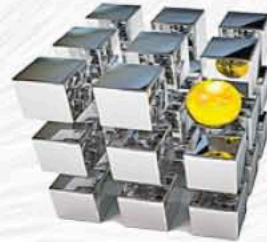


# Architectural Branding

Tradeshow strategy, design and production



**INVERSE  
MEDIA LLC**

the art of positioning  
and creative science



**INVERSE  
MEDIA** LLC

## Perspiration, inspiration and turnkey project management

- Creative design for maximum communication positioning
- Pre-show marketing and booth rep training
- Lead retrieval through interactive surveys and games
- Animation & Interactives for engagement of sales message
- Full turnkey booth logistics: design, production, install & dismantle

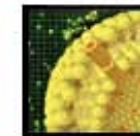
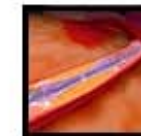


# Bayer HealthCare

## Biological Products Division



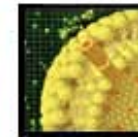
Hi-definition product demonstration video loop





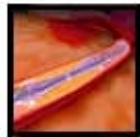


3D hologram and 3D display (no glasses required) technologies





10'x20' inline exhibit rendering





**VION**  
PHARMACEUTICALS, INC

Advancing New Cancer Therapies

Cloretazine®  
(VNP40101M)

Cephalon  
Oncology



Cephalon  
Oncology

FENTORA

Emergency Exit



...EPICEPT



...EPICEPT

Investigating Relapse Prevention in AML

Prognostic Mechanisms of AML by Cytogenetics & Gene Expression

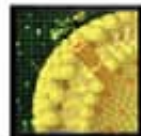
Cellular Environment & Leukemia Free Survival in AML

One  
One  
re accessible

Make informed choices

COURSE







# ...EPICEPT

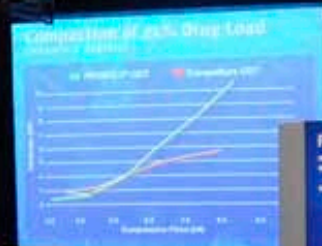
## ...EPICEPT

Crinol  
Med



JRS PHARMA LP **JRS** THE EXCIPIENT FAMILY

debuting PROSOLV® ODT



PROSOLV® ODT



Pharmaceutical Technology

Excipients

Excipients

Waters

Waters

Pharmaceutical Technology

Pharmaceutical Technology

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*Advancing New  
Cancer Therapies*

Vion Clinical Development Programs  
Clotretazine® (VNP40101M)

PI PII

**Elderly AML and High-Risk MDS**

(in combination with cytarabine)

**0702009006** A Phase II evaluation of VNP40101M combined with intravenous cytarabine in elderly patients with Acute Myeloid Leukemia and High-Risk Myelodysplastic Syndrome

Investigator-sponsored trial currently enrolling at  
New York Presbyterian Hospital,  
Weill Medical College of Cornell University

Please ask your Vion representative for more information











sanofi aventis

TAXOTERE  
docetaxel

1100

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900

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New beginnings

in cancer therapy





Innovation inspired by you

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Imagining the future

Computer-aided diagnosis for

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*High Functionality Excipients*  
**PROSOLV® OBT**  
**PROSOLV® EASYtab**  
**PROSOLV® SMCC**

*Binders*  
**VIVA<sup>PUB</sup>®**  
**EMCOCEL®**  
**EMCOMPRESS®**  
**EMDEX®**

*Superdisintegrants*  
**VIVA STAR®**  
**EXPLOTAB®**  
**VIVA SOL®**  
**VIVA SOL® GF**  
**EMCOSOY®**

*Thickener & Stabilizer*  
**VIVA<sup>PLUR</sup>® MCG**

*Lubricants*  
**PRUV®**  
**LUBRITAB®**

*Coatings & Modified Release*  
**VIVA PHARM® HPMC**

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**ARBOCEL®**  
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*Carriers*  
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- Broadest excipients portfolio
- World's largest excipient manufacturer
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- Innovative R&D partner
- Global distribution and availability
- Best-in-class development partner, 5,200+ employees





270

280

Anterra Excipients  
Ingredients of success

**JRS PHARMA LP** **JRS THE EXCIPENT PARTNER**

**The next generation of innovation, technology and worldwide value**

**High Functionality Excipients**  
PRO SOLV® DBT  
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PRO SOLV® SMCC

**Binders**  
VIVA STAR®  
EMCOCEL®  
EMCOMPRESS®  
EMDEX®

**Superdisintegrants**  
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Functional Fillers  
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COMPACTROL®  
Carriers  
VIVA STAR® MCC SPHERES

sterile and  
in-sterile  
contract  
manufacturing

Manufacturing Sterile Contract

regulatory  
cellence  
liquids, solids  
and semi-solids

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Explore what's NEW



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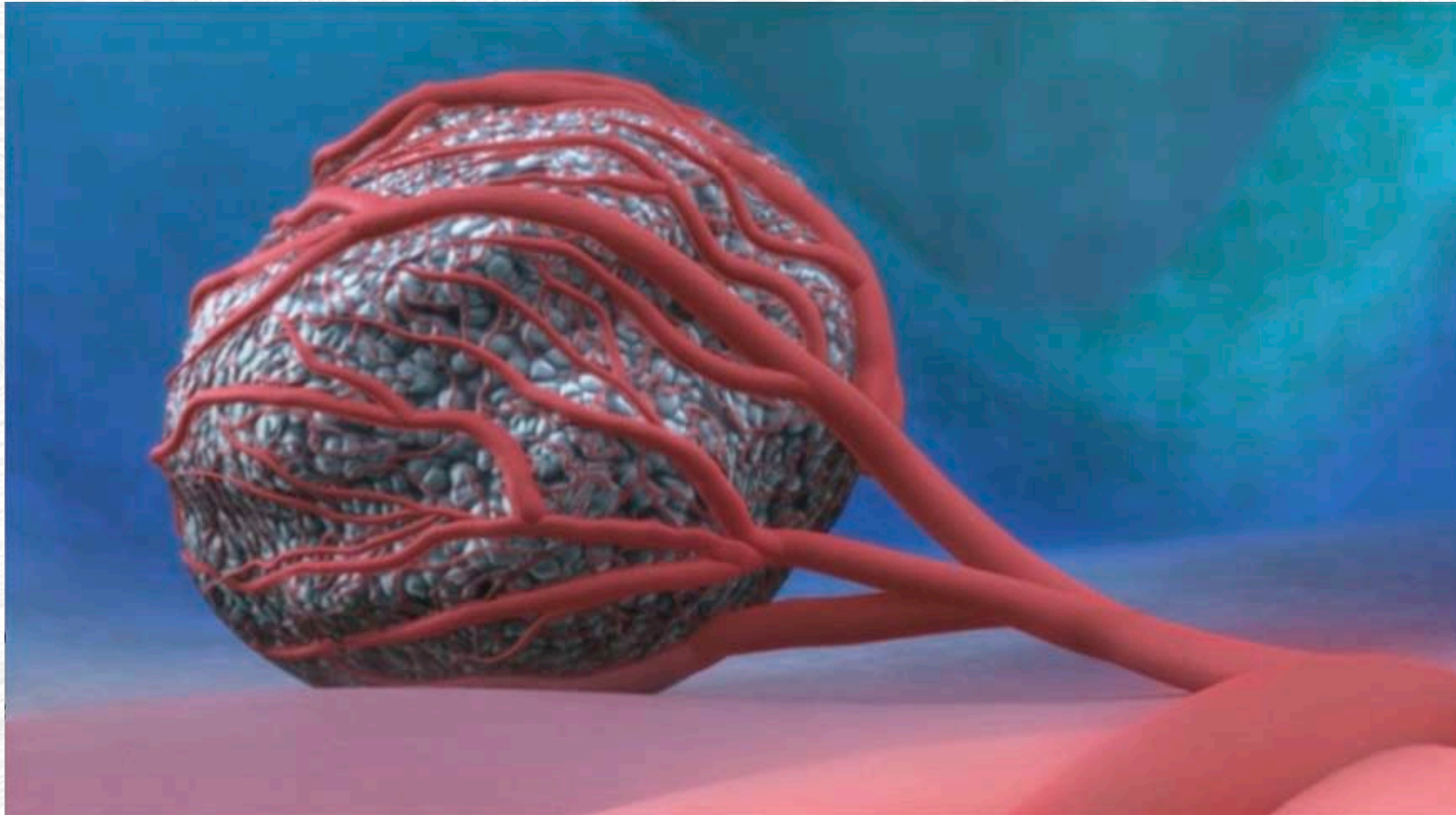




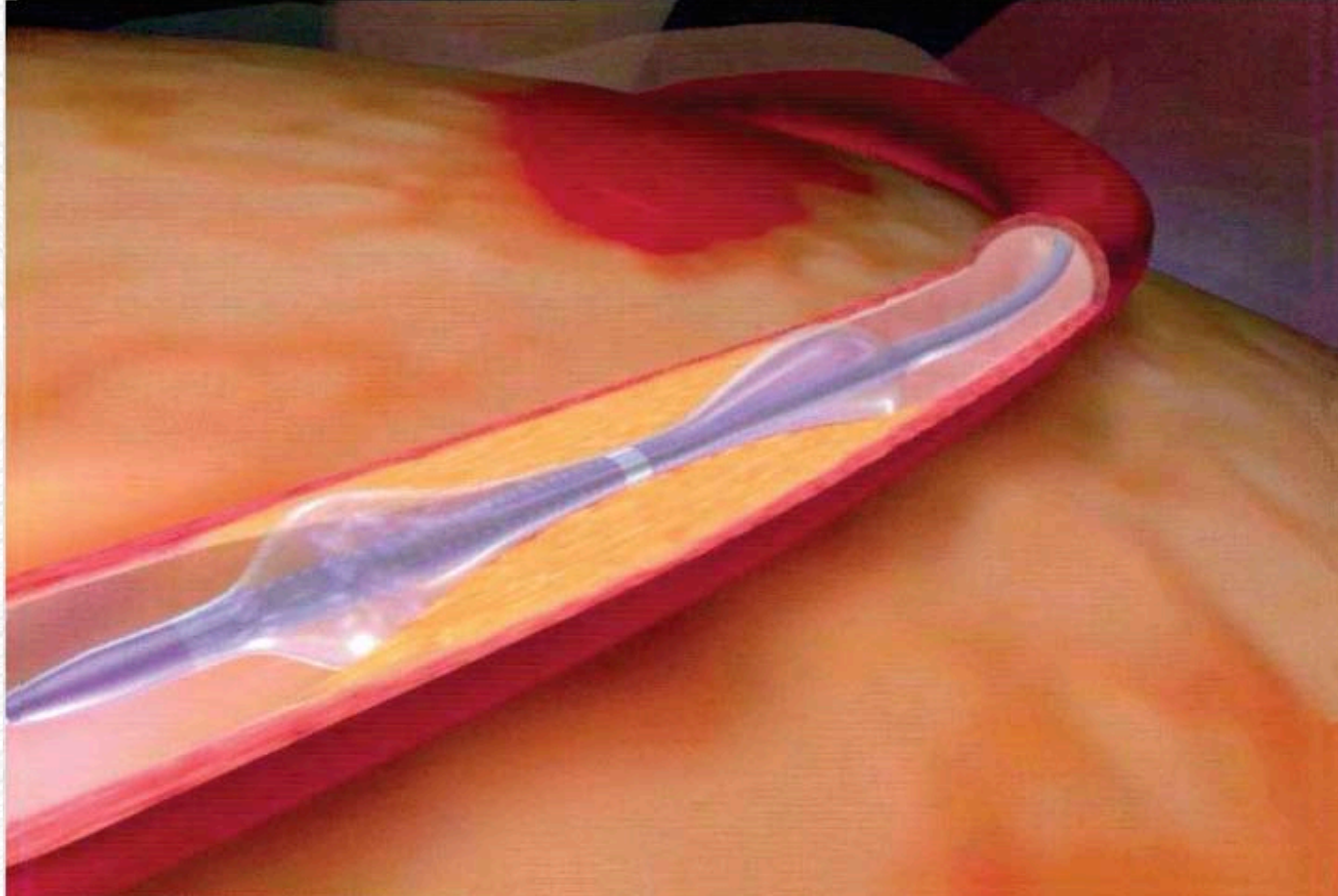






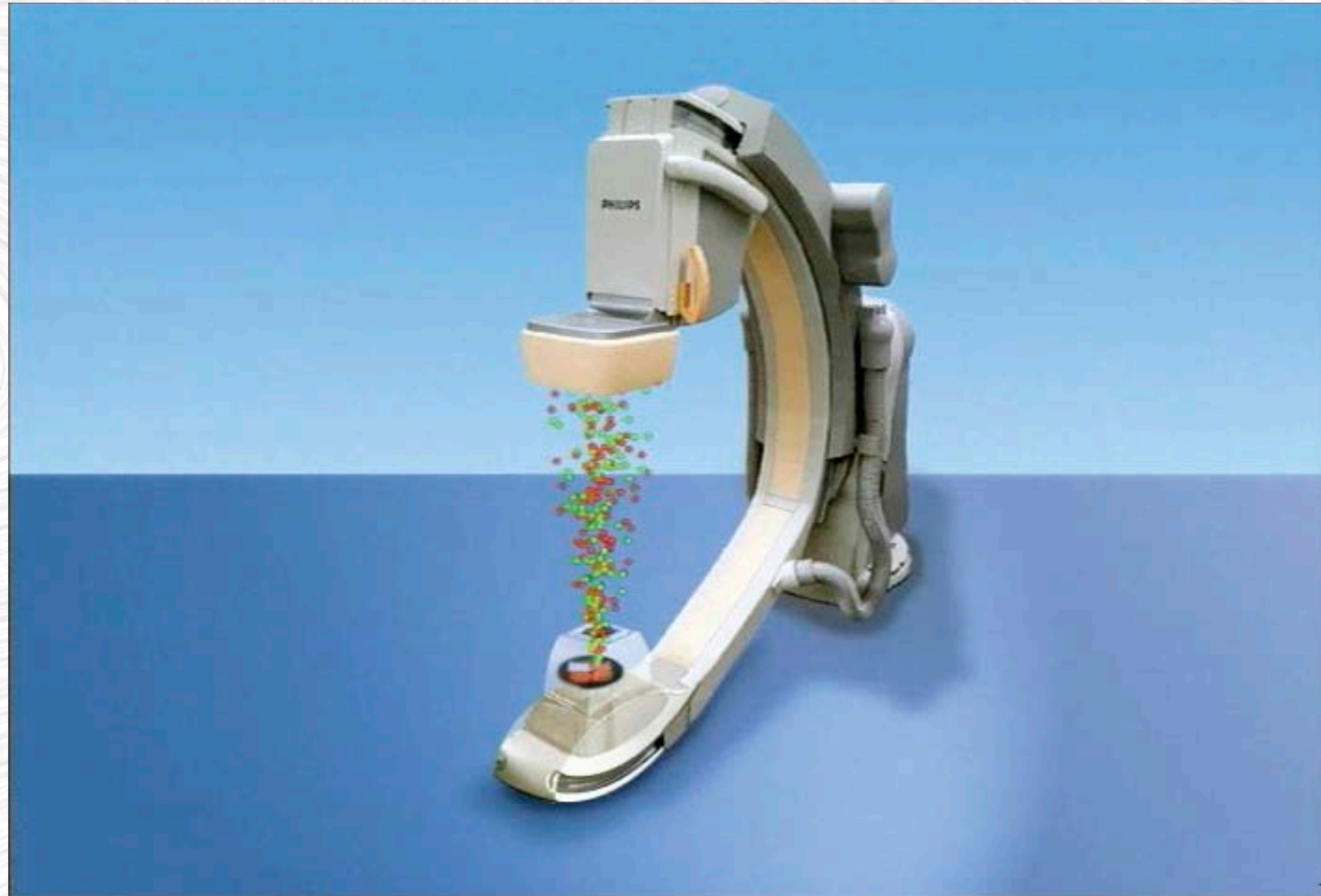


Animation - Mechanism of Action

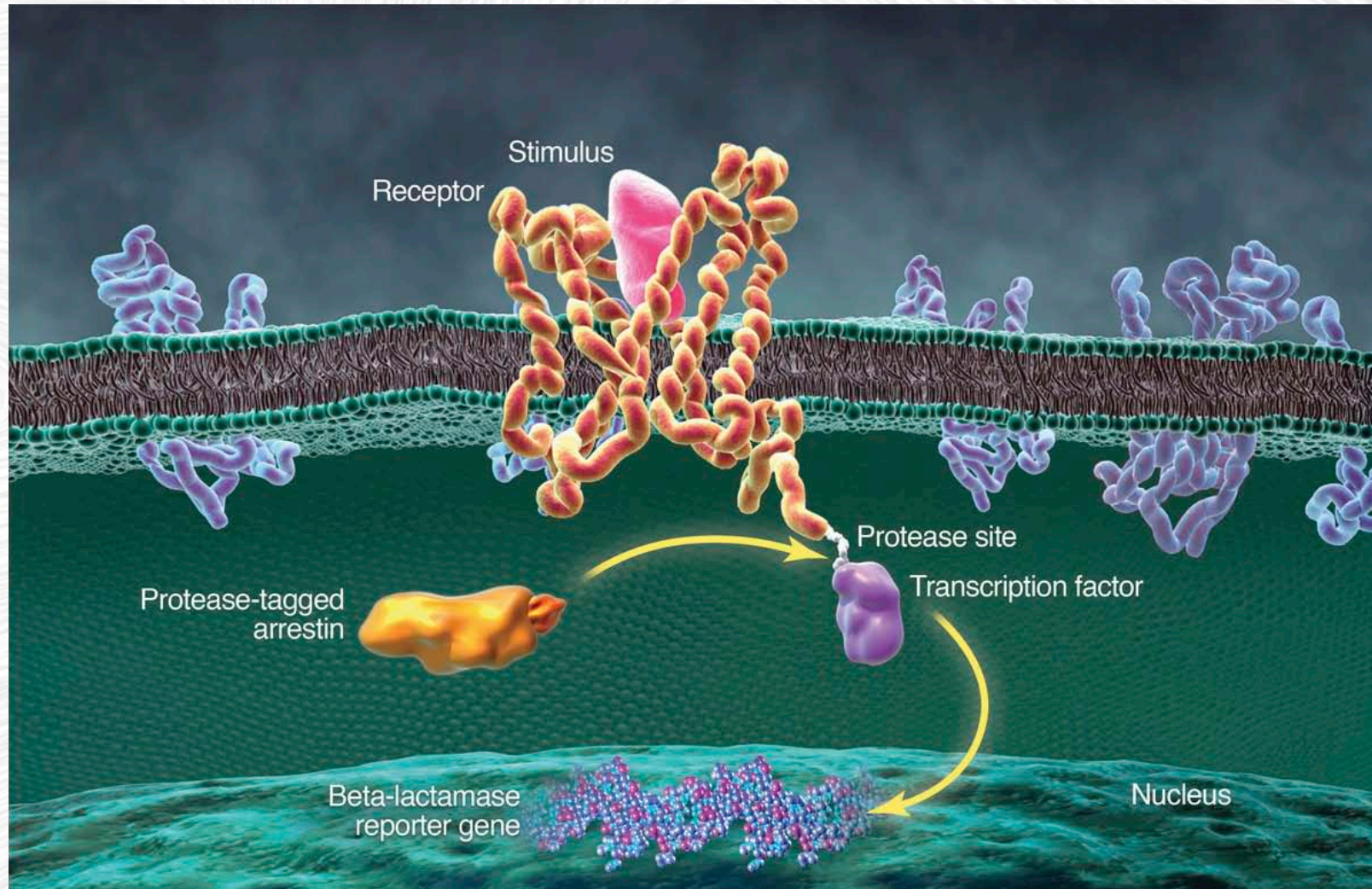


Animation - Mechanism of Action





Animation - Mechanism of Action



Animation - Mechanism of Action





**INVERSE  
MEDIA LLC**

**Global experience - personal service  
Passion for our work**

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