Mattress Pressure Mapping

BODYFITTER®

Version FR - Firmness Recommendation

Retail Mattress Pressure Profiling System

About Bodyfitter® System

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 iOS - based software providing you with colorized pressure "maps" (pictured above).

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Your recommended firmness level

Firm   **Medium**   **Plush**

Firm

These are very hard with no plushness, sinking, or softness sensation.

Medium

These middle-ground mattresses are plush but with less "sinking in."

Plush

These are plush mattresses that give the sensation of "sinking in."

BACK   EMAIL   DONE

What the Bodyfitter Firmness Recommendation does:

Bodyfitter FR allows the retailer to quickly and easily transport the Wi-fi based mattress pressure sensor moving from one mattress to another with your customer, culminating in a powerful yet simple final analysis that presents the optimal firmness for their body type. Bodyfitter FR runs on an iOS tablet and is touch screen based affording quick customer pressure mapping flow that is essential in the retail environment. In just minutes Bodyfitter FR will allow your customer to be pressure mapped on up to four mattresses. Through a sophisticated proprietary algorithm that takes into consideration BMI*, average pressure, and body contact area we're able to assure that your customer receives the best possible mattress for their body type.

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.

* **Body Mass Index. We calculate a close proxy that emulates BMI.**

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Data Collection:

Bodyfitter FR not only creates a polished and refreshing user-experience for your customer but generates lots of useful data for your store. The software collects a good deal of customer specific data including their sleeping and mattress preferences (optional) as well as their contact details and body pressure mapped image. All conveniently stored in the cloud.

WHAT POSITION DO YOU FALL ASLEEP IN?

ON MY BACK

ON MY SIDE

ON MY STOMACH

MULTIPLE POSITIONS DURING THE NIGHT

PREV   NEXT

WHAT PROBLEMS ARE YOU EXPERIENCING WITH YOUR CURRENT MATTRESS?

(select all that apply)

LOWER BACK PAIN

SHOULDER PAIN

MATTRESS CAUSES HEAT BUILDUP

TOSSING AND TURNING

PREV   NEXT

WHAT IS THE COMFORT LEVEL OF YOUR CURRENT MATTRESS?

PLUSH PILLOW TOP

PLUSH

CUSHION FIRM

FIRM

I DON'T KNOW

PREV   NEXT

Questions:

Bodyfitter FR offers the option to query a variety of customer centric questions that elevate the customers perception of the process but provides valuable data to the retailer. Below are some of the question screens. Note that these can be presented or excluded from your software version if you wish to not ask these questions.

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Economics and 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%	(US) $22,435	
Low	25.0%	(US) $44,871	
Average	**50.0%**	(US) **$89,742**	**Anticipated Goal**
Very Good	75.0%	(US) $134,614	
Outstanding	100.0%	(US) $179,485	

Assumptions:
Average mattress price: (US) $850
Store days per year: 320

All figures are in USD.

Bodyfitter® System Price

(US) **$6,500**

Avg. Revenue Increase per Use

(US) **$70**

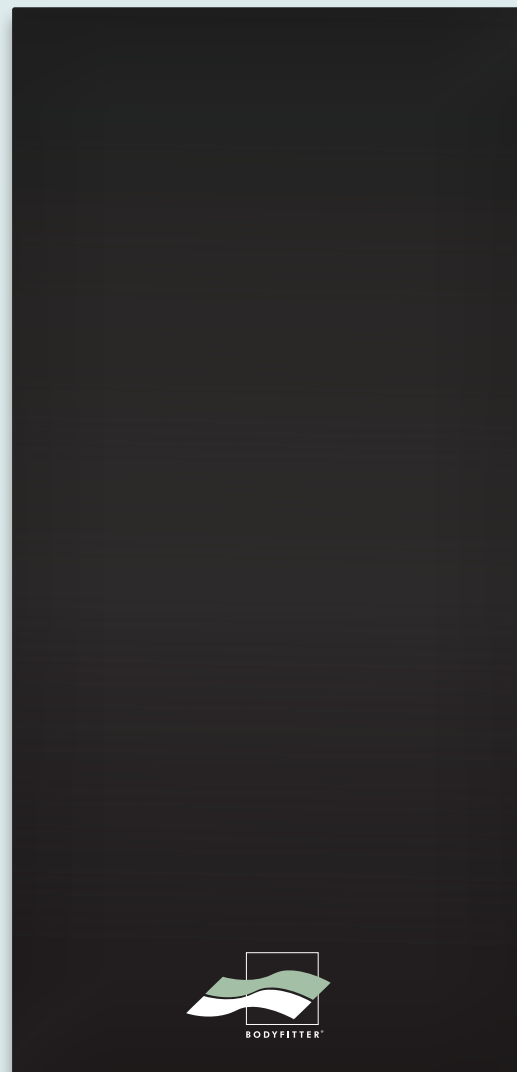## Expected Payback Time

93 days

![BODYFITTER logo]

BODYFITTER®

Version FR -
Firmness
Recommendation

What's Included in the Package

Press Capture see the recommended mattresses

Avg Pressure:
0.69 PSI

Maximum Pressure:
2.01 PSI

Surface Area:
611 in²

SCAN   REPORT

Bodyfitter Software

Mattress Pressure Sensor

**USB Cable
or Integrated Wi-Fi**

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)
Operating System	iOS