

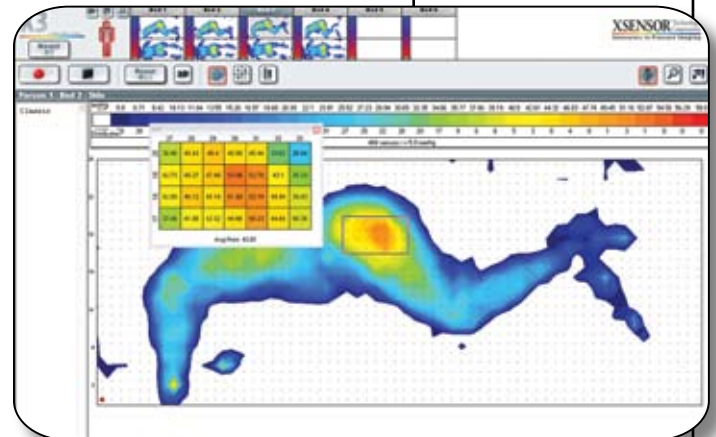
HELPING CUSTOMERS FIND THE BED THAT FITS “JUST RIGHT”

Goldilocks knew what she was looking for. Not too hard and not too soft, but that perfect bed that felt “just right.” Most mattress shoppers are searching for the same thing – a comfortable mattress that fits their unique body type and will give them a good night’s rest.

Unfortunately, during the mattress purchasing experience, most customers do little more than lie down briefly on a handful of mattresses to then make a primarily subjective choice about a key product they will use daily for many years.

When you go to purchase eyeglasses, you don’t simply try on one or two pairs and then select the one that provides the clearest vision. You consult with a specialist who uses a variety of tools to properly fit you for the right pair. Why should buying a mattress be any different?

Pressure imaging systems allow retail mattress stores to provide their customers with a proven approach to selecting a mattress. They measure ranges in pressure and display computer-generated images that represent pressure distribution. This allows customers to visually see how a mattress conforms to their body.



A screenshot from XSENSOR’s **X3 COMFORT INDEX v5.0** software. Orange and red areas indicate areas of peak pressure that may disrupt sleep patterns.

“Using our system, customers can lie down on up to six different mattresses and we capture their unique pressure profile on each mattress,” explains Stephen Anstey, Director of Market Development for XSENSOR Technology Corporation, the leader in large scale pressure imaging system implementation for retail mattress chains.

“Our software then provides a **visual comparison and quantitatively ranks the mattresses for comfort and best fit**,” says Anstey. “Not only does the process help the customer select a comfortable mattress, but it makes for a uniquely memorable and satisfying shopping experience.”

“In studies conducted by Duke University and Stanford University on the effects of sleeping surfaces on sleep quality, it was found that more people experience fragmented sleep when their mattress does not respond to their own body weight distribution.”

Clearly Goldilocks knew what she was talking about. Your mattress should fit “just right.”

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