



## Key Propositions

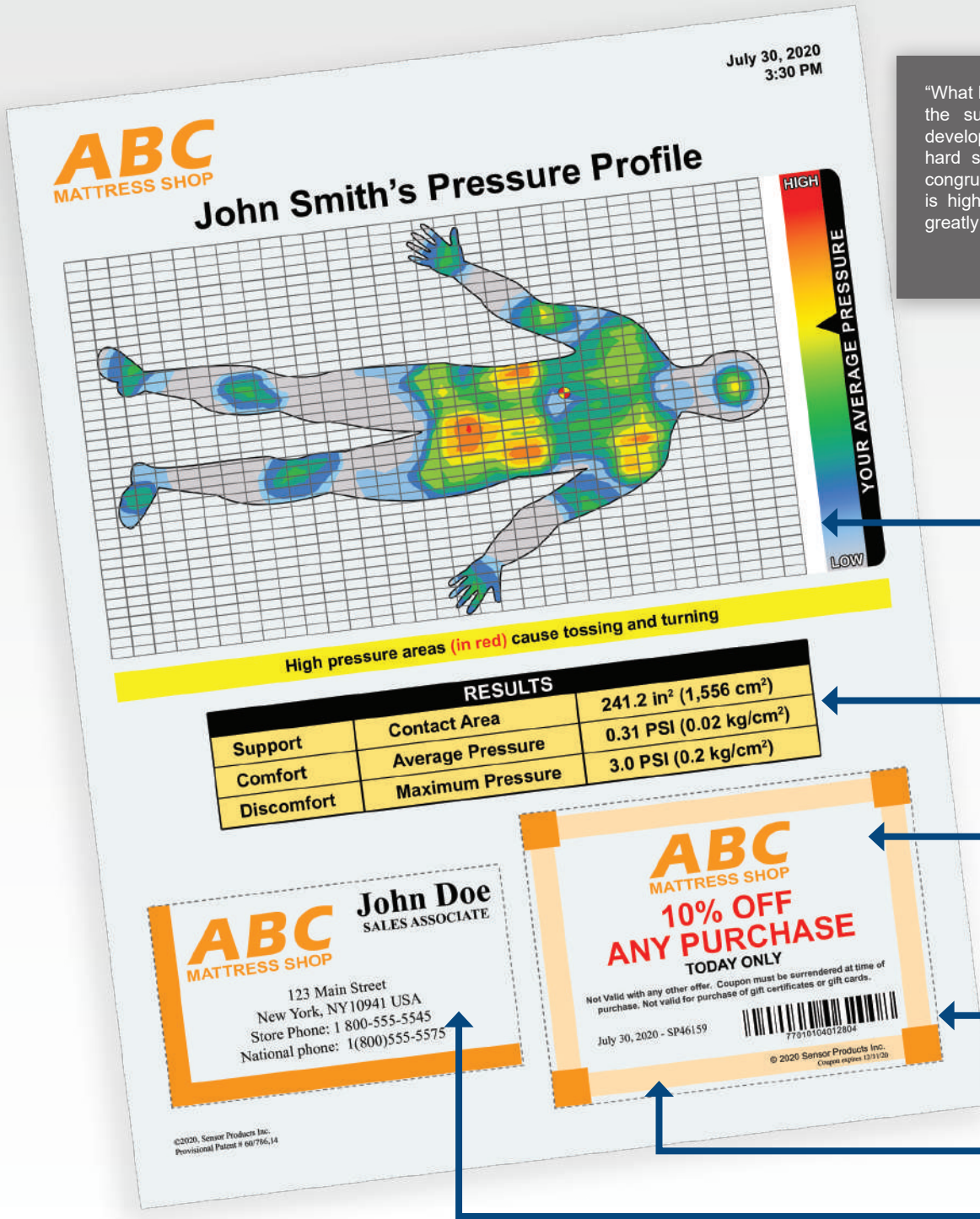
- Increase sales revenue by up-selling one level.
- Lower post-purchase dissonance, translates into fewer product returns.
- Faster time to sale.
- Lends “scientific” validity to an otherwise subjective process.
- Vastly improve your ability to track sales performance, effectiveness and efficiency.
-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



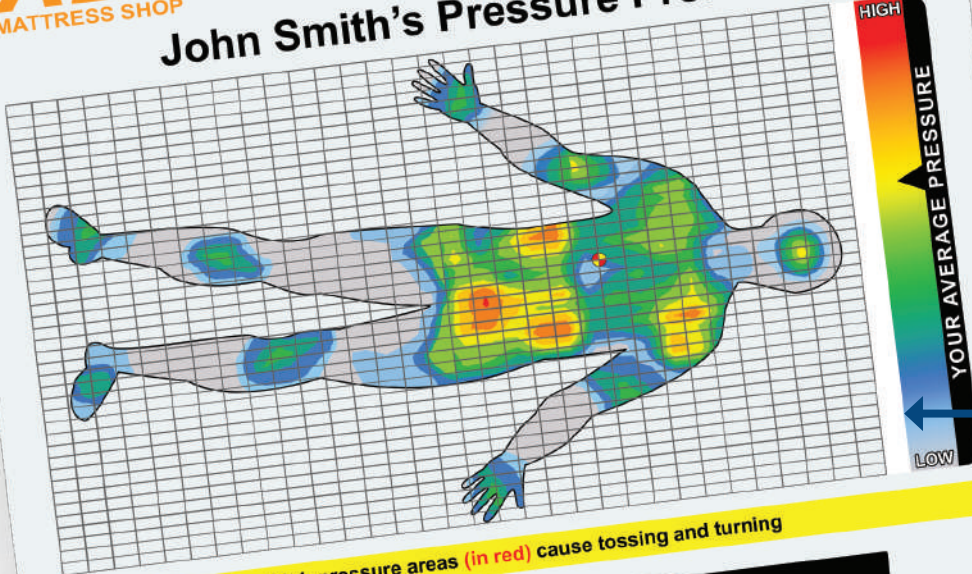
# Customer Takeaway



July 30, 2020  
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 <sup>2</sup> (1,556 cm <sup>2</sup> )
Comfort	Average Pressure	0.31 PSI (0.02 kg/cm <sup>2</sup> )
Discomfort	Maximum Pressure	3.0 PSI (0.2 kg/cm <sup>2</sup> )

**ABC**  
MATTRESS SHOP

**John Doe**  
SALES ASSOCIATE

123 Main Street  
New York, NY 10941 USA  
Store Phone: 1 800-555-5545  
National phone: 1(800)555-5575

**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 30, 2020 - SP46159

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“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

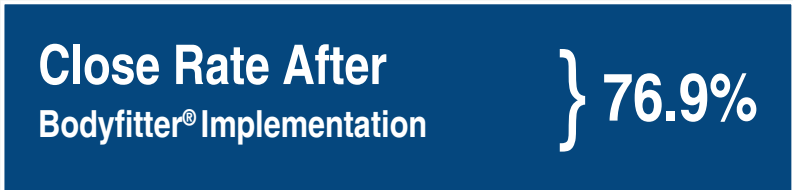
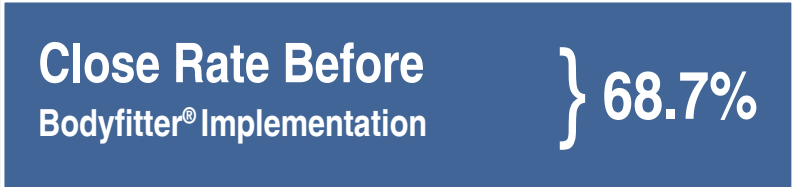
Our patented Point-of-Sale Customer Takeaway is an extraordinarily powerful marketing piece that projects your store's name, its embrace of technology, and provides a personalized and tangible report for the consumer. The optional discount coupon helps advance on-the-spot decisions with hesitant customers.



## 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.



**( 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  
List Price**



**Avg. Revenue  
Increase per Use**

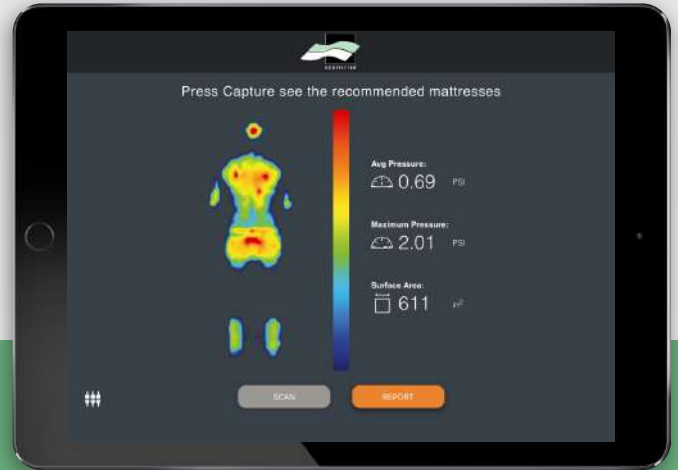


**Expected  
Payback Time**

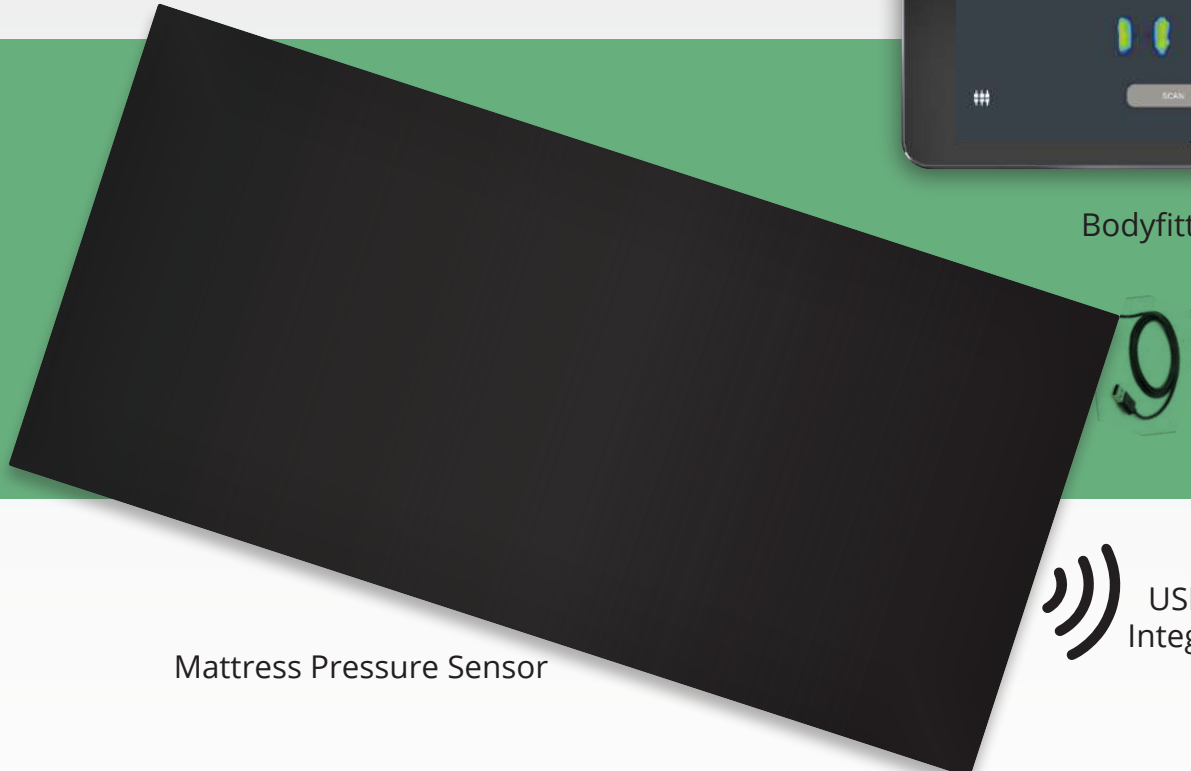




# What's Included in the Package



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

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



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