

MATTRESS SELECTION IS NOW A SCIENCE

RETAIL BODY PROFILING SYSTEM



Kiosk not included

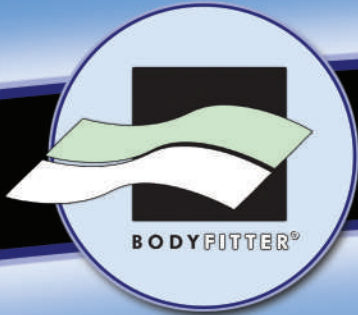
KEY PROPOSITIONS

- 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

July 19, 2012
3:30 PM

ABC
MATTRESS SHOP

John Smith's Pressure Profile

High pressure areas (in red) cause tossing and turning

RESULTS		
Support	Contact Area	241.2 in ² (1,556 cm ²)
Comfort	Average Pressure	0.31 PSI (0.02 kg/cm ²)
Discomfort	Maximum Pressure	3.0 PSI (0.2 kg/cm ²)

ABC
MATTRESS SHOP
John Doe
SALES ASSOCIATE
123 Main Street
New York, NY 10941 USA
Store Phone: 1 800-555-5544
National phone: 1(800)555-5555

ABC
MATTRESS SHOP
10% OFF
ANY PURCHASE
TODAY ONLY
Not Valid with any other offer. Coupon must be surrendered at time of purchase. Not valid for purchase of gift certificates or gift cards.
July 19, 2012 - SP46139
77010104012804
© 2012 Sensor Products Inc. Coupon expires 12/31/12

©2012, Sensor Products Inc. Provisional Patent # 60/786,114

"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

Customer's Body Profile

Customer's Body Profile Statistics

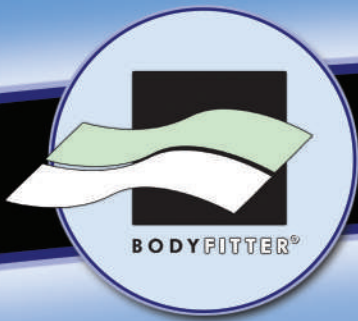
Optional Coupon

Barcode Feature

Time & Date Stamp

Sales Associate's Business Card

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
Average	50.0%	\$89,742
Very Good	75.0%	\$134,614
Outstanding	100.0%	\$179,485

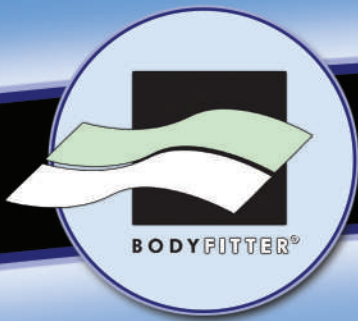
Anticipated Goal

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

BODYFITTER® SYSTEM PRICE
\$9,800

AVG. REVENUE INCREASE PER USE
\$70

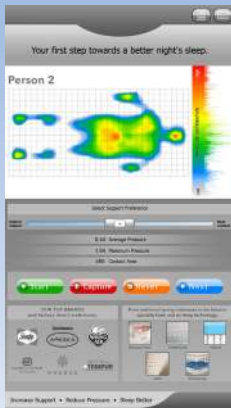
EXPECTED PAYBACK TIME
35 Days



WHAT'S INCLUDED IN THE PACKAGE

100% Satisfaction Guaranteed

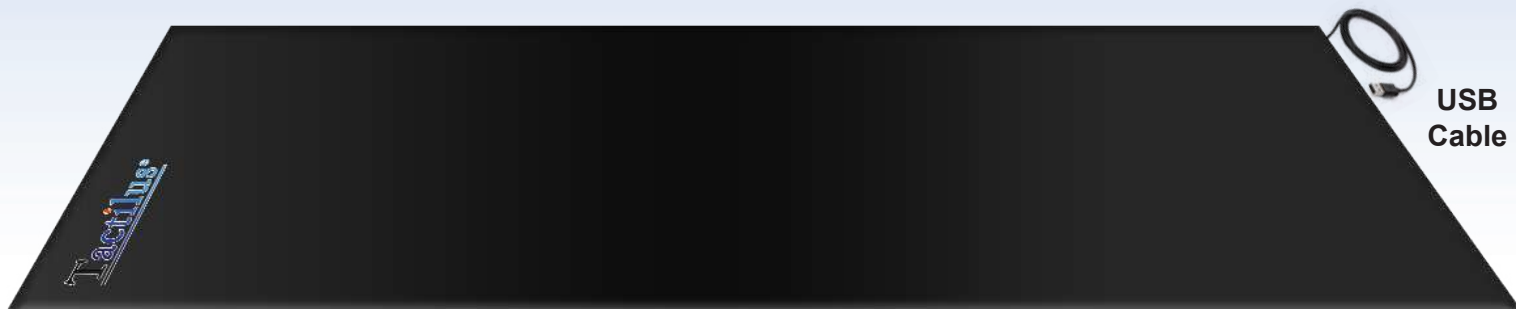
STANDARD EQUIPMENT



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



Sensor Products Inc.
300 Madison Avenue
Madison, NJ 07940 USA
Phone: 1.973.884.1755
Fax: 1.973.884.1699
www.sensorprod.com

www.sensorprod.com

©2017 Sensor Products Inc.
Bodyfitter® is a registered trademark of Sensor Products Inc.
Updated 12-15-17