



**Project:** Beckman Coulter AutoMate Brochure

**Assignment:** Develop the copy for an 8-page brochure introducing customers to AutoMate, an automated sample processing system.

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**PAGE 1 – FRONT COVER**

***Automation That Fits Your Lab.***

**PAGE 2 – INSIDE FRONT COVER**

Manual laboratory processes.  
Unexpected delays.  
Bottlenecks.  
Confusion.  
Chaos.

*If this sounds all too familiar to you, it's time to*

Simplify, **AutoMate** [logo], Innovate

**Your lab at the peak of speed and efficiency**

**AutoMate** is the latest advancement in automated sample processing and management from Beckman Coulter, the world leader in clinical lab automation. It is a single, stand-alone automation system that manages samples from the moment they enter the lab. From loading, accessioning and sorting to centrifugation, to aliquotting and even sample mapping, AutoMate can process approximately 90% of your lab's samples *with no manual intervention*.

AutoMate provides faster test sample turnaround times, fewer opportunities for error and increased productivity, all at a lower total operating cost. Moreover, by removing tedious manual processes, your lab can dedicate staff to other, more important functions, yielding further gains in efficiency, improving service to clinicians, and optimizing patient care. With AutoMate, your lab can increase capacity *without* increasing resources.

***“AutoMate  
can fit any  
lab, regardless  
of size or  
test volume.”***

AutoMate's compact size and modular design means it can fit any lab regardless of size or test volume. And with its ability to process up to 800 samples per hour, AutoMate can help you deliver the highest quality results in less time — and with less variability — than ever before.

## **PAGE 4-5 SPREAD**

Header across the top of spread:

### ***AUTOMATED test result delivery and heightened test quality in an easy-to-operate system***

[The following items shown next to photos of different areas inside AutoMate]

#### **Automated Sample Loading and Processing**

AutoMate's highly accessible loading drawer allows technologists to simply place sample tubes into racks and load the racks into AutoMate. Once inside, samples are safely and efficiently processed by robotic handlers throughout the automation line.

- Handles BD, Greiner and SARSTEDT\* tubes, including 13 x 65 mm\* and 16 x 100 mm tubes, as well as different cap styles and various sizes
- Processes pediatric tubes using 13 x 75 mm adapters
- Dedicated stat input area enables priority processing for rapid test turnaround time

#### **Automated Cetrifugation**

With AutoMate, physically moving sample tubes from one area of the lab to another becomes a thing of the past. Samples requiring centrifugation are automatically routed to the integrated centrifuge, reducing test turnaround time and virtually eliminating variability.

- 56-tube capacity delivers throughput up to 350 centrifuged samples per hour
- Normal spin of 4,000 g for four minutes produces platelet-poor plasma, allowing identical processes for both coagulation and chemistry samples
- System automatically weighs each set of samples and balances the adaptors
- Selectable speed and time parameters accommodate a wide range of samples and testing requirements

#### **Automated Decapping and Volume Determination**

After centrifugation, AutoMate removes sample tube caps, regardless of style or size, relieving your lab of this tedious manual task. Automate then measures plasma or serum volume levels and sends an alert when there is not enough volume for various tests.

- Is compatible with rubber stoppers and plastic and screw-style caps from BD, Greiner and SARSTEDT
- Automatically dispenses caps into biohazard bag
- Minimizes technologists' exposure to biohazardous aerosols
- Automated measurement ascertains whether all aliquots can be created

### **Automated Precision Aliquotting\***

With AutoMate's "intelligent" aliquotting operation, your lab can say goodbye to time-consuming manual aliquotting and the resulting opportunities for errors. AutoMate quickly and efficiently transfers the proper volume for samples with single or multiple tests, creating up to nine aliquots per primary tube.

- Processes up to 450 total samples per hour including 150 primary and 300 secondary tubes
- Computerized prioritization of aliquots ensures that the most critical samples are created first if sample volume is minimal
- Detects clots and routes samples for manual processing

*\*Intelligent Aliquotting module available on the AutoMate 800*

### **Automated Sorting to Sample Racks**

AutoMate re-sorts samples for pending test routing or for storage when volume remains. Because samples are mapped by rack number and position, locating specific samples for retesting or disposal is a far more efficient process.

- "Open" system architecture sorts to generic 50-tube racks or analyzer racks
- Offers 16 dynamically configurable rack locations for unparalleled sorting flexibility
- Determines sample routing based on duration, temperature or user-defined destination
- Allows "dynamic" rack configuration to accommodate workload changes
- Sends an alert when individual samples are due for disposal

### **Easy Installation, Operation and Maintenance**

Because of its compact size, AutoMate requires minimal lab remodeling and power requirements. The system intuitively walks you through initial configuration, and online help and graphic "walkthroughs" aid in routine maintenance and troubleshooting.

- Language-independent, user-friendly interface makes it easy for anyone to use AutoMate
- Storage bin allows user to load 5 ml tips in bulk quickly and easily
- Pull-out drawer provides access for loading secondary 13 x 75 mm tubes in bulk
- Slide-out drawer enables easy replacement of bar-code label stock for aliquot tubes; user can define contents of the secondary tube label

**//Box in middle of 4-5 spread//**

### **Complete Sample Management**

AutoMate's innovative sample management software lets you monitor every sample individually from the moment it enters your lab. The integrated bar code reader automatically logs each sample in the laboratory information system (LIS), ensuring positive patient sample identification. With AutoMate, you'll know where an individual sample is during the testing process — and after.

- Recognizes most standard bar codes in compliance with the Clinical and Laboratory Standards Institute (formerly known as NCCLS)
- Automatically sorts stat samples for priority processing
- Allows you to quickly and efficiently locate any specimen at any time

[OPTIONAL TEXT]

### **Your Laboratory at the Peak of Speed and Efficiency**

AutoMate provides faster test sample turnaround time, fewer opportunities for errors, and increased productivity, all at lower operating costs. And by removing tedious manual processes, your lab can dedicate staff to other important functions, yielding further gains in efficiency, improving service to clinicians, optimizing patient care and increasing capacity without increasing labor resources.

### **AutoMate PLUS Data Management**

While AutoMate alone can help your lab achieve its operational goals, that process can be further enhanced with Beckman Coulter's innovative information management systems. Our data management systems, DL2000 and Remisol 2000, can help your laboratory reduce even more errors, increase productivity, lower costs and improve service to physicians. From automatic stat notification to auto-validation based on user-defined criteria, our data management solutions provide expanded results management capabilities help your lab technologists focus their attention where it's needed the most — on critical and abnormal samples.

## **Beckman Coulter**

### **A World Leader in Biomedical Equipment**

Beckman Coulter, Inc. is a leading manufacturer of biomedical testing instrument systems, tests and supplies that simplify and automate laboratory processes. Spanning the biomedical testing continuum — from pioneering medical research and clinical trials to laboratory diagnostics and point-of-care testing — Beckman Coulter's 200,000 installed systems provide essential biomedical information to enhance health care around the world.

### **A World Leader in Automation**

Beckman Coulter's family of laboratory automation solutions provides the tools required to manage lab operations more efficiency. In clinical labs, our automation systems provide more timely and reliable patient test results for chemistry, immunoassay, hematology, and coagulation testing. In research labs, our automation systems support research in genomics, proteomics, cellular analysis and drug discovery. From automating a single process to delivering full-scale automation, whatever your lab's size or workload, Beckman Coulter has the automation solution that fits.

### **A World Leader in Service and Support**

Beckman Coulter's support goes beyond the laboratory to help you maximize the value of your laboratory automation solution. Our upfront needs assessment, unparalleled customer training and ongoing service represent more ways in which Beckman Coulter adds value, instills trust and maintains our well-earned leadership position.

**PAGE 7 – POCKET**

**PAGE 8 – BACK COVER**

**Simplify**  
**Automate** [AutoMate logo]  
**Innovate**

[Beckman Coulter logo/addresses]