



Mattress Sensor System | High Performance



Key Propositions

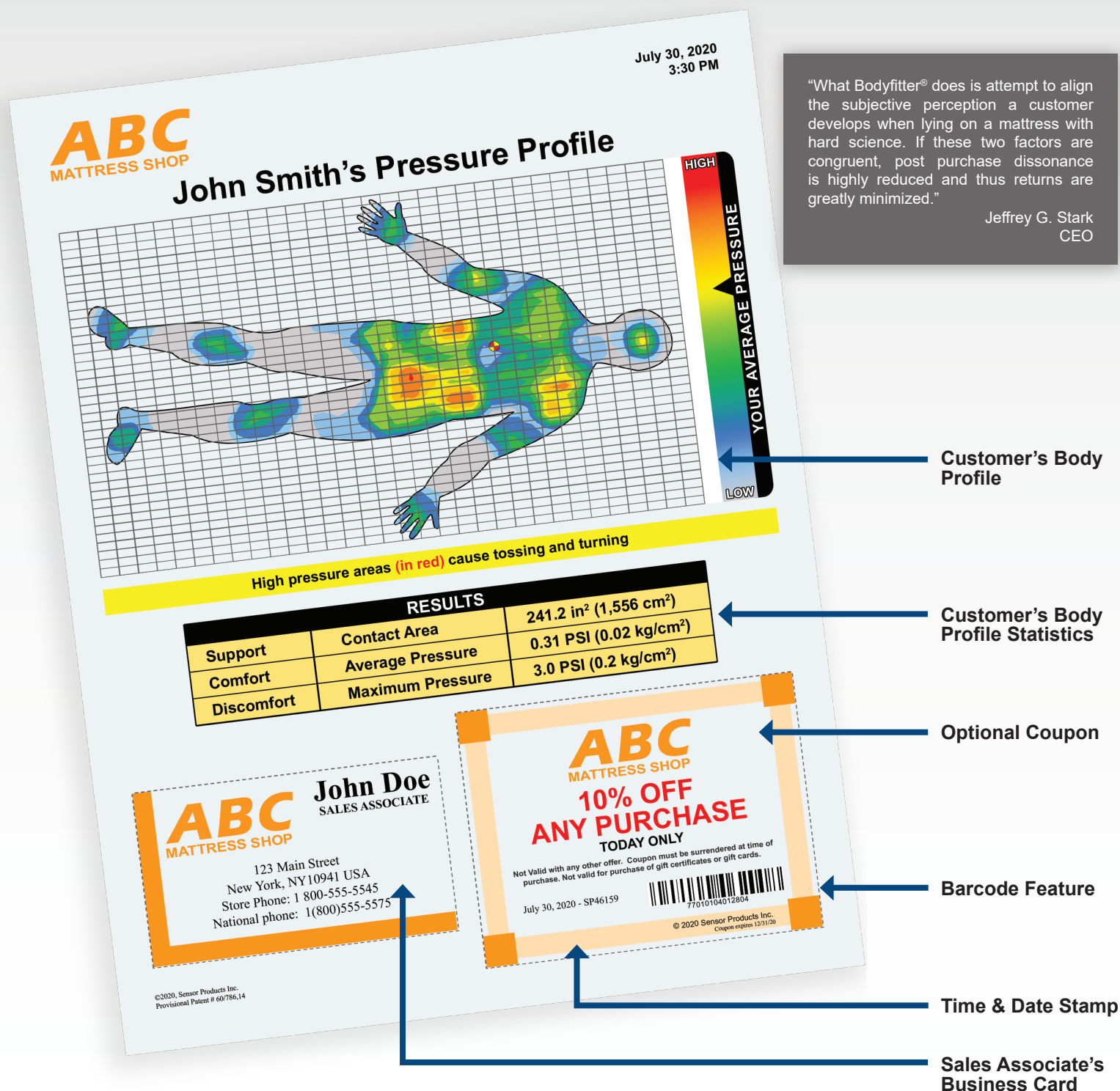
- Increase sales revenue by up-selling one level.
- Lower post-purchase dissonance, translates into fewer product returns.
- Faster time to sale.
- Lends “scientific” validity to an otherwise subjective process.
- Vastly improve your ability to track sales performance, effectiveness and efficiency.
-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



Customer Takeaway



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.



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
Average	50.0%	\$89,742
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
List Price

\$6,500
USD

Avg. Revenue
Increase per Use

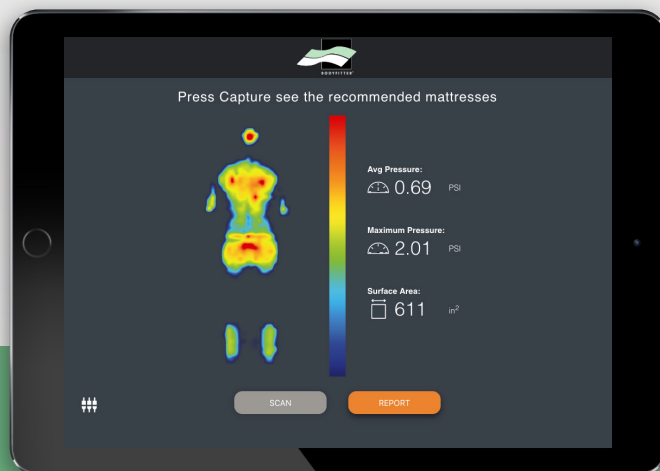
\$70
USD

Expected
Payback Time

93
USD

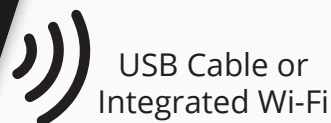


What's Included in the Package



Bodyfitter® Software

Mattress Pressure Sensor



USB Cable or
Integrated Wi-Fi

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
Built-in Wireless Range	Up to 164 ft (50 m)
Pressure Range	0 - 2 PSI (0 - 103.4 mmHg)
Grid Matrix	Up to 64 x 27 lines
Number of Sensing Points	Up to 1,728
Sensing Point Size	1" x 1" (2.54 cm x 2.54 cm)
Total Area	78.3" x 35.4" (198.8 cm x 89.8 cm)
Active Sensing Area	72.8" x 30" (185 cm x 76 cm)
Usable Temperature Range	10° C - 40° C
Thickness	2.5 mm
Accuracy	± 10%
Repeatability	± 2%
Hysteresis	± 5%
USB Cable length	6 ft (1.8 m)

TACTILE PRESSURE EXPERTS



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