOR, SOCIAL MEDIA*



2. Letterhead



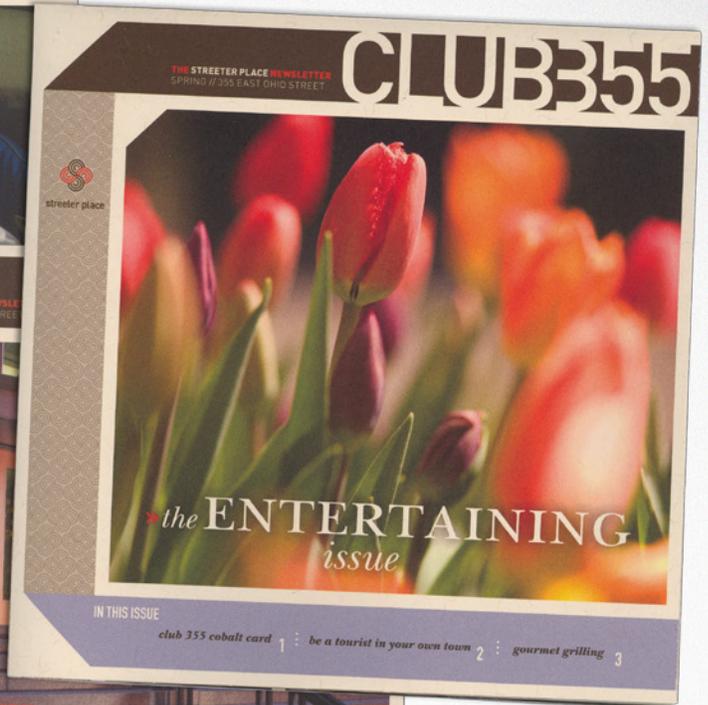
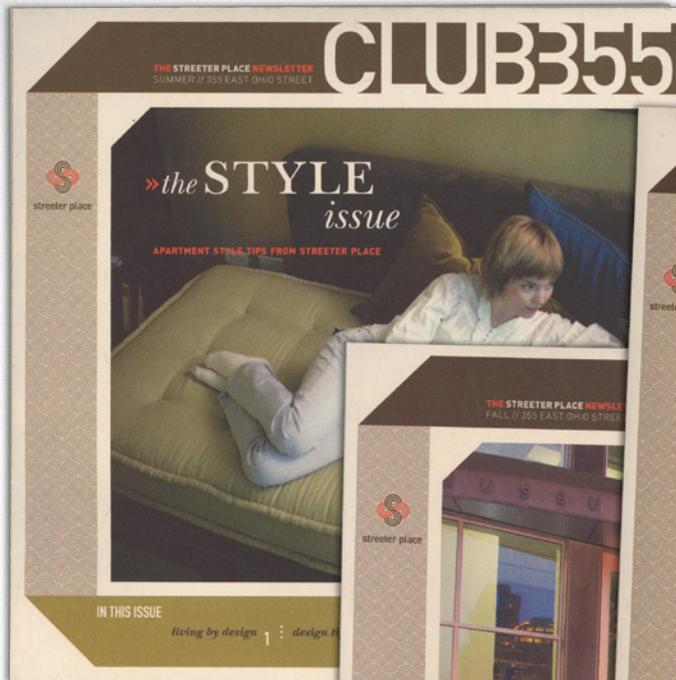
1. Business Card



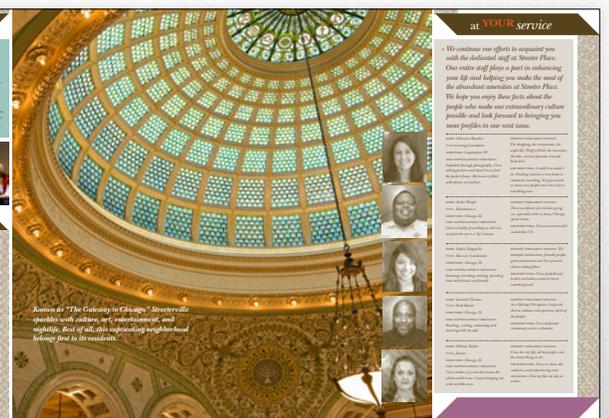
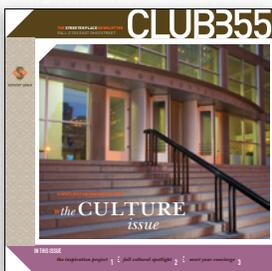
3. Leasing Center

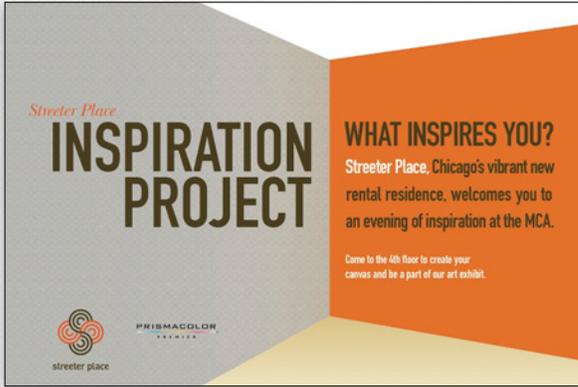


4. Interactive Kiosk



5. Resident Newsletter

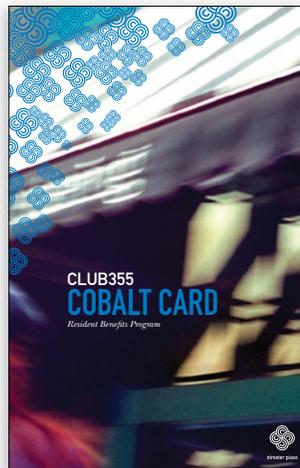




6. Outdoor Signage



7. Inspiration Project Event at the MCA



home. We're glad to have you as part to helping you live an inspired life.

ers available on the amenities Club 355 Cobalt Card—a unique that Streererville and the it enables you to exciting benefits, grants, clubs and cultural venues in

Simply present the card at any participating venue to receive your benefits. A complete list of our partners and associated benefits can be found on our website at [www.streeerplace.com](http://www.streeerplace.com).

Be sure to follow [WSPCobaltCard](https://www.facebook.com/WSPCobaltCard) on Twitter or visit the Streeer Place Facebook page to receive updates on new partners who have joined our network, and to learn about special one-time offers sponsored by Streeer Place.

Welcome to a world of inspiration with the Club 355 Cobalt Card!

Sincerely,

Bob Bonifant  
General Manager

*The Cobalt Card is non-transferable.  
The Cobalt Card Program is subject to termination without notice.  
Membership benefits may not be combined with other promotional offers.*



8. Cobalt Card Resident Benefits Package



The background is a complex, abstract composition. It features a dark, textured base with numerous white and grey splatters of varying sizes. Overlaid on this are several handprints in white and grey, some appearing as solid shapes and others as outlines. The overall effect is one of chaotic, organic movement.

*DARKSTRAND*

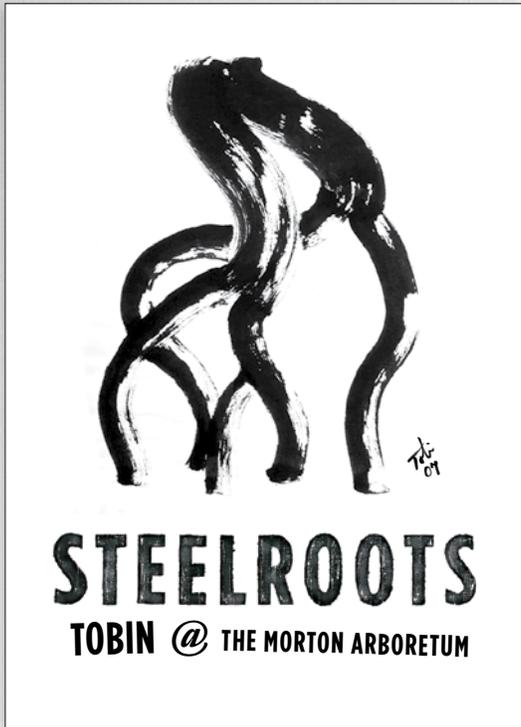
*COLLATERAL, ADVERTISING*



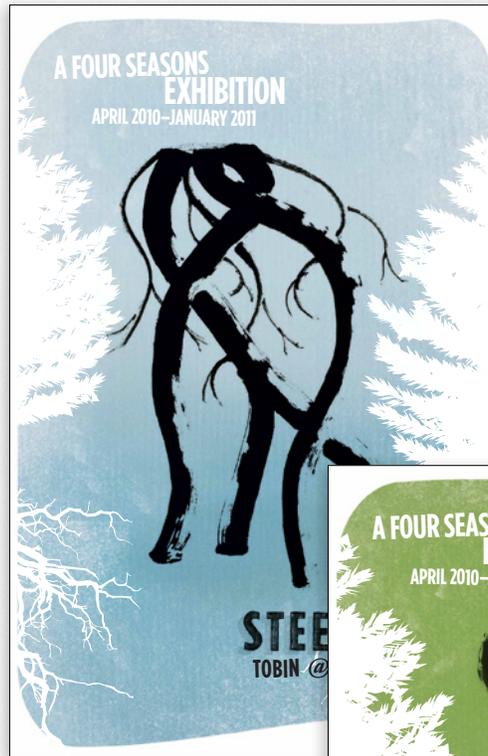


*MORTON  
ARBORETUM*

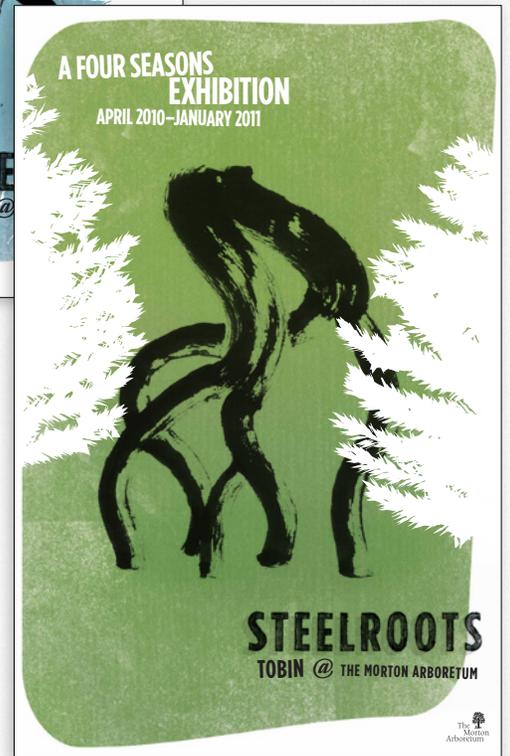
*IDENTITY/LOGO, ADVERTISING*



1. Logo



2. Posters



3. T-shirt Concepts



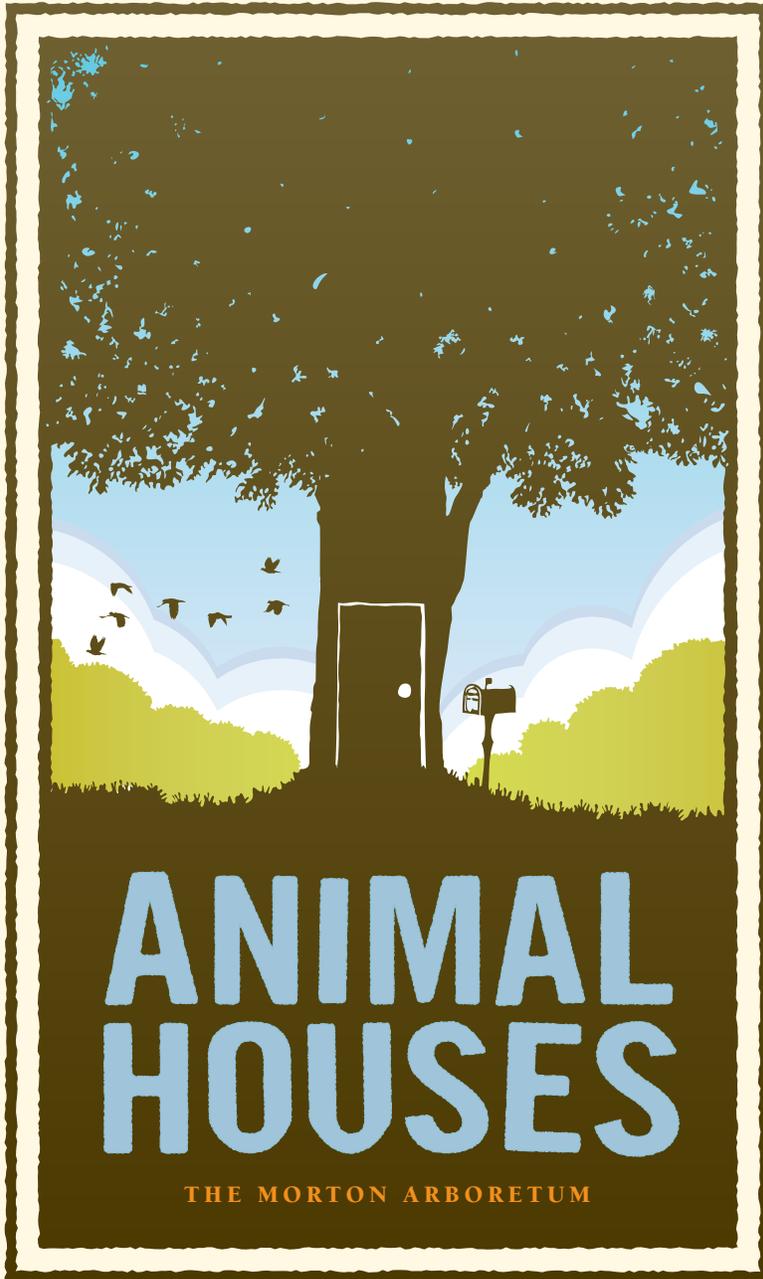


## One Tree Makes A Difference.

This Arbor Day, students from Chicago Public Schools are teaching us an important lesson: *one tree makes a difference*. See their inspiring thoughts about trees, inscribed on vibrant green ribbons, dramatically displayed on a majestic Triumph™ Elm in the middle of Michigan Avenue throughout the week of April 19–24. Get your own Green Ribbon there too, and make a difference when you plant a tree for Arbor Day.

Learn more about Arbor Day and how you can make a difference by visiting [www.mortonarb.org](http://www.mortonarb.org).





The welcome mat is out for a world far less domesticated than our own. From May 22 to November 15, Animal Houses, a new one-of-a-kind art exhibition at The Morton Arboretum, lets you explore every nook and cranny of 11 larger-than-life animal habitats, including a raccoon den, a beaver lodge, and a heron nest. All built to human scale. Discover more at [mortonarb.org](http://mortonarb.org). We'll spruce up the place before you get here.

The Morton  
Arboretum



CSC

*ANNUAL REPORT*

Board of Directors and Officers of the Company / IFC  
 Changing Markets, Significant Achievements / 1  
 Financial and Business Highlights / 3  
 A Responsible Corporate Leader / 4  
 Looking Ahead / 7  
 Our Case for Investment / 8  
 Form 10-K / 10  
 Shareholder Information / IBC

# A LOOK BACK WHILE MOVING FORWARD

## ANNUAL REPORT



### 1. Annual Report

## SAFEGUARDING THE WORLD'S MOST SENSITIVE DATA

### CITY OF LOS ANGELES SOARS INTO THE CLOUD WITH COST SAVINGS AND BETTER SERVICE TO ITS CITIZENS

The City of Los Angeles sought to provide its 30,000 users with a cost-effective email system that featured cutting-edge functionality. Upgrading the in-house system would have meant large capital investment in a time of historic budget pressures.

Based on our experience creating complex e-mail systems, the City asked CSC to collaborate with alliance partner Google on an advanced cloud computing solution. Adhering to an accelerated schedule, we are successfully delivering the largest-ever cloud project in the public sector and bringing the convenience of Gmail and the flexibility of Google Apps to the City's workforce in less than one year.

This industry-leading collaboration is already enabling the City to achieve cost savings while enhancing functionality, and to better serve citizens while maximizing the value of taxpayer dollars:

- Estimated cost savings of 43 percent over five years
- New features such as iPhone compatibility and videoconferencing
- Customized security for first responders and improved disaster recovery

**This year, CSC was named to the Business in the Community (BITC) Top 100, a prestigious industry recognition for corporate responsibility excellence.**

our customers, optimizing finite resources and lowering operating costs, and minimizing our environmental impact through Green initiatives.

**Our Employees**  
 This fiscal year our 94,000 professionals accessed millions of training hours to improve their advanced technology and leadership skills. The people of CSC speak dozens of languages and work out of more than 550 CSC locations as they serve clients in 90 countries worldwide. Diversity is a core CSC value, and in FY10 we were recognized by CAREERS & the DISABLED magazine as one of America's Top 50 Employers for People with Disabilities.

**Our Clients**  
 Throughout the year we demonstrated the depth of our commitment to our clients' success and produced results aligned with their unique objectives, whether it was simplifying claims submission for flood victims, enabling businesses to shrink their carbon footprint, helping government agencies modernize their supply chains, collaborating with leading banks to help mortgageholders remain in their homes, or protecting workers in hazardous environments.

**Our Communities**  
 We recently increased our support of the American Red Cross and other organizations as part of our corporate giving program. At the same time, CSC employees around the world volunteered their time and energy to establish schools in impoverished areas, support wounded warriors and their caregivers, and raise money to fight multiple sclerosis and cancer.

6

**Our Environment**  
 CSC is a recognized world leader in environmentally sustainable business practices, including Green IT. By automatically and safely powering down more

CSC continues to evaluate the highest and best uses of cash. With confidence in our future cash flows, in May 2010 we initiated a quarterly cash dividend for shareholders.

#### POSITIONED TO SEIZE OPPORTUNITIES WORLDWIDE

During the past fiscal year, CSC built on existing strengths to capture opportunities in important growing segments of our markets.

#### Cyber Security

As a leader in the rapidly growing cyber security market, we currently protect the world's most sensitive data across the public and private sectors, from the U.S. Department of Defense and the Federal Bureau of Investigation to global banks and chemical companies. During the past fiscal year, we won four major cyber awards, achieved a prestigious testing certification, and welcomed experienced new leaders to our cyber practice.

#### Cloud Computing

Building on our decades of experience managing complex IT environments, we helped several clients access the on-demand flexibility and cost-effectiveness of cloud computing. We not only extended our relationship with leading technology partners for cloud software products, but we also won the largest-ever cloud project in the public sector.

#### Health IT

CSC's support of major healthcare IT initiatives in the U.S., U.K., Australia, and China positions us to capitalize on the expected growth in the global health IT marketplace. Our systems and solutions for England's National Health Service now facilitate the delivery of healthcare services to more than 15 million patients. We also built and manage the large-scale eHealthV system, which has enabled the state of New York to offer better service to providers and become a national leader in Medicaid management. This year we were ranked by respected health IT analyst KLAS as the leading consultancy for key healthcare IT solutions.

#### Emerging Markets

We built on our capabilities in regions with high-growth potential and globally leveraged talent pools, including India, China, South Asia, and Eastern Europe. And in Latin America, our strategic acquisition of one of Brazil's leading consulting practices enabled us to establish a more significant and influential presence in one of the world's largest emerging markets. Our presence in these markets allows us to expand our services to our multinational clients, while providing opportunity to introduce new offerings to serve local clients.

### III. A RESPONSIBLE CORPORATE LEADER

#### DEVELOPING OUR WORKFORCE, INVESTING IN OUR WORLD.

The CSC corporate responsibility commitment embraces all aspects of our business—increasing shareholder value, investing in our employees and providing a stimulating work environment, delivering superior services to

4

## ADVANCING HEALTHCARE AROUND THE WORLD

CSC has been instrumental in building the national electronic health systems in the U.K., Denmark, and the Netherlands, as well as the successful statewide electronic health exchange in Massachusetts, U.S. Today we are helping the U.K. National Health Service shape the future of health IT by giving approximately 60 percent of the English population ready access to convenient, secure, and cost-effective electronic health records. CSC met a significant milestone this year with our one-thousandth system installation for general practitioners, and our solution currently enables over 50 million secure patient consultations every month.



The background is a complex, abstract composition of various textures and patterns. It features large, irregular splatters of dark grey and black ink on a light grey background. Interspersed among these splatters are areas of fine halftone dots, some of which form larger, more defined shapes. The overall effect is one of industrial or artistic chaos, with a high-contrast, monochromatic palette.

# *NUCOR STEEL*

*POLITICAL ACTION WEB TOOL  
CONCEPT AND DESIGN*

*I am worried that with the new Healthcare bill, I won't be able to support my children.*  
**-John Smith**

# TOGETHER. GALVANIZED.

WHO WE ARE AND WHY NOW

The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices.

[▶ Enter Site](#)

[About](#) | [Privacy](#) | [Contact Us](#) | [Legal](#) | [Terms of Use](#)  
 Copyright 2009 Nucor Corporation

1. Call to Action/Introduction

# TOGETHER. GALVANIZED.

WHO WE ARE AND WHY NOW

The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices.

[▶ Enter Site](#)

[About](#) | [Privacy](#) | [Contact Us](#) | [Legal](#) | [Terms of Use](#)  
 Copyright 2009 Nucor Corporation

**Jane Smith**

I am an HR Manager at NUCOR.  
 I am worried that with the new Healthcare bill, I won't be able to support my children.  
 To hear my story, click the play button.

AGE: 35  
 LOCATION: Chicago, IL

# TOGETHER. GALVANIZED.

WHO WE ARE AND WHY NOW

The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices. The congress just proposed a bill on extending subsidies for imported steel. Tell your congressman that this is against fair trade practices.

[▶ Enter Site](#)

[About](#) | [Privacy](#) | [Contact Us](#) | [Legal](#) | [Terms of Use](#)  
 Copyright 2009 Nucor Corporation



## GALVANIZE CONVICTIONS, SPARK ACTIONS.

It has been said that politics is too important to leave to the politicians. Because the legislative process seems destined to prevent us from acting on matters that mandate our present and legislate our future, we created this site. Here we will share information that creates perspective. Here we will sharpen our thoughts and galvanize the convictions that spark action for common interests. Here leaders in government, who may lack imagination to consider alternatives, will learn to appreciate our informed opinion.

*Together we will make a difference.*

NEWS | 1 2 3 4 5

### Steelmakers' Revival May Rest on Autos

By Paul Vigna & John Shipman

The U.S. steel industry today looks a lot like the nation at large: optimistic in some places, pessimistic in others, but without any more insight into the future than the rest of the country.

Steelmakers have been hit hard by the global slowdown in sales of everything from appliances and autos to construction. Their latest results continue to reflect its effects.

United States Steel Corp. and Nucor Corp. each swung to third-quarter losses. AK Steel Holding Corp.'s earnings were down 97% and Schnitzer Steel Industries Inc.'s fiscal fourth-quarter profit fell 92%.

It's not just the U.S. steel industry that's struggling. Steelmakers in even growing economies such as China and India are struggling. Wednesday, ArcelorMittal, the world's largest steel producer, is expected to report a loss of \$53 million, from a \$3.82 billion profit last year.

[Read More](#)

SHARE THIS >

### OPINION—



#### We're Governed by Callous Children

by Peggy Noonan

The new economic statistics put U.S. growth at a healthy 3.5% for the third quarter. We should be dancing in the streets. No one is, because no one has any faith in these numbers.

Waves of money are sloshing through the system, creating a false rising tide that lifts all boats for the moment. The tide will recede. The boats aren't rising, they're bobbing, and will settle. No one believes the bad time is over. No one thinks we're entering a new age of abundance. No one thinks it will ever be the same as before 2008.

[Read More](#)

### MAIN ISSUE—



#### Trade Issues

Governments, foreign and domestic, should not determine industry winners and losers via subsidies, especially when such subsidies are directed to the weak and to the few. Only when government subsidies end will the industry have any hope of competing on its own long-term in a global market of free, but fair, trade.

[Read More](#)

### OTHER ISSUES—

#### Healthcare Issues

Your health is our greatest asset. Nucor supports health care reform that controls costs, improves efficiencies, reduces the number of uninsured Americans, encourages preventative behaviors, and deals with malpractice liability.

[Read More](#)

#### Environmental Issues

The American steel industry is the cleanest and most efficient in the world, but its future is threatened by high energy prices and potentially one-sided greenhouse gas regulation. Led by Nucor, the U.S. steel industry has voluntarily exceed Kyoto's greenhouse gas targets by more than 300 percent.

[Read More](#)

#### Employee Relations Issues

Given the serious economic recession we are dealing with, it is critical that American businesses have the flexibility necessary to meet the needs of a challenging global economy and operate in an environment in which businesses can grow and create jobs. The Employee Free Choice Act is inconsistent with this critical goal.

[Read More](#)

### POLL—

Should "Meet the Press" get a new set now that a new host has been named?

No  Yes

[View Results](#)

TOGETHER. GALVANIZED. by NUCOR DISCUSS FIND ACT

Hello Jane Smith | Sign Out

### JOINING THE DISCUSSION

Governments, foreign and domestic, should not determine industry winners and losers via subsidies, especially when such subsidies are directed to the weak and to the few. Only when government subsidies end will the industry have any hope of competing on its own long-term in a global market of free, but fair, trade.

DISCUSS

#### Looking to learn about and discuss issues?

We've got a variety of resources to help you get the most out of this forum. Your first stop should be our [documentation](#), where you'll find information on everything.

#### Getting Started Resources

- New to the Together, Galvanized Forum—Where to Start
- Frequently Asked Questions
- Five Steps to joining the discussion
- Writing professional posts

#### Search the Support Forums

Enter a few words that describe the problem you're having.

#### POPULAR TOPICS—

Topic	Posts	User	Date
<a href="#">Topic Name</a>	90	nucoruser	11/9/09
<a href="#">Topic Name</a>	78	nucoruser	11/9/09
<a href="#">Topic Name</a>	56	nucoruser	11/9/09

#### FORUMS—

Forum Title	Topics	Posts
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		
<a href="#">Forum Name</a>	26,658	124,236
- Short description of what this forum is about.		

#### STEEL INDUSTRY NEWS—

- 11/2/09 [Steelmakers' Revival May Rest On Autos](#)
- 11/2/09 [Nucor dedicates men of steel](#)
- 11/2/09 [Nucor Steel Improves Worker Hearing Protection with New Howard Leight Technology](#)
- 11/2/09 [U.S. Steel Is No Steel](#)
- 11/2/09 [From Soybeans to Steel](#)

#### FEATURED OP-ED—

**We're Governed by Callous Children**  
by Peggy Noonan

Americans feel increasingly disheartened, and our leaders don't even notice.

#### POLL—

**Should "Meet the Press" get a new set now that a new host has been named?**

No  Yes

About | Privacy | Contact Us | Legal | Terms of Use  
Copyright 2009 Nucor Corporation

TOGETHER. GALVANIZED. by NUCOR DISCUSS FIND ACT

Hello Jane Smith | Sign Out

### NO MORE LOST CAUSES.

Mr. Smith went to Washington to fight for a lost cause. Now you can fight for whatever cause interests you without leaving the comforts of home. Use this tool to find your representative in congress, specific legislation, and experts and members associated with "Together, Galvanized."

FIND

#### Find Your Legislator

Please enter your or/zip zipcode (ZIP +4):

ZIP  +4 CODE

Or, if you don't know your ZIP+4, please enter your address:

ADDRESS

CITY

STATE  ZIP

#### Find Legislation

Enter keywords:

#### Find Experts or Members

Enter keywords:

#### STEEL INDUSTRY NEWS—

- 11/2/09 [Steelmakers' Revival May Rest On Autos](#)
- 11/2/09 [Nucor dedicates men of steel](#)
- 11/2/09 [Nucor Steel Improves Worker Hearing Protection with New Howard Leight Technology](#)
- 11/2/09 [U.S. Steel Is No Steel](#)
- 11/2/09 [From Soybeans to Steel](#)

#### FEATURED OP-ED—

**We're Governed by Callous Children**  
by Peggy Noonan

Americans feel increasingly disheartened, and our leaders don't even notice.

#### POLL—

**Should "Meet the Press" get a new set now that a new host has been named?**

No  Yes

About | Privacy | Contact Us | Legal | Terms of Use  
Copyright 2009 Nucor Corporation

### 3. Top Tier: Find/Act/Discuss

TOGETHER. GALVANIZED. by NUCOR DISCUSS FIND ACT

Hello Jane Smith | Sign Out

Trade | Environment | Employee Relations | Healthcare

### SMALL SPARKS IGNITE CHANGE.

We cannot seek change in general. Successful action is always specific, concrete, and individualized. As an informed member of the electorate, you owe it to yourself to act, especially when you do not agree with a particular course of action. There's more than 300 million of us here, and your point of view with those that matter. Encourage involvement from others, as well.

ACT

#### What can you do?

The U.S. steel industry today looks a lot like the nation at large: optimistic in some places, pessimistic in others, but without any more insight into the future than the rest of the country.

#### Trade Issues

Governments, foreign and domestic, should not determine industry winners and losers via subsidies, especially when such subsidies are directed to the weak and to the few. Only when government subsidies end will the industry have any hope of competing on its own long-term in a global market of free, but fair, trade.

#### Healthcare Issues

Your health is our greatest asset. Nucor supports health care reform that controls costs, improves efficiencies, reduces the number of uninsured Americans, encourages preventative behaviors, and deals with malpractice liability.

#### Environmental Issues

The American steel industry is the cleanest and most efficient in the world, but its future is threatened by high energy prices and potentially one-sided greenhouse gas regulation. Led by Nucor, the U.S. steel industry has voluntarily exceed Kyoto's greenhouse gas targets by more than 300 percent.

#### Employee Relations Issues

Given the serious economic recession we are dealing with, it is critical that American businesses have the flexibility necessary to meet the needs of a challenging global economy and operate in an environment in which businesses can grow and create jobs. The Employee Free Choice Act is inconsistent with this critical goal.

#### ACTION—

**Galvanized against unfair subsidies**

If enacted, the Ryan-Murphy bill in the House (H.R. 2276) and the Stupak-Boyer bill in the Senate allow would those injured by currency manipulation to seek a remedy under the subsidy law. Show your support of the legislation today.

#### TIPS FOR TAKING ACTION—

**Action Tip #1: How to Write a Great Letter**

Believe it or not, members of congress do react to letters from their constituents. As few as 20 thoughtfully crafted, handwritten letters can draw attention to a particular issue within the corridors of congress. Our political action toolkit provides guidance for your letter writing efforts, but you can learn more [here](#), too.

#### DIGGING DEEPER: EXPERT POV—

**Peter Navarro**

In January 2007, Peter Navarro, Ph.D, professor, University of California, Irvine, The Paul Merage School of Business, Irvine, California, testified before the subcommittee on Trade of the House Committee on Ways and Means regarding even economic drivers that result in the "China Price" and conditions that unfairly enhance China's global competitive advantage.

#### STEEL INDUSTRY NEWS—

- 11/2/09 [Steelmakers' Revival May Rest On Autos](#)
- 11/2/09 [Nucor dedicates men of steel](#)
- 11/2/09 [Nucor Steel Improves Worker Hearing Protection with New Howard Leight Technology](#)
- 11/2/09 [U.S. Steel Is No Steel](#)
- 11/2/09 [From Soybeans to Steel](#)

#### FEATURED OP-ED—

**We're Governed by Callous Children**  
by Peggy Noonan

Americans feel increasingly disheartened, and our leaders don't even notice.

#### POLL—

**Should "Meet the Press" get a new set now that a new host has been named?**

No  Yes

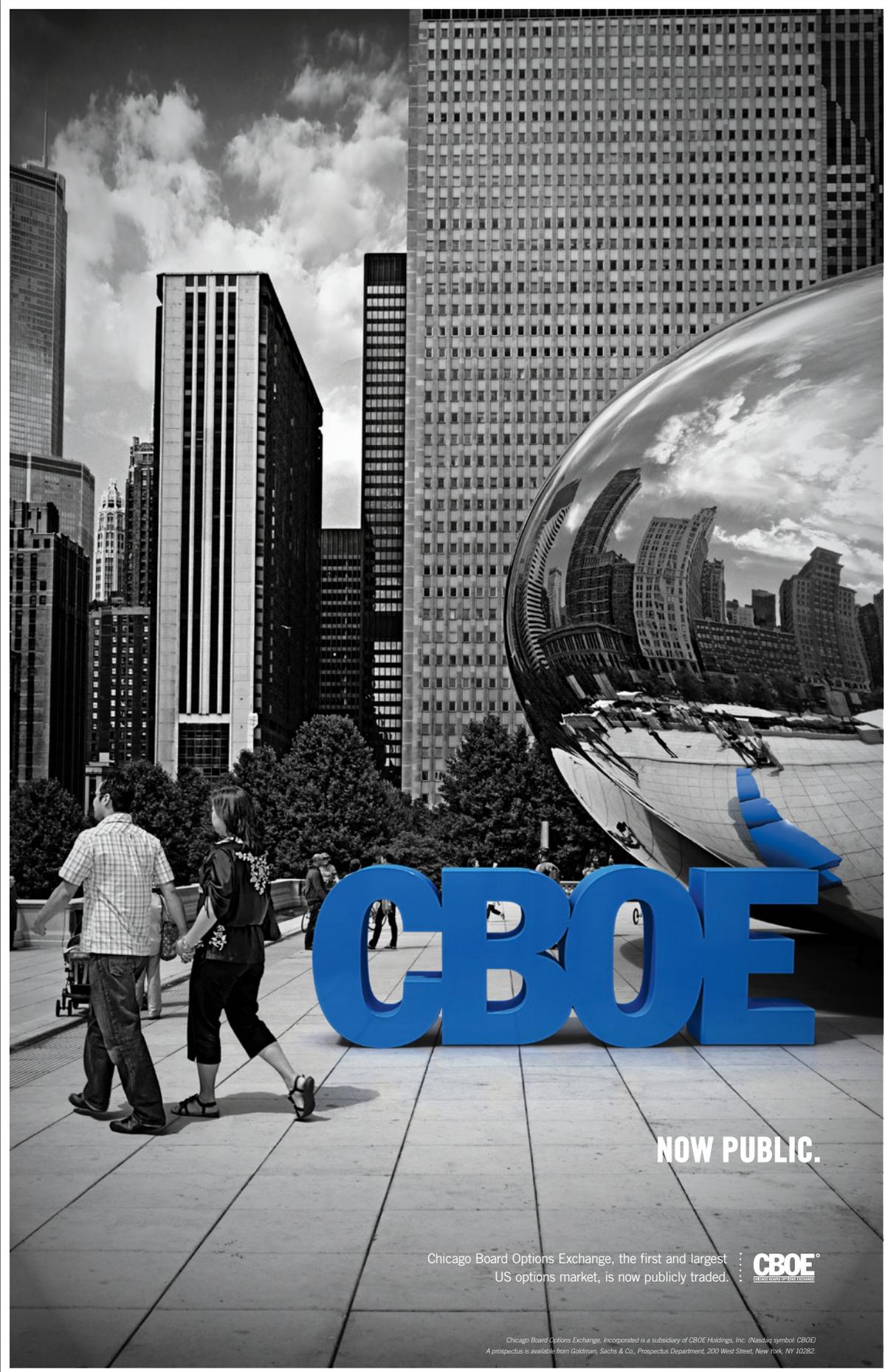
About | Privacy | Contact Us | Legal | Terms of Use  
Copyright 2009 Nucor Corporation





*CBOE*

*IPO CAMPAIGN*



**CBOE**

**NOW PUBLIC.**

Chicago Board Options Exchange, the first and largest  
US options market, is now publicly traded.



Chicago Board Options Exchange, Incorporated is a subsidiary of CBOE Holdings, Inc. (Nasdaq symbol: CBOE)  
A prospectus is available from Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282.



**NOW PUBLIC.**

**CBOE** Chicago Board Options Exchange, the first and largest US options market, is now publicly traded.

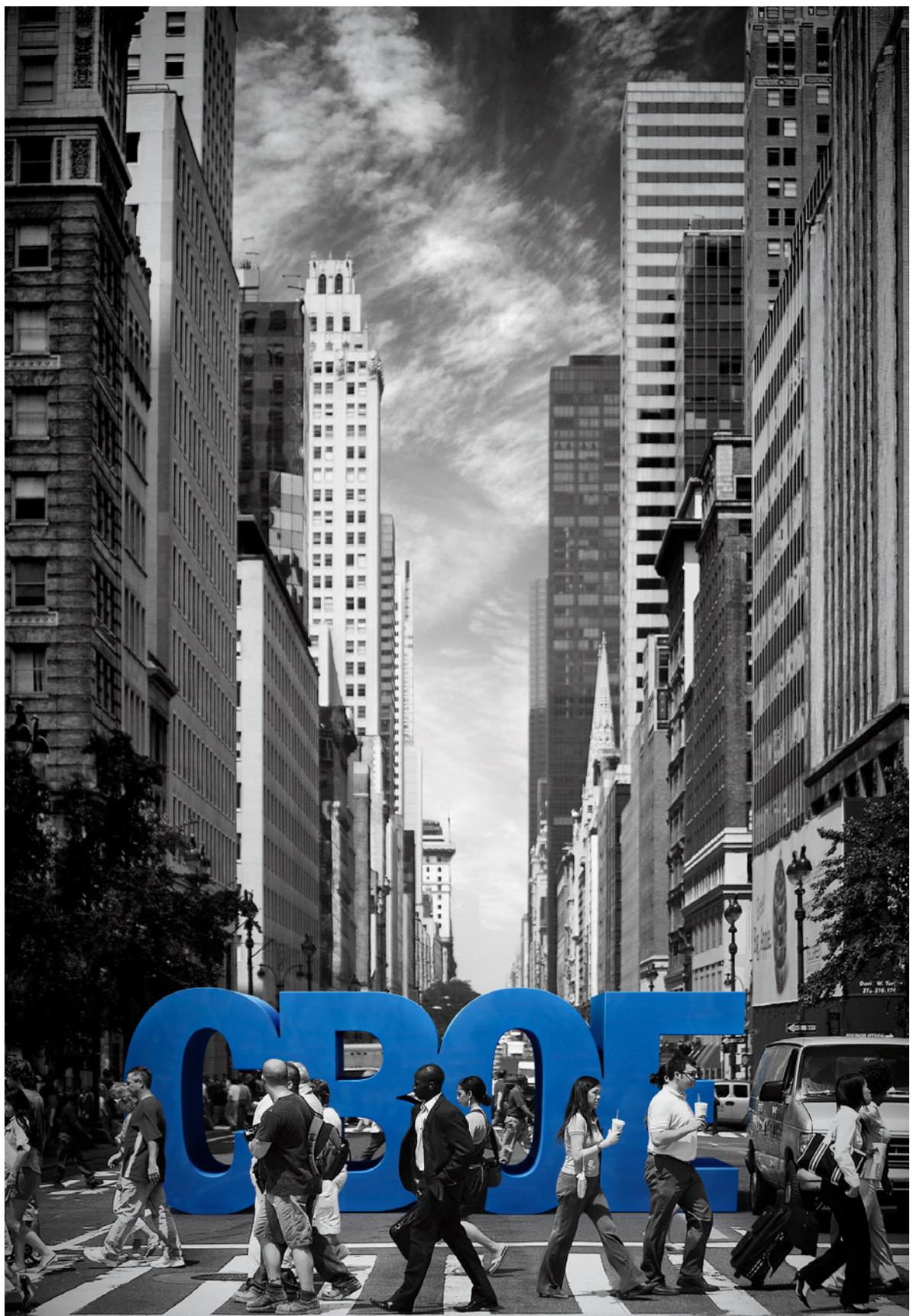
Chicago Board Options Exchange, Incorporated is a subsidiary of CBOE Holdings, Inc. (Nasdaq symbol: CBOE)  
A prospectus is available from Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282.



**NOW PUBLIC.**

**CBOE** Chicago Board Options Exchange, the first and largest US options market, is now publicly traded.

Chicago Board Options Exchange, Incorporated is a subsidiary of CBOE Holdings, Inc. (Nasdaq symbol: CBOE)  
A prospectus is available from Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282.

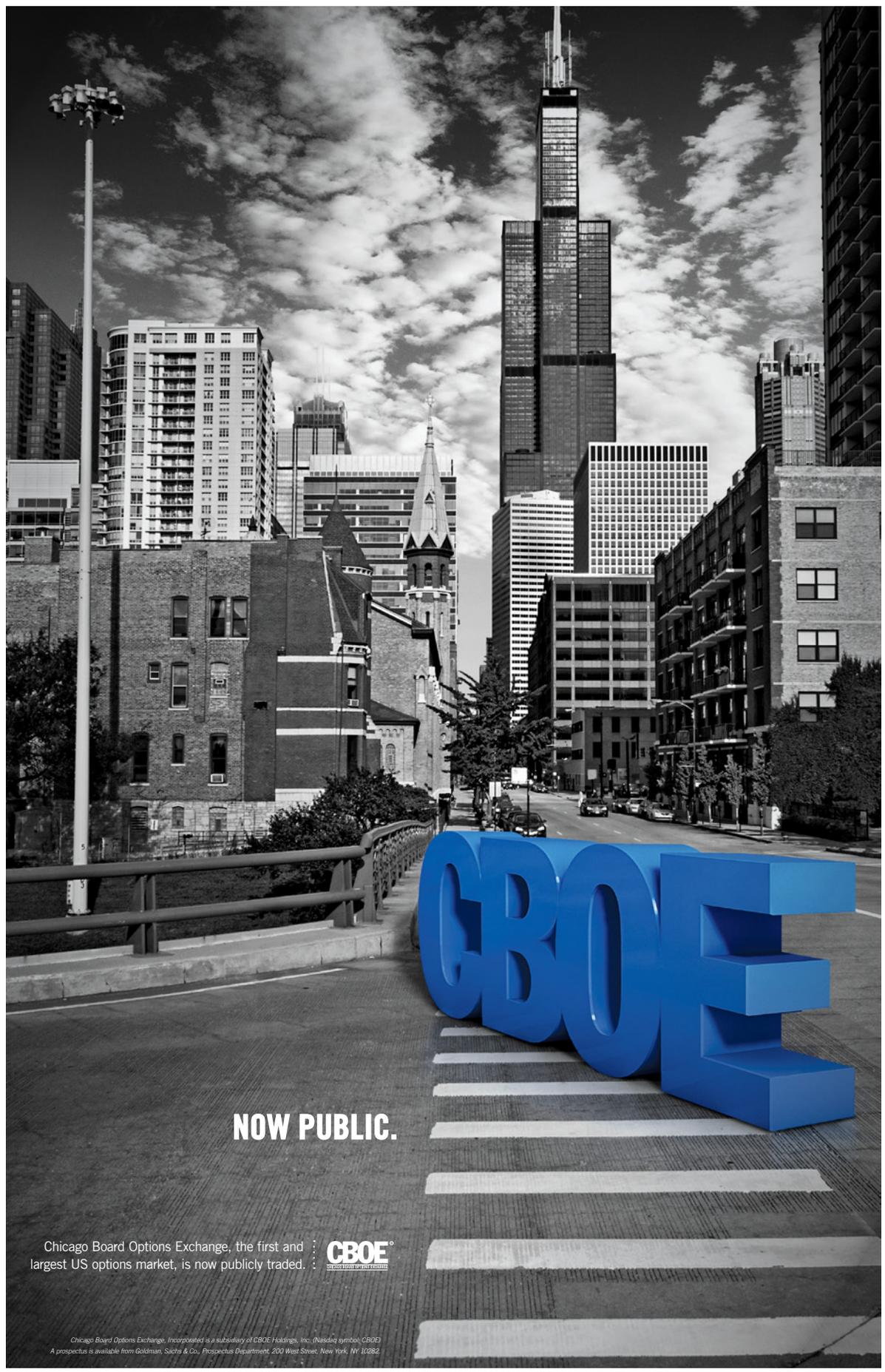


**NOW PUBLIC.**

Chicago Board Options Exchange, the first and largest US options market, is now publicly traded.



Chicago Board Options Exchange, Incorporated is a subsidiary of CBOE Holdings, Inc. (Nasdaq symbol: CBOE) A prospectus is available from Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282.



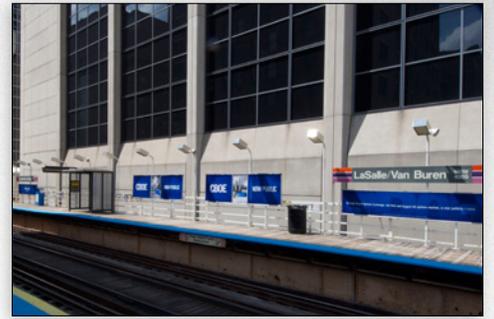
**NOW PUBLIC.**

Chicago Board Options Exchange, the first and largest US options market, is now publicly traded.



Chicago Board Options Exchange, Incorporated is a subsidiary of CBOE Holdings, Inc. (Nasdaq symbol: CBOE)  
A prospectus is available from Goldman, Sachs & Co., Prospectus Department, 200 West Street, New York, NY 10282

2. CTA Station Takeover



3. Times Square Squared Takeover



The background is a complex, layered composition. It features overlapping, semi-transparent paper-like shapes in various shades of gray and white. Interspersed among these are dark, irregular ink splatters and blotches, creating a sense of depth and texture. A prominent white rectangular box is centered in the lower half of the image, containing the text. The overall aesthetic is artistic and modern, suggesting themes of digital design and healthcare.

*GE HEALTHCARE*

*COLLATERAL, WEB/DIGITAL*

GE Healthcare

## Discovery NM630

Innovation to expand your care.



©2016 pending in FDA. Not available for sale in the United States.



### Focus on what matters most.

Your reason for being is the health of countless patients who come to you for care. This is why GE Healthcare strives to make our advanced imaging technology more accessible. It is why our products are designed to help you deliver not only an accurate diagnosis, but do it with comfort and peace-of-mind for your patients. It is why GE Healthcare created the Discovery<sup>®</sup> NM630.

Combining intuitive interfaces and ease of operation with superb image quality, the Discovery NM630 gives healthcare providers the outstanding capability to deliver excellent care to their patients. With doses as low as half those of standard NM scanning protocols. With the potential for significantly less time on the table. And without compromising on image quality.

The Discovery NM630 can even be upgraded to a Discovery NM/CT 670 by adding CT capabilities for true hybrid imaging, helping to protect your investment while expanding your diagnostic horizons.

©2016 pending in FDA. Not available for sale in the United States.



"I was looking for answers but dreading the process. I was so relieved to find it would be quick and with minimal discomfort."

©2016 pending in FDA. Not available for sale in the United States.



GE Healthcare

## The Nuclear Medicine 600 Series

[GE Healthcare.com](#) | [Contact](#) | [Download](#)

[Products](#)

[Dose Management](#)

[Increased Productivity](#)

[Outstanding Image Quality](#)

[Advanced Applications](#)

[Lasting Value](#)

[Clinical Image Gallery](#)

### Discover inspiration.

Whether you conduct research that expands the horizons of modern medicine or want to provide superior care to more patients, GE Discovery NM/CT 670 and Discovery NM630 provide cutting-edge healthcare solutions.



Discovery NM630 | Discovery NM/CT 670

©2011 General Electric Company - All rights reserved.  
\*Trademark of General Electric Company.  
GE Healthcare, a division of General Electric Company



GE Healthcare

## The Nuclear Medicine 600 Series

[GE Healthcare.com](#) | [Contact](#) | [Download](#)

[Products](#)

[Dose Management](#)

[Increased Productivity](#)

[Outstanding Image Quality](#)

[Advanced Applications](#)

[Lasting Value](#)

[Clinical Image Gallery](#)

Discovery NM630 | Discovery NM/CT 670

### Advanced technology that can help you provide superior care.

By leveraging decades of experience in molecular imaging, the Discovery NM630 can help you provide exceptional levels of care for more patients. Plus, with technology such as Elite NXT detectors, the Discovery NM630 can help you diagnose and treat disease effectively and more compassionately.

- [Download brochure](#)
- [Read press release](#)
- [Download data sheet](#)

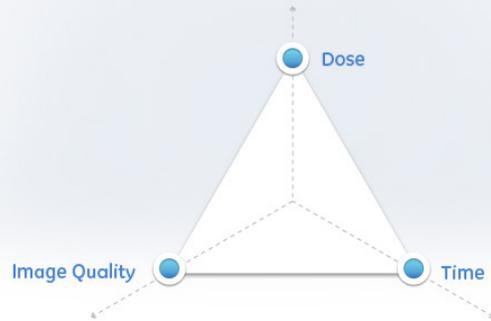
[Contact us](#) for more information.



©2011 General Electric Company - All rights reserved.  
\*Trademark of General Electric Company.  
GE Healthcare, a division of General Electric Company

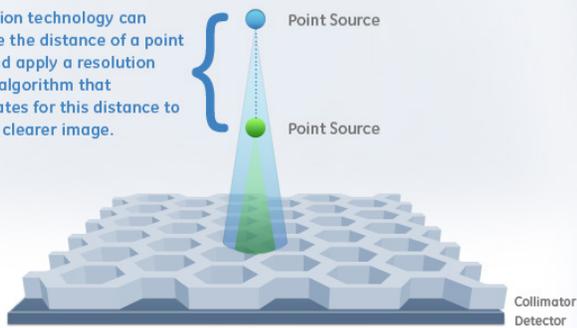
## GE Evolution Is Changing the Dynamic of Dose Management.

In Nuclear Imaging, **Dose**, **Image Quality** and **Time** have been tightly linked.

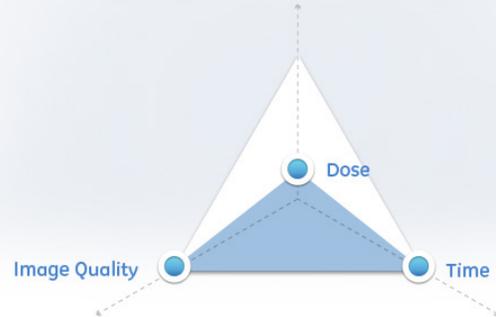


During imaging, the farther the point source is from the detector, the larger and more unfocused the image

GE Evolution technology can determine the distance of a point source and apply a resolution recovery algorithm that compensates for this distance to provide a clearer image.



Because GE Evolution more accurately sees activity within the body, you can maintain image quality at a lower dose without extending time on the table.



### 3. Dose Management Animation



*GYRO*

*COLLATERAL,  
INFORMATION DESIGN*



the @work  
state of mind  
project:  
engaging those  
who are most  
engaged

A collaborative marketing R&D project led by **gyro:**



#### Executive Summary

At Gyro, we believe that the world has changed dramatically, irrevocably. Work for the growing population of knowledge workers is no longer a place, but a state of mind.

Because of this, we believe that traditional business-to-business marketing is dead, and business must tap into a new consciousness.

#### We call it The @Work State of Mind.

The @Work State of Mind Project is a collaborative research effort led by Gyro. It seeks to better understand what is driving changes in marketing communications. We are specifically interested in understanding the evolving nature of decision making by business leaders and the how developing technologies affect that process.

To that end, we are inviting thought leaders from a range of disciplines and industries to join this collaborative marketing R&D project.

We encourage you to add your thought and ideas to this effort.

work is  
not a place.  
now it's a  
state of mind.

who will  
survive  
marketing's  
middle age?

Today it's understandable if those inhabiting a marketing department or leading a business through transition feel as if they have the life expectancy of a mayfly. That is to say, an existence that's all too brief.

There never seems to be enough time to clarify all that needs understanding. So that new ideas can be generated, promising concepts developed, and disruptive innovations can be brought to the marketplace with inherent distinction and desired relevance.

Marketing has reached its middle age. And continued practice of the means and methods from days gone by will ensure undoubtedly a brutish and short existence. Future growth and success require a new, enlightened approach. Yet achieving it will be anything but easy. The fragmented nature of messaging has only increased since the dawn of the new millennium. And our view of the solution is currently fuzzy at best.

That is why Gyro has started a project known as The @Work State of Mind. This collaborative research initiative seeks to better understand decision making of the knowledge workers who are responsible for shaping the world around us.

what drives  
the change we  
experience  
today?

## What drives The @Work State of Mind?

**Figure 1.1**  
This framework details concepts and areas of interest for the collaborative research effort being led by Gen 2. Unlike traditional business-to-business marketing communications that feature much of the newly found research and research, we believe equity and an appreciation of the work state of mind across organizations and individuals with a new ability to connect in a networked way, creating an interconnected lifestyle that is mutually supportive and restorative.

With this research project, we seek to prove that the work state of mind results from a variety of specific drivers, with the necessary nature of digital technology and rising globalization in all aspects of our lives, including how we develop, nurture, and sustain business relationships.

If you have a message to share or a business to build, consider several factors for being more of a ready working circumstance present in today's work-life marketplace.

