

# MATTRESS SELECTION IS NOW A SCIENCE

## RETAIL BODY PROFILING SYSTEM



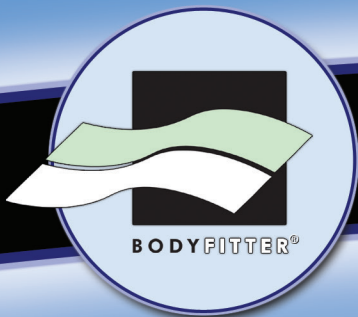
Kiosk not included

## KEY PROPOSITIONS

- Increase sales revenue by up-selling one level.
- Lower post-purchase dissonance, translates into fewer product returns.
- Faster time to sale.
- Lends “scientific” validity to an otherwise subjective process.
- Vastly improve your ability to track sales performance, effectiveness and efficiency.
- Sharply reduces comfort exchanges.

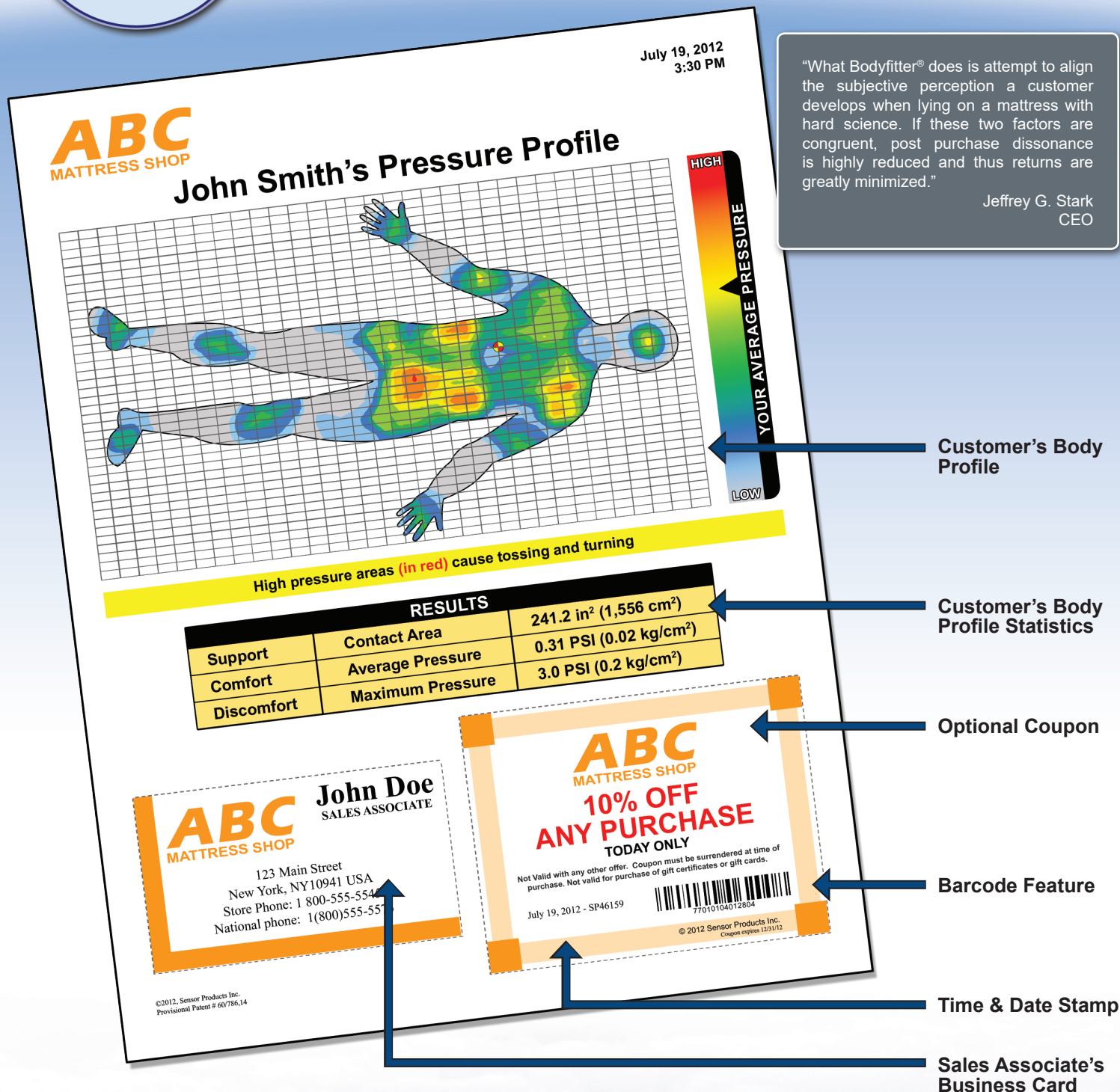
Sensor Products Inc. offers our Bodyfitter® mattress selection system with the intention of enabling the consumer to purchase a truly well fitted mattress. Customers will not only leave with the assurance of a scientifically validated mattress decision, which minimizes post-purchase dissonance, but will associate your name with the progressive use of high technology, science and exactitude.

The Bodyfitter® system is designed to allow the manufacturer or retailer to measure pressure distribution and magnitude between the customer and mattress surface. Bodyfitter® captures data from a series of sensor points distributed across the sleeping surface and assimilates the data into our powerful Windows®-based software providing you with colorized pressure “maps” (pictured above).



# THE CUSTOMER TAKEAWAY

## A KEY COMPONENT OF THE BODYFITTER SYSTEM

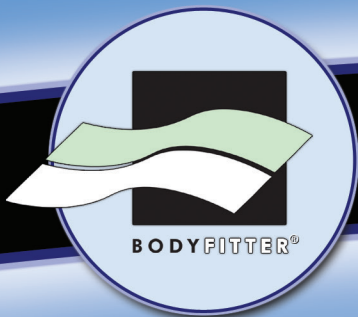


"What Bodyfitter® does is attempt to align the subjective perception a customer develops when lying on a mattress with hard science. If these two factors are congruent, post purchase dissonance is highly reduced and thus returns are greatly minimized."

Jeffrey G. Stark  
CEO

Our patented Point-of-Sale Customer Takeaway is an extraordinarily powerful marketing piece that projects your store's name, its embrace of technology, and provides a personalized and tangible report for the consumer. The optional discount coupon helps advance on-the-spot decisions with hesitant customers.





# ECONOMICS & RATIONALIZATION

In store trials reveal an astounding 12% increase in closure rate simply by using Bodyfitter®!

## ATTRIBUTING FACTORS

- Customer perception that there is scientific validity to their decision making process.
- The Bodyfitter® system alleviates the natural inclination for extensive testing of mattresses. Fewer alternatives mean an easier purchase decision for the customer.
- The visual image generated by Bodyfitter® heightens the customer's sensory awareness and stimulates greater opportunity for actionable behavior.
- The power of the instantly redeemable POP 10% discount coupon has a significant effect on sale closure.

**CLOSE RATE BEFORE  
BODYFITTER® IMPLEMENTATION } 68.7%**

**CLOSE RATE AFTER  
BODYFITTER® IMPLEMENTATION } 76.9%**

**( 12% INCREASE )**

USAGE LEVEL	PERCENT OF BODY MAPPED WALK-INS	ANNUAL REVENUE INCREASE FROM BODYFITTER® USAGE
Weak	12.5%	\$22,435
Low	25.0%	\$44,871
<b>Average</b>	<b>50.0%</b>	<b>\$89,742</b>
Very Good	75.0%	\$134,614
Outstanding	100.0%	\$179,485

**Anticipated  
Goal**

**ASSUMPTIONS:**  
Average mattress price: \$850  
Store days per year: 320

### BODYFITTER® SYSTEM PRICE

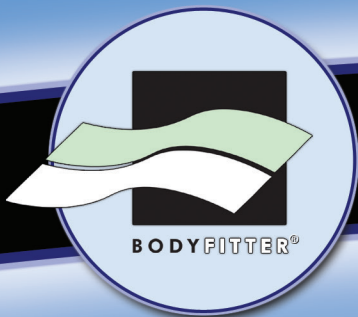
\$9,800

### AVG. REVENUE INCREASE PER USE

\$70

### EXPECTED PAYBACK TIME

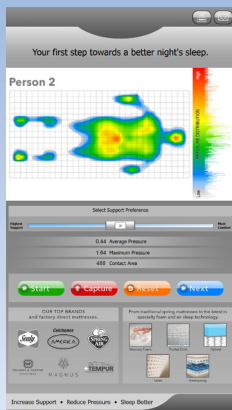
35 Days



# WHAT'S INCLUDED IN THE PACKAGE

100% Satisfaction Guaranteed

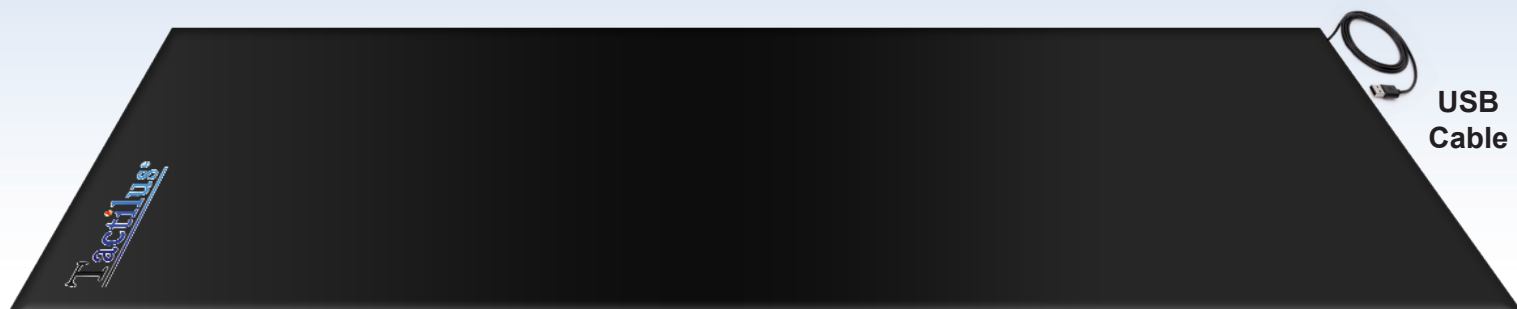
## STANDARD EQUIPMENT



Software



Wifi Unit



USB  
Cable

Mattress Sensor

## OPTIONS & ENHANCEMENTS

### HARDWARE

- Wireless
- Torso Only Sensor
- Queen Sized Sensor
- Private Branding (name & logo on hardware)
- Kiosk

### SOFTWARE

- Anthropometric Feature – reads and reports body attributes, and somatotype
- Private Branding (name and logo in software)
- Consumer Database - designed to track customers and salesman performance and response-to-sale ratios
- Languages – software in Spanish, Chinese, German, and French
- Scientific Analysis Package
- Image “Subtraction” Feature
- Bodyfitter® Comfort Index
- Two Person Comparison Screen

## SYSTEM SPECIFICATIONS

Technology	Piezoresistive
Wireless	30 ft (9.14 m) range
Pressure Range	0 - 2 PSI (0 - 103.4 mmHg)
Grid Matrix	Up to 64 x 27 lines
Sensing Points	Up to 1,728
Sensing Point Size	1" x 1" (25.4 mm x 25.4 mm)
Total Area	76.6" x 34" (1950 mm x 863 mm)
Total Sensing Area	73" x 30" (1854 mm x 762 mm)
Scan Speed	Up to 35 hertz
Temperature Range	10° C - 40° C
Thickness	2.5 mm
Accuracy	± 10%
Repeatability	± 2%
Hysteresis	± 5%
Non-linearity	± 1.5%

TACTILE PRESSURE EXPERTS



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