# LYRICA AR EXPERIENCE | **HOMEPAGE & ANALYTICS**

### Augmented Reality Pain
A Digital Experience

START

**HOMEPAGE**

(without Analyics)

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Please enter HCP details before you begin

HCP PROFILE

or

SKIP

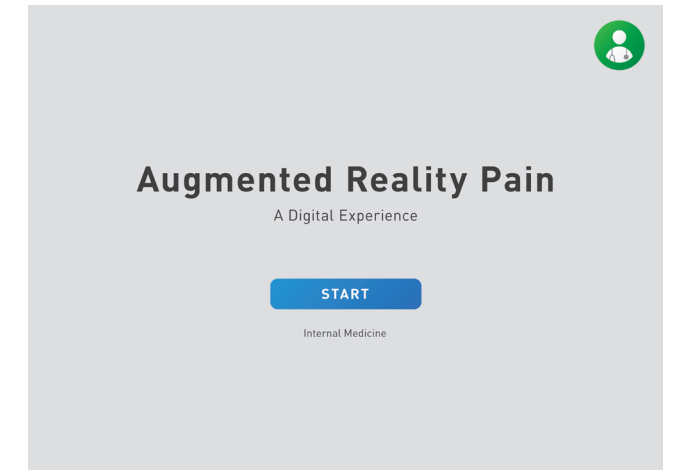If you skip, your session will not be
associated with any HCP data.

**SESSION INTERRUPTER**

---

Healthcare Provider Information:

**SPECIALTY**

○ Anaesthesiology/Pain  ○ Endocrinology  ● Primary Care  ○ NP/PA  ○ Neurology
○ Orthopedic  ○ PMnR (Physical medicine and rehabilitation)  ○ Psychiatry  ○ Rheumatology

**PRACTICE TYPE**

● Academic  ○ Community  ○ Other

**YEARS IN PRACTICE**

○ <2  ● 2-5  ○ 6-10  ○ 10+

OK

**ANALYTICS INPUT**

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### Augmented Reality Pain
A Digital Experience

START

Internal Medicine

**HOMEPAGE**

(with Analyics)

Frame 0



Frame 1.1



Frame 2.1a



Frame 2.1b



**Frame 0**

Visual:

• Trigger **animates into life** and unisex 3D figure builds off of trigger, moves around naturally, like a human

• Text animates in with radiating points underneath

Text:

• [Left] Fibromyalgia

• [Right] Painful Diabetic Peripheral Neuropathy

Functionality:
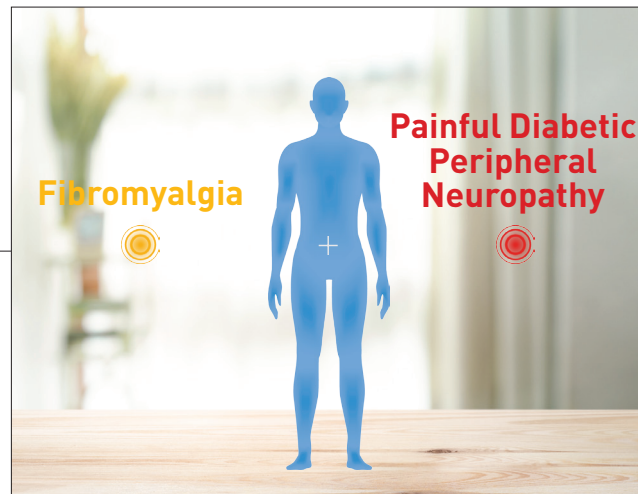
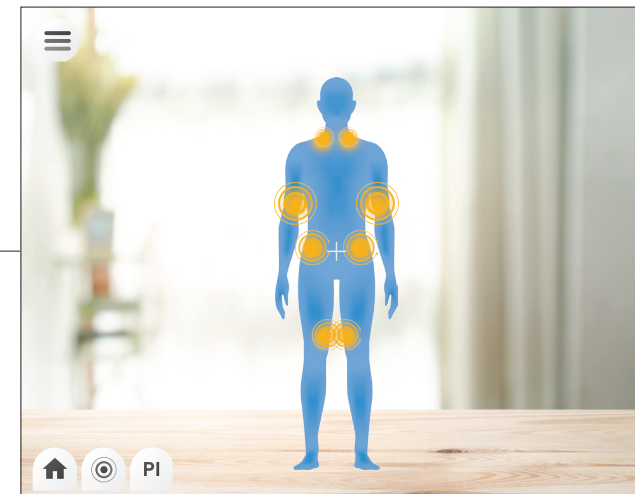• User can manipulate iPad to move crosshair to choose an indication

**Frame 1.1**

Functionality:

• User moves **crosshair over point**, the activation point enlarges and becomes a thicker dial 'loading' animation
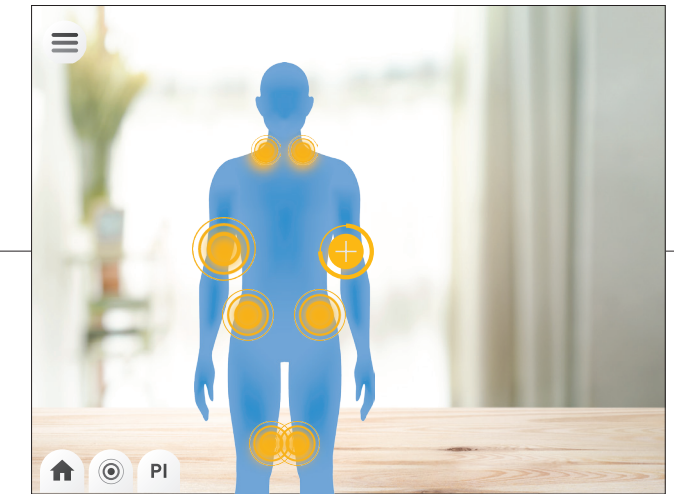
**Frame 2.1a**

Visual:

• Pulsing/rippling indicators **radiate** on figure in pairs

• Figure is slightly moving to appear life-like

**Frame 2.1b**
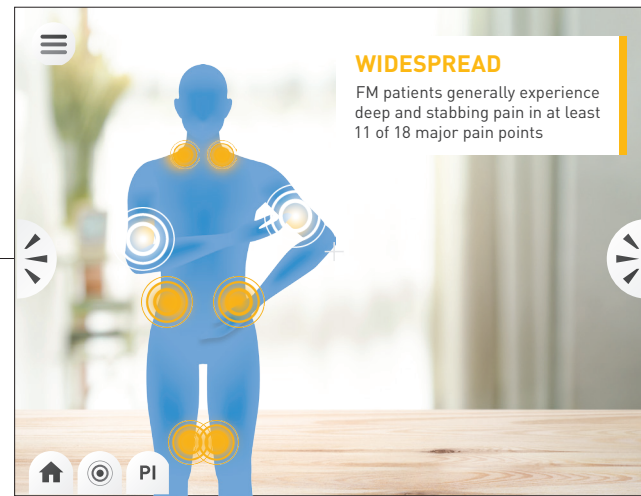
Functionality:

• User moves **crosshair over activation point**, the pain point enlarges and becomes a thicker dial 'loading' animation

Frame 3.1



WIDESPREAD

FM patients generally experience deep and stabbing pain in at least 11 of 18 major pain points

Frame 4.1a



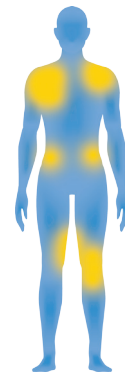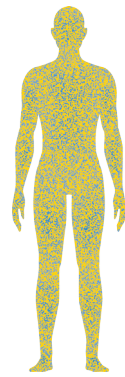Frame 4.1c



Frame 4.1b



Frame 4.1d



Visual:

• Selected radiating points turn white

• **Call out** animates on iPad screen, static/2D

• **Figure is in pain**, color animates based on selected point:

Text:

• WIDESPREAD
FM patients generally experience deep and stabbing pain in at least 11 of 18 major pain points
*(yellow SPREADS over entire body)*

• INTENSE
The pain associated with FM is the defining feature of the disease, disrupting patients' lives
*(yellow STATIC all over body)*

• CHALLENGING
FM can be hard to identify but for patients it can be even more difficult to describe their pain levels accurately
*(BLURRY, yellow, confusing areas grow and shrink)*

• EXHAUSTING
Most fibromyalgia patients will report not only physical pain but psychological symptoms as well, such as: fatigue, trouble sleeping and sensitivity to light and sound
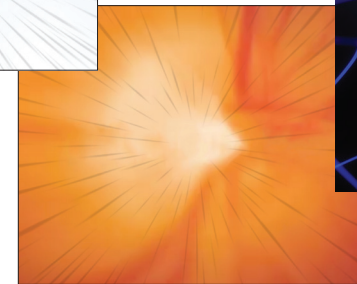*(yellow halo around body, figure EXHAUSED)*



Visual:

• **Zoom** through the pain point

• Quick, realistic, 3D visual transition that feels like moving through the body (intended to be expressive, not anatomically correct)

• Zoom to white transition

Functionality:

• Once activated, this transition will be universal for all pain points

• User will have no interaction during segment

Functionality:

• Text box will remain up until another one is selected with the crosshair

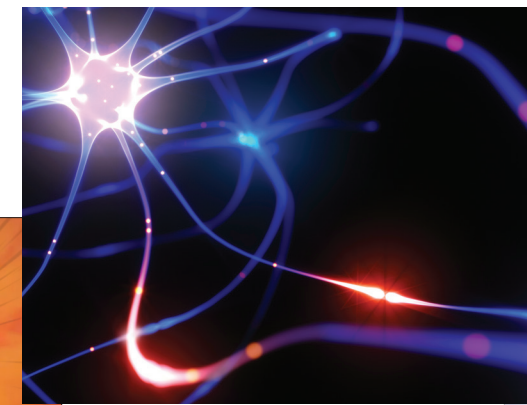• Buttons to go back to the next section appear at the sides of the screen
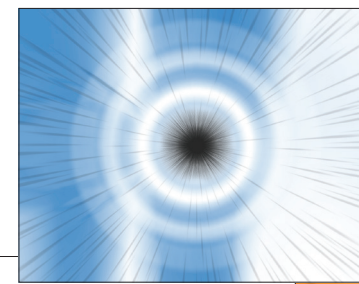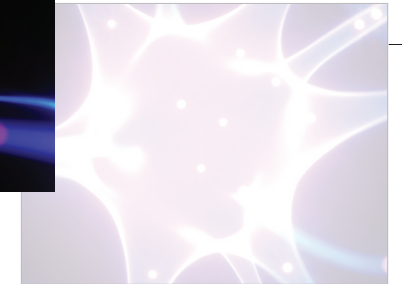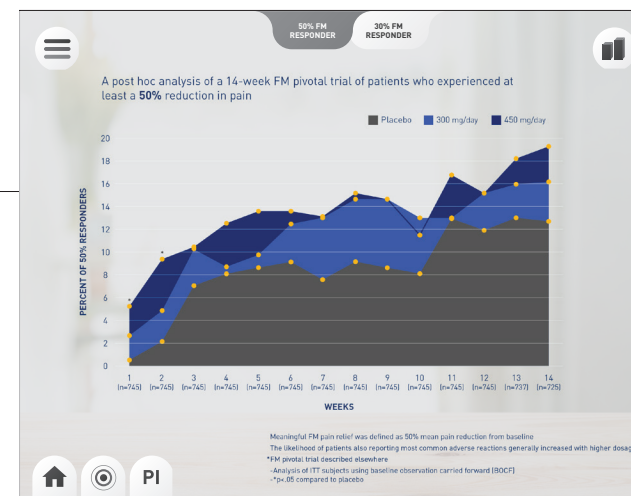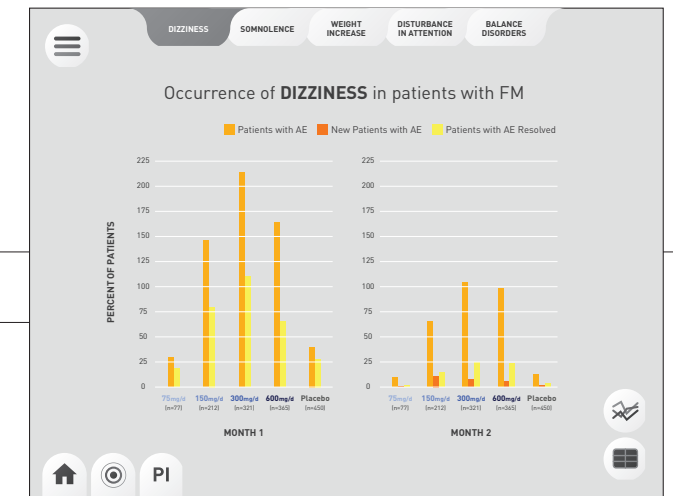
Frame 5.1a

Frame 5.1b

Frame 6.1

Frame 5.1c

**Visual:**

• 3D rendering of the **FM 50%** Responder Data by week

• Title, week count and mini chart are in 2D, anchored to screen

• 65% **transparent background**

**Text:**

• In a post hoc analysis of an 8 week FM pivotal trial, the percentage of patients with FM experiencing at least 50% mean pain reduction increased from baseline to endpoint

**Functionality:**

• User can interact with the charts by **zooming the iPad forward and back**, causing the chart to change and show growth over time

• This change over time will also be reflected in the 2D line-version of the data as a marker of position

• 2D / 3D Chart Toggle - when selected animates 2D chart in lower right corner to full screen width. Nav button and 2D / 3D toggle are accessible in both modes

• Menu icon includes options that link to corresponding screen

**Visual:**

• Static 2D rendering of the FM 50% Responder Data by week. On screen, not AR space
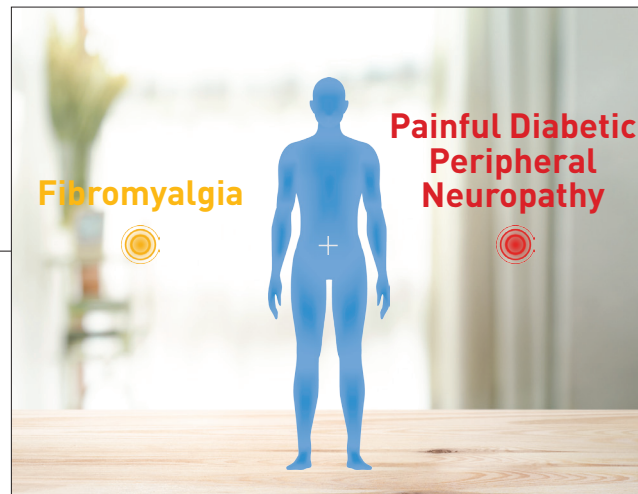
• 65% **transparent background**

**Text:**

• In a post hoc analysis of an 8 week FM pivotal trial, the percentage of patients with FM experiencing at least 50% mean pain reduction increased from baseline to endpoint

**Functionality:**

• 2D / 3D Chart Toggle - when selected animates 2D chart to default lower right corner and revealing corresponding 3D chart

• Menu icon includes options that link to corresponding screen

**Visual:**

• **AE Data**

• **Dosing Data**

Frame 0



Frame 1.2



Frame 2.2a



Frame 2.2b



Visual:

- Trigger **animates into life** and unisex 3D figure builds off of trigger, moves around naturally, like a human

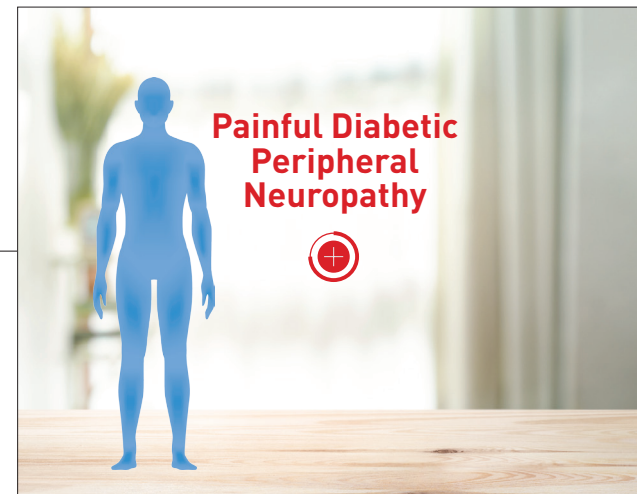- Text animates in with radiating points underneath

Text:

- [Left] Fibromyalgia

- [Right] Painful Diabetic Peripheral Neuropathy

Functionality:

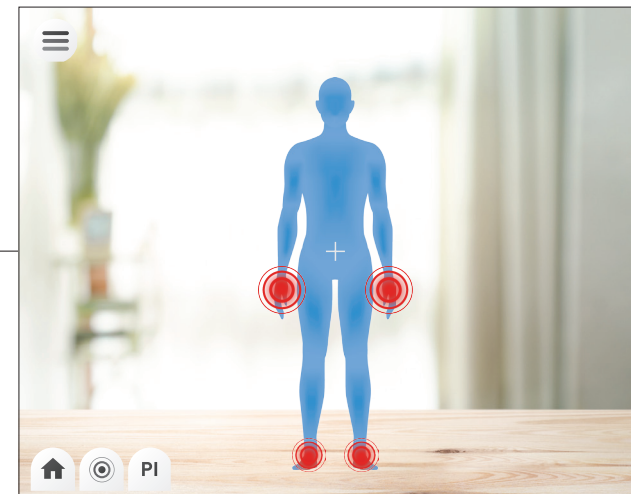- User can manipulate iPad to move crosshair to choose an indication

Functionality:

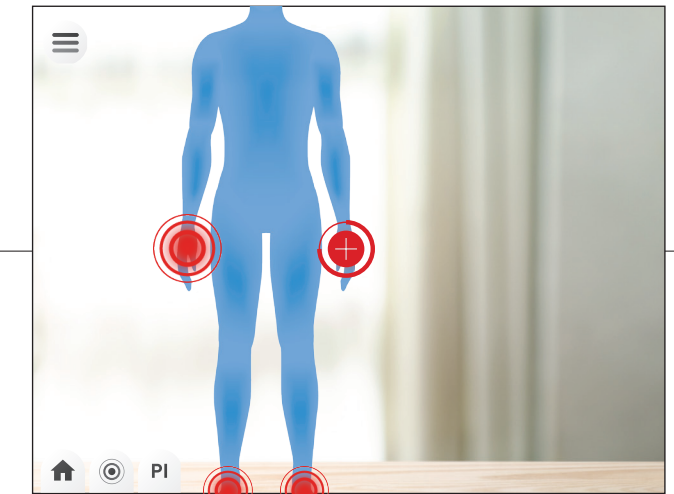- User moves **crosshair over point**, the activation point enlarges and becomes a thicker dial 'loading' animation

Visual:

- Pulsing/rippling indicators **radiate** on figure in pairs
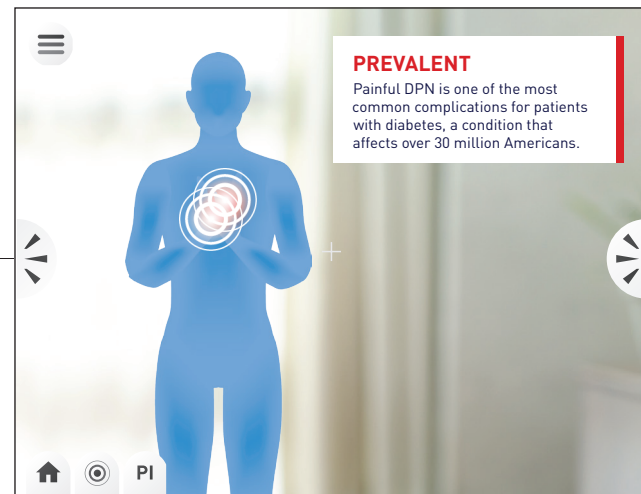
- Figure is slightly moving to appear life-like

Functionality:

- User moves **crosshair over activation point**, the point enlarges and becomes a thicker dial 'loading' animation

- A vibration will signify that a pain point has been chosen

Frame 3.2



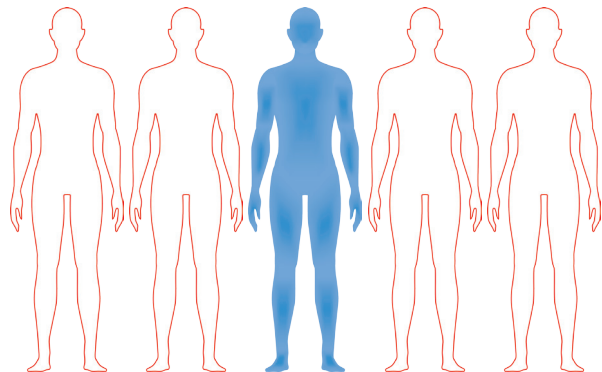Frame 4.2a



Frame 4.2c



Frame 4.2b

Frame 4.2d



Visual:

• Selected radiating points turn white

• **Call out** animates on iPad screen, static/2D

• **Figure is in pain,** color animates based on selected point:

Text:

• PREVALENT
  Painful DPN is one of the most common
  complications for patients with diabetes, a
  condition that affects over 30 million Americans
  (*red OUTLINES of other bodies animate out, next
  to the blue body, mimicking blue body)*

• DISRUPTIVE
  Patients' with painful DPN
  experience pain that can impair the
  functionality of their hands and feet
  *(red STATIC in hand and feet area}*



Visual:

• **Zoom** through the pain point

• Quick, realistic, 3D visual transition that feels like moving through the body (intended
  to be expressive, not anatomically correct)

• Zoom to white transition

Functionality:

• Once activated, this transition will be universal for all pain points

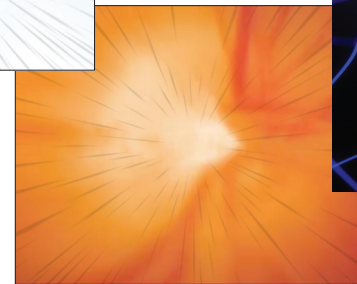• User will have no interaction during segment

Functionality:

• Text box will remain up until another one is selected with the crosshair

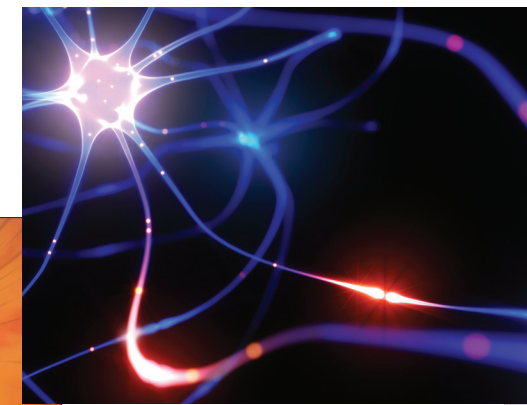• Buttons to go back to the next section appear at the sides of the screen
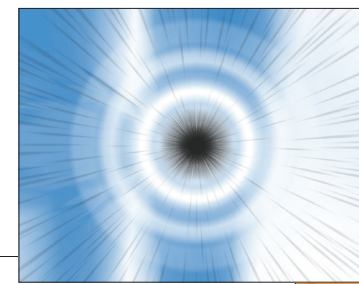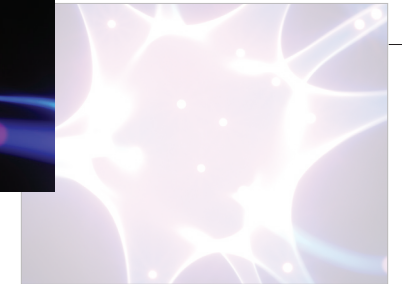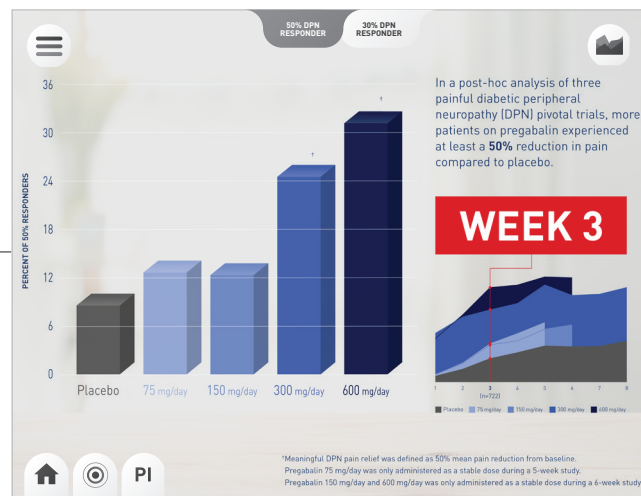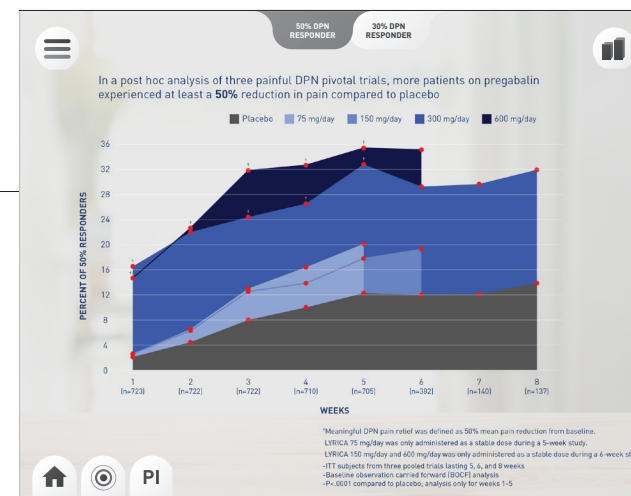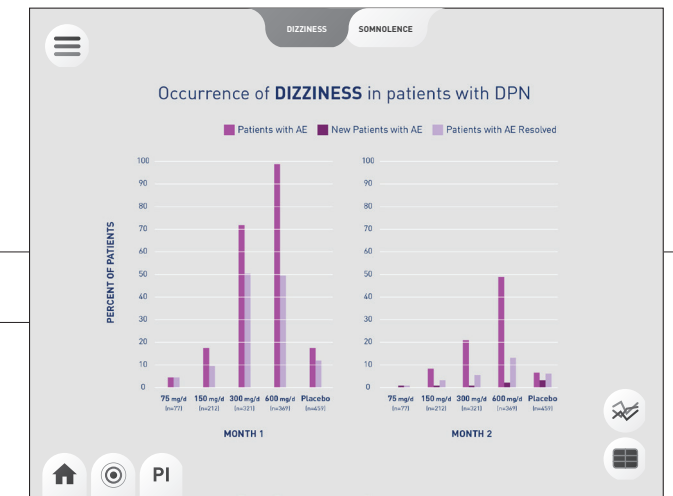
Frame 5.2a

Frame 5.2b



Frame 5.2c



Frame 6.2



Visual:

- 3D rendering of the **DPN 50%** Responder Data by week

- Title, week count and mini chart are in 2D, anchored to screen

Text:

- In a post hoc analysis of 3 painful DPN pivotal trials, the percentage of patients with painful DPN experiencing at least 50% mean pain reduction increased from baseline to endpoint

Functionality:

- User can interact with the charts by **zooming the iPad forward and back**, causing the chart to change and show growth over time

- This change over time will also be reflected in the 2D line-version of the data as a marker of position

- 2D / 3D Chart Toggle - when selected animates 2D chart in lower right corner to full screen width. Nav button and 2D / 3D toggle are accessible in both modes

- Menu icon includes options that link to corresponding screen

Visual:

- Static 2D rendering of the DPN 50% Responder Data by week. On screen, not AR space

- 65% **transparent background**

Text:

- In a post hoc analysis of 3 painful DPN pivotal trials, the percentage of patients with painful DPN experiencing at least 50% mean pain reduction increased from baseline to endpoint
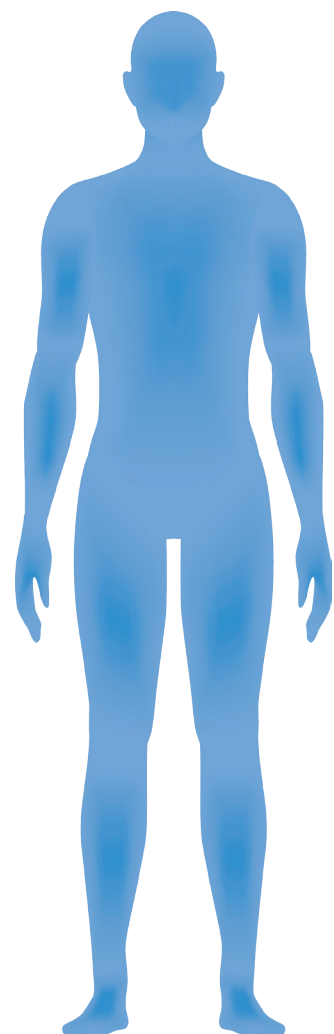
Functionality:

- 2D / 3D Chart Toggle - when selected animates 2D chart to default lower right corner and revealing corresponding 3D chart

- Menu icon includes options that link to corresponding screen

Visual:

- **AE Data**

- **Dosing Data**

## FIGURE

- Need to add facial features and exrpessions (like pain)
- Moves naturally and life-like

Example for holding onto pain points:
http://www.gettyimages.com/license/618322235

## ZOOM

Example for zoom animation:
http://www.gettyimages.com/license/518817935

Example for neuron animation:
http://www.gettyimages.com/license/149971740

Possibly for trigger's neuron animation:
http://www.gettyimages.com/license/160611696

## CROSSHAIR
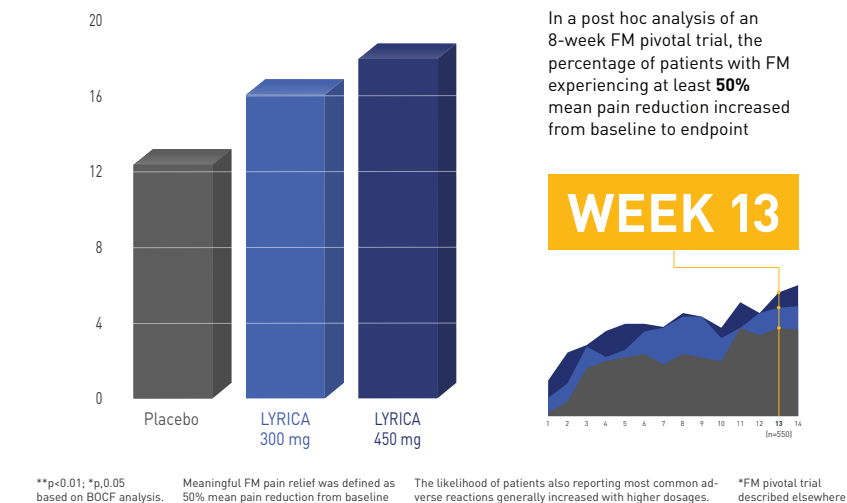
- Small crosshair on screen at beginning

## ACTIVATION POINT > LOADING CIRCLE

- When crosshair moves over, center enlarges to circle with loading bar

## CHARTS

Look & Feel for **3D charts**:

In a post hoc analysis of an 8-week FM pivotal trial, the percentage of patients with FM experiencing at least **50%** mean pain reduction increased from baseline to endpoint

**WEEK 13**

20
16
12
8
4
0

Placebo    LYRICA 300 mg    LYRICA 450 mg

**p<0.01; *p,0.05 based on BOCF analysis.

Meaningful FM pain relief was defined as 50% mean pain reduction from baseline

The likelihood of patients also reporting most common adverse reactions generally increased with higher dosages.

*FM pivotal trial described elsewhere

- "n" number appears under week number when on that week

Look & Feel for **Analytics Form** (and START page):

### YEARS IN PRACTICE

○ <2    ● 2-5    ○ 6-10    ○ 10+

**OK**

- 12% gray background

# LYRICA AR EXPERIENCE | **STYLE GUIDE**

## TYPE

### FONTS

DIN Regular
ABCDEFGHIJKLMNOPQURSTUVWXYZ
abcdefghijklmnopqrstuvvwxyz

**DIN Bold**
**ABCDEFGHIJKLMNOPQURSTUVWXYZ**
**abcdefghijklmnopqrstuvvwxyz**

Arial and **Arial Bold**
ONLY for symbols: < > ≤ ≥

### HEADERS

And body. Lorem ipsum et officias magnimus sitium et asimagni abo. Con remporibus modit adissit ibust, samenis explitatum as dolupnum ipietus et et latisto blanimporit et harum

Headers are always **DIN Bold and ALL CAPS**, copy is always DIN Regular and sentence-case

Copy is sized 25% smaller than the headline (example: if **HEADER** is 16pts, Copy is 12pts)

### PUNCTUATION

No periods

## COLORS

| FIGURE | DPN | FM | ALL TEXT |
|---|---|---|---|
| C: 83 | C: 10 | C: 0 | C: 0 |
| M: 56 | M: 100 | M: 30 | M: 0 |
| Y: 0 | Y: 100 | Y: 100 | Y: 0 |
| K: 0 | K: 0 | K: 0 | K: 90 |
| R: 0 | R: 218 | R: 253 | R: 64 |
| G: 112 | G: 33 | G: 185 | G: 64 |
| B: 213 | B: 40 | B: 26 | B: 64 |
| #0070D5 | #DA2028 | #FDB813 | #404040 |

## CHARTS:

| PLACEBO | 75mg | 150mg | 300mg | 450mg | 600mg | BACKGROUNDS |
|---|---|---|---|---|---|---|
| C: 64 | C: 43 | C: 62 | C: 85 | C: 100 | C: 100 | C: 0 |
| M: 56 | M: 29 | M: 44 | M: 72 | M: 93 | M: 95 | M: 0 |
| Y: 55 | Y: 0 | Y: 0 | Y: 0 | Y: 24 | Y: 33 | Y: 0 |
| K: 31 | K: 0 | K: 0 | K: 0 | K: 16 | K: 46 | K: 12 |
| R: 85 | R: 145 | R: 105 | R: 62 | R: 0 | R: 0 | R: 226 |
| G: 85 | G: 165 | G: 133 | G: 90 | G: 36 | G: 19 | G: 226 |
| B: 85 | B: 215 | B: 195 | B: 168 | B: 117 | B: 74 | B: 226 |
| #555555 | #91A5D7 | #6985C2 | #3E59A8 | #002375 | #00134A | #E2E2E2 |

## NOTES

Cannot be in line with past LYRICA campaigns

# LYRICA AR EXPERIENCE | STYLE GUIDE

## ICONS

| | |
|---|---|
| ☰ Menu | ⬤ Dosing Data |
| ✕ Close | **AE** Adverse Effects Data |
| Analytics | AE Prevelance Data |
| 3D Responder Data | AE Charts |
| 2D Responder Data | ▶ Video |
| Zoom | Home    Pain Points    PI |

## BUTTONS

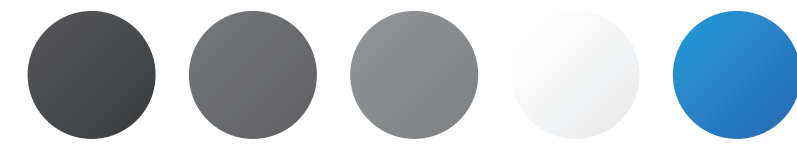| PREGABALIN DOSING | PREGABALIN RW DOSING | SDI CLAIMS | INCIDENCE OF ONSET |
|---|---|---|---|

^
Selected chart is gray
with white type

**OK**    < Blue button option

**SKIP**    < Gray button option

## GRADIENTS

All gradients are at a 135° angle, with the darker color in the lower right corner.