

CONCEPT #3: "Future"

VISUAL ELEMENT: [Lab director confidently striding into the future; with each step, a type of platform representing ARCHITECT™ has risen up to meet him, and one such is doing so at the moment captured in the visual]

HEADLINE: **The Opposite of Retrofit Is**
Futurefit.

LOGO VISUAL: [Futuristic arrow]

TAGLINE: **ARCHITECT™**
The Future Is Built In. Now.

i2000
HEADLINE: **i2000**
The Future Is Built In. Now.

LEAD/IMAGE COPY: Don't look back. The days of system add-ons, retrofits, and force-fits are over. Now there's ARCHITECT™ from Abbott Diagnostics, the *futurefit* high-throughput clinical diagnostics system that *looks ahead* to support your every step.

It's like always knowing the future before it happens. From now on, whatever move you make to achieve new lab objectives and handle unexpected problems, ARCHITECT™ will be there with exactly the solution you need. Built into instruments as up to date as tomorrow.

ARCHITECT™. It's **intelligent integration by design**, the future you can count on. And it's now.

Don't look back.