

## **XSENSOR ADVERTORIAL**

### BEDROOM Magazine

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#### **Sensing Your Customers' Needs**

They're used by orthopaedic surgeons and tire manufacturers alike. NASA depends on them to increase the comfort level of their cockpit seating in space. The Mayo Clinic uses them to reduce pressure wounds among extended care patients.

And today's leading mattress retailers are using them to sell more top-quality mattresses.

What are they? Pressure imaging systems. Comprised of hundreds of tiny, highly accurate sensors that measure body weight distribution and pressure, these systems are changing the way retailers respond to and satisfy the unique needs of their customers.

Pressure imaging systems, such as those produced by XSENSOR Technology Corporation, measure ranges in pressure and display a computer-generated image that represents pressure distribution. Red areas clearly indicate points of peak pressure while yellow, green and blue indicate reduced pressure points.

"In our many years' experience working with mattress retailers and manufacturers, we have realized that buying a new mattress can be a very confusing experience for the consumer. XSENSOR's full body pressure imaging systems allow sales professionals to work with customers one-on-one, to select a mattress that distributes body pressure well and provides for a better night's sleep" says Stephen Anstey, POS Market Manger XSENSOR. In response to this market demand, XSENSOR has developed and recently launched its X3 POS Mattress System, evolved from its X2 Medical Mattress System predecessor.

#### **....The result is higher customer closing ratios, increased average selling prices, and improved customer confidence in their purchases.**

The system contains the high-tech yet easy-to-use tools a mattress salesperson needs: the X3 platform, proprietary software, and a body length bed pad sensor. The software interface can also be branded with retailers' logos and corporate colors.

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Founded in 1987, Select Comfort Corporation (NASDAQ:SCSS) is the leading bed retailer in the United States. The company designs, manufactures and markets a line of adjustable-firmness mattresses featuring air-chamber technology, branded the Sleep Number® bed, as well as foundations and sleep accessories. Select Comfort Corporation, creator of the Sleep Number® bed works with XSENSOR when their mattress does not respond well to their body weight distribution.

Many Select Comfort retailers across the US are using XSENSOR systems in their stores to close more sales with great customer satisfaction.

And it's not only the mattress manufacturers that know how critical pressure distribution is to a good night's sleep. In recent 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.

Our pressure imaging system," continues Anstey, "actually shows a customer how their body's pressure is distributed on the mattress. The result is that people buy better mattresses for their unique body type, and finally get the sleep they want and deserve."

And sales professionals can close more sales "because the X3 System eliminates a lot of the mattress comfort guesswork."

In a time when mattress sets can run upwards of \$2,000 USD, savvy retailers recognize that an investment in pressure imaging systems provides unparalleled return. It's the accurate way to sense customer needs.