

XSENSOR Retail Program

X3 WIRELESS Retail Mattress System

Today's mattress shoppers are more confused than ever. With so many mattress options and features available, they have a hard time making an informed decision.

XSENSOR Technology Corporation can provide you with innovative solutions to help customers make an informed decision when purchasing a mattress.

XSENSOR gives you a competitive edge and the assurance to use the most sophisticated pressure imaging system available around the world for many advanced applications.

➤ Innovators in Pressure Imaging™

XSENSOR Technology Corporation is the leading innovator of advanced pressure imaging for sleep, patient safety, and automotive testing solutions. XSENSOR offers sensor superiority, custom solutions, and X3 technology.

Why XSENSOR?

- The leader in mattress pressure imaging
- The largest install base in the world
- Products are used in over 40 countries worldwide
- Customer-focused product innovation

Benefits for Customers

Integrating XSENSOR's powerful pressure imaging tools into the mattress buying process can provide many benefits to customers:

- Help them understand peak pressure points and mattress support
- Show how your mattresses can be pressure relieving and provide good mattress support
- Instill confidence and trust in your brand
- Help justify the cost of a higher priced mattress to improve sleep

Benefits for you

XSENSOR's pressure imaging systems is an innovative solution that can help you:

- Establish yourself as a trusted brand
- Differentiate yourself from competitors
- Reduce customers' desire to buy from your competition
- Increase your sales and average tickets

XSENSOR Retail Program

Pilot Program Overview



Store Concept

XSENSOR Comfort Education Centre

The typical layout includes:

- Two X3 WIRELESS Retail Mattress Systems
- Two XSENSOR floor pop-up banners with your logo
- One laptop or desktop computer
- One colour printer
- One table
- One firm mattress (e.g. bonnell spring)
- One plush mattress (e.g. pocketed coil)
- One large wall-mounted monitor (Optional)



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Package Components

Hardware

1 X3 WIRELESS Retail Mattress System, includes:

X3 WIRELESS Sensor Pad and Electronics:

- 1 X3 WIRELESS Mattress Sensor Pad: Model PX100:26.64.01w
- X3 WIRELESS Roll Bar, includes X3 WIRELESS Platform
 - Sensing area: 32" x 80" (81 cm x 203 cm)
 - Number of sensing points: 1,664
 - Resolution: 1.25" (31.8 mm)
 - Calibration range: 5-100 mmHg
- 1 X3 WIRELESS Bluetooth USB (dongle)
- 1 9V DC, 1.0A AC/DC "Country Specific" Adapter
- 1 Molicel Battery Recharger with 9 V, 0.7A AC/DC "Country Specific" Power Supply
- 2 Molicel Lithium Ion Batteries, 7.4 V, 2.4 Ah
- 1 Mattress Soft Carry Case
- X3 WIRELESS Hardware and Software User Guides
- 12-Month limited warranty on sensor pad and electronics

1 Laptop or desktop computer

1 Colour Printer

1 Table

1 Large wall-mounted monitor (Optional*)

Software

1 X3 Retail Software v6 (1-User License)

Customized branding: logo, store and sales contact information

Tracks usage and creates reports

Saves and prints customer's pressure map

Marketing

2 XSENSOR floor pop-up banners with your logo

XSENSOR marketing material

1-pager to print customer's result (branded)

Support from XSENSOR

Initial in-store set up

Staff training sessions at program launch and throughout the program

Technical support

Analysis of statistics at end of the XSENSOR Pilot Program

Pilot Program

XSENSOR recommends installing systems in three to five store locations or one market.

Partnership

To ensure the success of your program, we will work with you throughout the duration of the XSENSOR Pilot Program.

Duration

1-3 months (recommended)



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Pilot Program Overview



Implementation

STEP 1. Program Preparation

XSENSOR will help you get started.

1. Identify the team who will participate in the Pilot Program
2. Define your sales process
3. Establish the Pilot Program timeframe (one to three months recommended)
4. Prepare for training sessions
5. Design in-store point of purchase material

STEP 2. Pilot Program Implementation

A successful implementation requires of a sales model that aligns with your needs and selling approach. To be effective, it is crucial that salespeople embrace and adopt the program.

1. XSENSOR will assist you in installing the XSENSOR Pilot Program systems
2. XSENSOR will provide training

STEP 3. Evaluation

We will work with you to assess the XSENSOR Pilot Program results.

1. We will gather feedback from salespeople and customers
2. We will analyse the systems' usage and review results with you
3. A recommendation will be put forward for the next steps

STEP 4. Create a Roll-Out Plan

Once the XSENSOR Pilot Program is completed, you may roll out the program to your other store locations.

Take the next step to increase your sales.

Contact your XSENSOR representative for more information.

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XSENSOR[®] Technology Corporation

Innovators in Pressure Imaging[™]

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