

GLOBUS MEDICAL

A DYNAMIC DEMONSTRATION OF A NEW AND NOVEL ROBOTIC SURGICAL GUIDANCE SYSTEM

The rigid arm system is designed for **more stability** than frame-based or bed-mounted systems and for maintai steep angles, such as in the cervical spine and sacroiliac region

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OVERVIEW

Globus Medical gives surgeons pinpoint precision technologies to restore critical patient function and help people with musculoskeletal disorders enjoy the freedom they deserve. We created a client education system with the same precision, focused on giving Globus Medical the same heightened level of innovation they deliver to their customers.

CLIENT

SERVICES

Globus Medica

Prototyping, App Design, Animation, 3D Renderings, Graphic Design, Iconography, UI/UX/IXD, Photography, Video

PARTNERS

Sempercon Zave Smith Photography

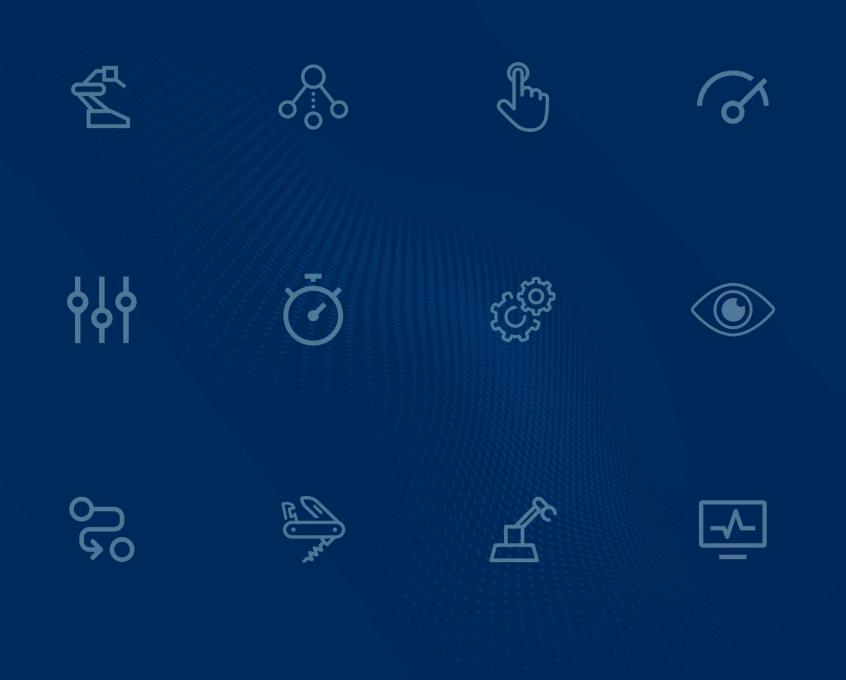
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ROBOTIC GUIDANCE & STAND-ALONE NAVIGATION SYSTEM









ENGAGE

How do you give your sales force the depth and range of features needed to highlight the full capabilities of your flagship product? You work with the right partner. Our team worked with Globus Medical product developers, their sales force, and surgeons to explore and emulate the rich capabilities of ExcelsiusGPS, robotic guidance and navigation system.



Excelsius**GPS**[™]







Extremely Rigid Robotic Arm



Designed to maximize usability and performance

Intuitive Display

- + Outlines the workflow from setup to screw placement
- + Instruments and implants relative to patient anatomy
- + System status and corresponding messages and alerts



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Providing robotic guidance and stand-alone integrated navigational



Excelsius GPS"

Engineered for Various Procedures

- + Supporting open and minimally invasive procedures
- + Supporting various approaches from posterior to lateral

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EXCITE

We equipped the Globus sales team with a truly responsive technology by producing a non-linear, choose-your-ownadventure style path through an ExcelsiusGPS education and training application. Doctors are busy. Surgeons are even more time-strapped. With our tablet-based content ecosystem, reps can get to the heart of the pitch immediately and respond to customer inquiries in real-time with engaging modules and full screen custom made videos.

Extremely Rigid Robotic Arm





INSPIRE

Many POS systems in healthcare have limited functionality and behave like a modified PowerPoint. But we understand hospital and healthcare system decision-makers need the full story to make critical, capital purchasing decisions. So, in addition to a fully customizable sales narrative, the Globus Medical team can demonstrate the full functionality of ExcelsiusGPS in a few short clicks.



"Xhilarate exceeded our expectations by creating an outstanding app with branded content. The custom-designed app was intuitive, engaging and informative."

CORINNE LAMPE / ASSOCIATE PRODUCT MANAGER - GLOBUS MEDICAL

FEATURED CLIENTS

Discovery C H A N N E L	COMCAST	gsk GlaxoSmithKline	AMIERICAN EXPRESS
P&G	Vanguard	University of Pennsylvania	Kodak
Shire	UNISYS	J.P.Morgan	HBO
νιခcom		Pfizer	

ACCOLADES

We can help your business grow and evolve through the combination of beauty, clarity of purpose...and all of the wonderful analytical tools of our digital age. Our work has been featured in Print Magazine, FWA, Communication Arts, Graphic Design USA and many others. But more important than the accolades that we have received...are the thanks we get from our clients whose businesses have grown in part due to our creative work. We would love the opportunity to talk with you and see what we can do to help you achieve your company's goals.

PRINT	GD USA	logo lounge
AMERICAN Advertising AWARDS	Cal communication Arts	site inspire
THE WEBBY AWARDS	f Xe	



We create visual brand experiences that engage people, excite the senses and inspire our inner awesome.

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