

The background image shows a man in a white tank top and grey shorts kneeling on a gym floor, reaching out to a woman lying face down. In the background, a woman in a black shirt is walking, and another person is visible on the left. The setting appears to be a gym or a large indoor space with wooden floors and industrial-style lighting.

**PHILIPS**

Automated External  
Defibrillator Solutions

# AED Solutions Messaging Guide





The landscape





Our core positioning  
(internal positioning)

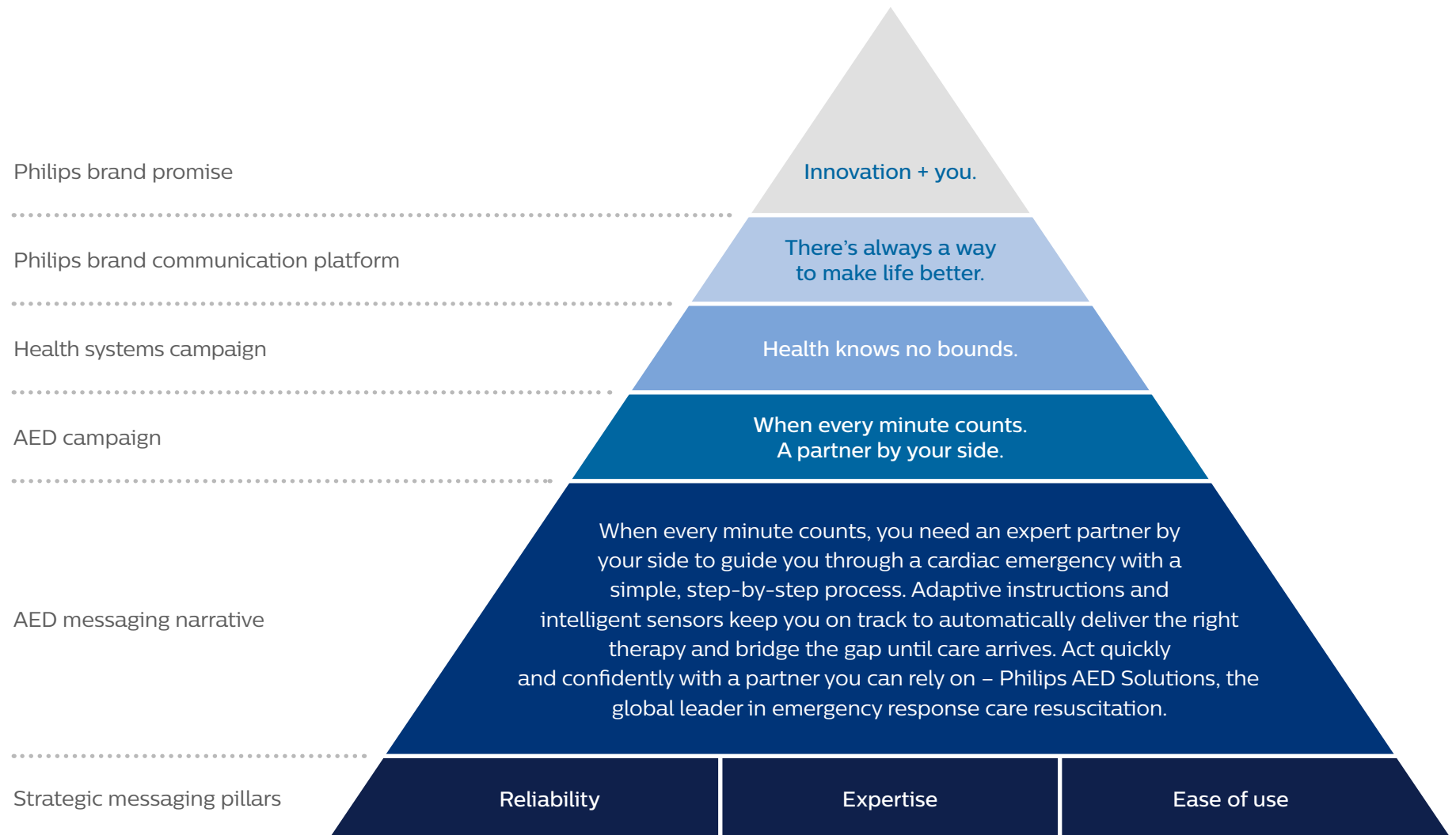


# Our core positioning

When every minute counts, Philips AED Solutions are  
**a partner by your side.**

With expert guidance and support,  
Philips AED Solutions are here when you need us most.  
**Side by side. Step by step.**

# Messaging hierarchy





# AED Solutions: narrative

# AED Solutions: elevator pitch (~50 words)

When every minute counts, you need an expert partner by your side to guide you through a cardiac emergency with a simple, step-by-step process. Adaptive instructions and intelligent sensors keep you on track to automatically deliver the right therapy and bridge the gap until care arrives. Act quickly and confidently with **Philips AED Solutions, partnering with you in the shared mission of helping to save lives.**

Side by side. Step by step.



AED products:  
narratives and talking points



# Philips HeartStart HS1/OnSite AED: elevator pitch (~50 words)

Designed for the ordinary person in the extraordinary moment, Philips HeartStart OnSite defibrillator is ready to act and virtually ready to go. It allows anyone, with little or no training, to treat the most common cause of sudden cardiac arrest (SCA) by delivering a shock quickly and effectively, wherever SCA happens. **When every minute counts, Philips HeartStart OnSite is a partner by your side.**

Side by side. Step by step.

# Philips HeartStart HS1/OnSite AED: elevator pitch (~100 words)

With access to the right equipment, training and support, you can help save a life. The Philips HeartStart OnSite defibrillator guides you through the process of treating a victim of suspected sudden cardiac arrest (SCA). The OnSite AED provides real-time guidance through step-by-step voice commands and CPR guidance.

Designed for the ordinary person in the extraordinary moment, OnSite is ready to act and virtually ready to go. It allows anyone, with little or no training, to treat the most common cause of sudden SCA by delivering a shock quickly and effectively, wherever SCA happens.

**When every minute counts, Philips HeartStart OnSite is a partner by your side.**

Side by side. Step by step.





# Philips HeartStart FRx defibrillator: elevator pitch (~50 words)

The Philips HeartStart FRx defibrillator features intuitive, step-by-step voice instructions, including CPR guidance, and an audible metronome to help guide basic life support (BLS) responders while treating a suspected cardiac arrest. The FRx has an optional Infant/Child Key; simply insert it and the defibrillator adjusts instruction and shock energy. Preconnected SMART Pads II can be used for both adults and children, so you don't waste a single second changing pads. Rugged, lightweight and reliable, it can withstand rough handling and extreme temperatures. **When every minute counts, Philips HeartStart FRx is a partner by your side.**

Side by side. Step by step.







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