



# Mattress Sensor System | Standard Performance



## Key Propositions

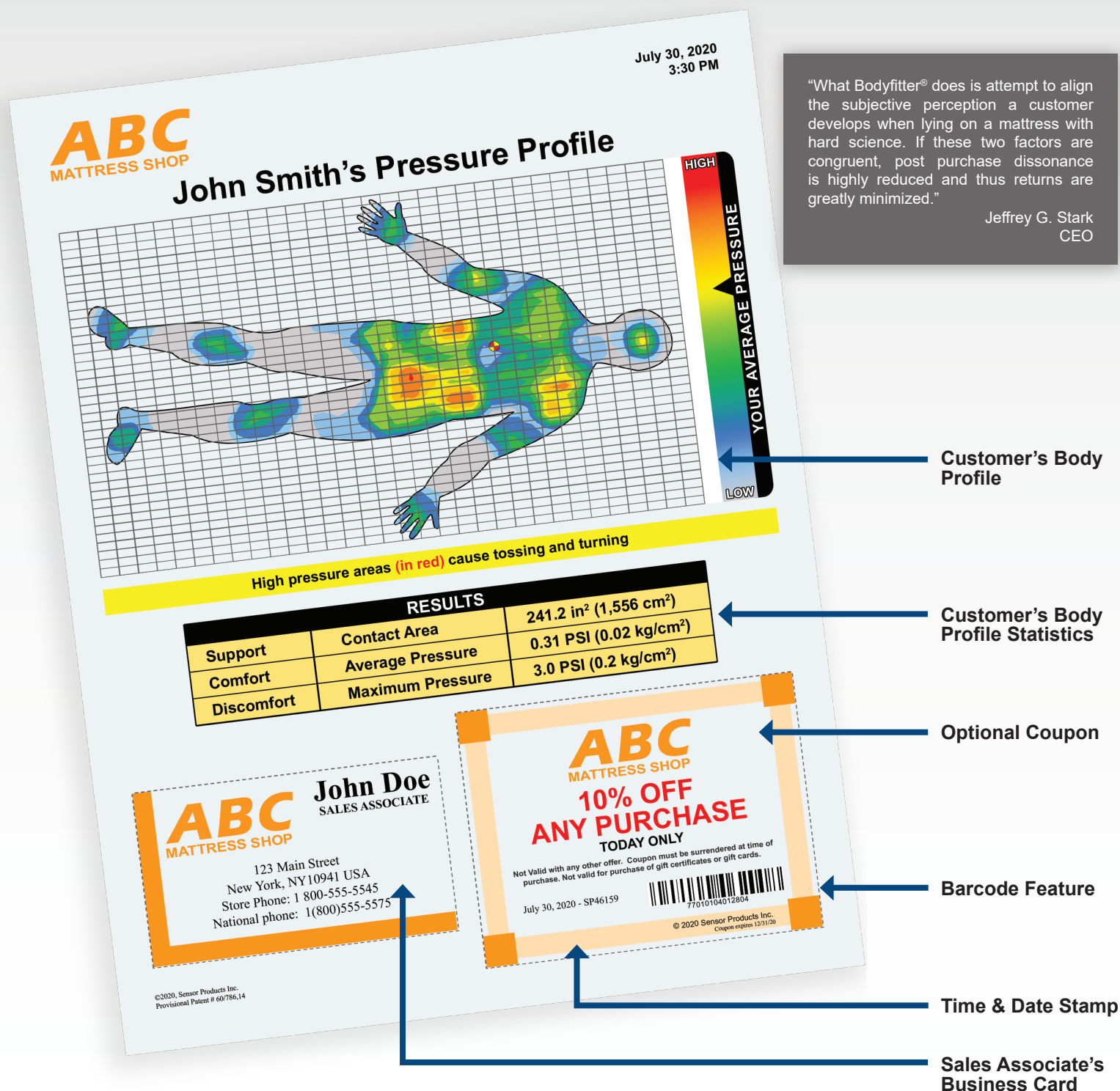
- Increase sales revenue by up-selling one level.
- Lower post-purchase dissonance, translates into fewer product returns.
- Faster time to sale.
- Lends “scientific” validity to an otherwise subjective process.
- Vastly improve your ability to track sales performance, effectiveness and efficiency.
- 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 iOS-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
<b>Average</b>	<b>50.0%</b>	<b>\$89,742</b>
Very Good	75.0%	\$134,614
Outstanding	100.0%	\$179,485

All figures are in USD.

**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**

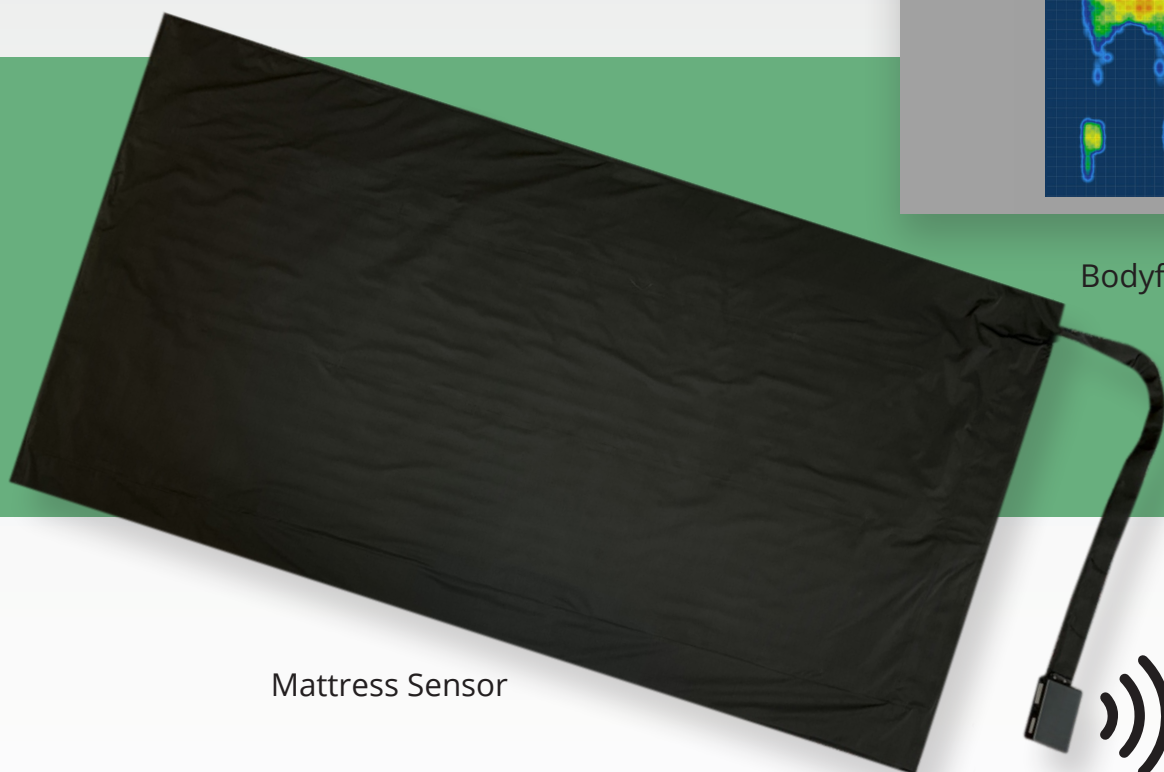
**Expected  
Payback Time**

**93  
DAYS**

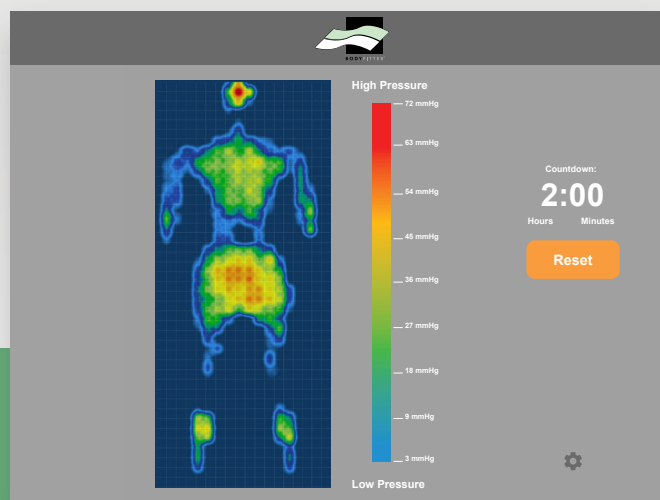




# What's Included in the Package



Mattress Sensor



Bodyfitter® Software



## 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
Connection	Wireless
Pressure Range	0 - 2 PSI (5-103.4 mmHg)
Matrix	18 x 45
Sensing Points	810
Total Area	69" x 35.4" (176 cm x 90 cm)
Total Sensing Area	64" x 25.6" (162.5 cm x 65 cm)
Operating System	iOS

TACTILE PRESSURE EXPERTS



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