



Project: Beckman Coulter AutoMate Product Video

Assignment: Develop a script for a 5-8 minute video that introduces the sales force and customers to AutoMate.

Images	Voice Over
<p><i>Images that convey things in motion, busy, hectic, chaotic, noisy. Congested Formula 1 racing. Bottleneck imagery: Congested freeways, sample tubes, etc. Perhaps a spillage. People waiting in long lines. Include sounds: Horns honking, tubes clinking against one another, etc.</i></p>	
<p><i>Sound of tires squealing as images come to a screeching halt. Gentle music begins to play.</i></p> <p><i>Images of smoothly moving highways like the Audobon, fast moving sample tubes.</i></p>	<p>Chaos, congestion, unexpected delays and bottlenecks. We experience them in our every day lives – and often in laboratory testing. But it doesn't have to be that way in <i>your</i> laboratory.</p> <p>Imagine:</p> <ul style="list-style-type: none"> • Simplified, streamlined lab operations; • More effective use of labor resources; • Quicker test turnaround times with less variability; • Decreased opportunities for errors <i>and</i> more accurate results; and • Lower operating costs <p>Imagine a laboratory at the peak of speed and efficiency.</p>
<p><i>The words "Simplify, Automate, Innovate" swirl on the screen. "Automate" morphs into AutoMate logo and moves toward the camera.</i></p>	<p>To significantly increase <i>your</i> lab's efficiency, look to AutoMate, the latest advancement in automated sample processing and results management from Beckman Coulter, the world leader in lab automation.</p> <p>Beckman Coulter provides automation that fits any</p>

	<p>lab, regardless of size or test volume. AutoMate's compact size and flexibility means your lab can benefit from automation, too.</p>
<p><i>Zoom out to Wide shot of Automate in operation</i> [shot 2B-1]F <i>Telephoto MS of sample tubes moving towards camera</i> [shot 2B-2]B <i>"follow focus" CU of sample tube moving towards camera</i> [shot 2B-3]B <i>Panning MS shot of all components working on</i> [shot 2B-4]B <i>Rack focus CU of components working on Automate</i> [shot 2B-5] B</p>	<p>AutoMate is designed to manage your lab's processes – from sample loading, accessioning and sorting to centrifugation, aliquotting and even sample mapping and storage. All this can help you gain more effective use of your labor resources.</p> <p>Through AutoMate, your lab benefits from a single automation system that can process approximately 90% of your lab's samples.</p> <p>Whether it's chemistry or hematology, standard or even pediatric tube sizes, AutoMate manages samples from the moment they enter the laboratory – with no manual intervention.</p> <p>With the ability to process up to 800 samples per hour, AutoMate can streamline your busy lab to deliver the highest quality results in less time – and with less variability – than ever before.</p>
<p><i>MS and CUs of technologist loading tubes into AutoMate racks</i> [shot 2C-1 and 2C-2]F. <i>MS and CUs of technologist loading tube into stat rack.</i> [shot 2C-3 and 2C-4]F <i>Cu of technologist loading pediatric tubes</i> [shot 2C-5] F</p>	<p>As sample tubes come into the lab, technologists simply load them into AutoMate racks.</p> <p>AutoMate can even handle pediatric tubes using an adaptor, while stat samples are placed in this rack drawer for priority processing.</p>
<p><i>Master and CU of tube measuring and bar code reading.</i> [shot 2D-6 and 2D-7] B</p>	<p>Once AutoMate starts processing samples, tube sizes are automatically measured. Meanwhile, bar-code readers ensure positive patient identification.</p>
<p><i>MS of centrifugation operation from back</i> [shot 2E-1] B <i>[Loading adaptors w/tubes]</i> <i>MS of centrifugation operation from front</i> [shot 2E-2] F</p>	<p>Samples requiring centrifugation are automatically routed to the integrated centrifuge <i>with absolutely no manual intervention.</i></p> <p>This automated process helps improve test turnaround time and minimizes variability.</p>

<p><i>MS and CU of measuring operation [see 2D-6 and 2D-7]</i> <i>MS & CU of sample entering decapping area</i> [shot 3A-1 and 3A-2] F <i>MS & CU of decapping area</i> [shot 3A-3 & 3A-4] B</p>	<p>To ensure enough sample volume, AutoMate measures each sample and records this information.</p> <p>Samples are then routed to AutoMate’s decapping station where. rubber stoppers and plastic or screw style caps are automatically removed.</p>
<p><i>Master shot of aliquotting operation [shot 3B-1] B</i> <i>CU of by-pass track</i> [shot 3B-2] B <i>CU of sample being aliquotted</i> [shot 3B-3] B <i>CU of labeling</i> [shot 3B-4] B <i>CU of reader/aliquoter</i> [shot 3B-5] B <i>CU of tips</i> [shot 3B-6] B</p>	<p>At this point, a sample may be routed through the Intelligent Aliquotting module, available on the AutoMate 800.</p> <p>Powerful software determines the number of aliquots to be performed, as well as the volume and priority of each aliquot based on the tests to be run.</p> <p>Secondary tube labeling is performed automatically.</p> <p>AutoMate transfers the appropriate volume using five-milliliter tips for maximum performance, a throughput rate of 600 total samples per hour.</p>
<p><i>Zoom out to show sorting operation. [shot 3C-1] B</i> <i>Panning CU of different rack types [shot 3C-2] B</i></p>	<p>Past the intelligent aliquotting system, samples are sorted to racks for the next step in the testing process.</p>
<p><i>Lock down MS of many chemistry racks of tubes</i> [shot 3D-1] B <i>Lock down MS of many immuno racks of tubes</i> [shot 3D-2] B <i>MCU of technologist holding rack and turning upside down</i> [shot 3D-3] F <i>Technologist shows bar-code on bottom. [shot 3D-4] F</i> <i>Master of technologist changing racks</i> [shot 3D-5] F <i>CUr of technologist changing racks</i> [shot 3D-6] F</p>	<p>If your lab is like most, workflow demands change throughout the day. That might mean more chemistry racks in the morning and more immunoassay racks in the afternoon.</p> <p>AutoMate’s dynamic rack configuration helps you accommodate those changes.</p> <p>Each rack is bar coded with a unique ID number, which is determined during the initial set up of the AutoMate system. The ID indicates each rack’s geometry and which samples need to be sorted.</p> <p>To change configurations, simply load the racks you need when you need them. It’s that easy.</p>
<p><i>MS of technologist loading inlet rack with decapped</i></p>	<p>Once a sample has been run on an analyzer, it may be transferred to an inlet rack and reloaded on</p>

<p><i>tubes</i></p> <p>[shot 4A-1] F <i>CU of technologist loading inlet rack with decapped tubes</i></p> <p>[shot 4A-2] F <i>MCU of reloading and resorting</i></p> <p>[shot 4A-3] F</p>	<p>AutoMate.</p> <p>If there is still a pending test, AutoMate sorts the tube to the next most important area.</p>
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<p><i>MS of decapped tubes being mapped/measured and routed to racks</i> [shot 4B-1] B <i>CU of decapped tubes being mapped/measured and routed to racks</i> [shot 4B-2] B</p>	<p>When all tests have been run, the remaining sample volume is measured and recorded, and the sample is routed to the proper storage rack based on destination — refrigerator, freezer or bench.</p> <p>And because the samples are mapped by rack number and position, locating specific samples for retesting or disposal is a far more efficient process.</p>
<p><i>MS of operator at terminal and screen shots of AutoMate's set up interface.</i> [shot 4C-1] F <i>CUs of applicable parts of computer screen</i> [shot 4C-2] F</p>	<p>AutoMate's user interface is extremely easy to navigate. When a doctor requests a sample for a follow-up test, AutoMate's innovative sample management system assists you in quickly and efficiently locating the specimen.</p>
<p><i>CU of Screen shot: "drawer is open"</i> [shot 4D-1] F <i>MS of Technologist Loading tips into storage drawer and pulling out label drawer</i> [shot 4D-2] F <i>CU of Technologist Loading tips into storage drawer and pulling out label drawer</i> [shot 4D-3] F</p>	<p>And system maintenance couldn't be easier: For example, with the Intelligent Aliquotter, secondary tubes and tips are easily loaded into this storage drawer, and the bar-code label roll may be replaced by simply pulling out the label drawer and inserting a new roll.</p>
<p><i>Gentle music from beginning is replayed. Reprise shots 2B-1 thru 2B-5 and other shots as needed.</i> <i>The AutoMate logo swirls onto the screen then morphs into the words "Simplify, Automate, Innovate." These words swirl off the screen.</i></p>	<p>Fast, easy maintenance. Intuitive software. Faster turnaround time. Fewer opportunities for errors and increased productivity. All at lower operating costs.</p> <p>With AutoMate, you, too, can benefit from more efficient lab management. And by removing tedious manual processes, your lab can dedicate staff to other important functions, yielding further gains in efficiency, improving service to clinicians and optimizing patient care.</p> <p>It's Automation That Fits. That what Beckman Coulter promises. And that's what AutoMate delivers.</p>