Environmentally Cohesive	Renewable Energy Source	Expandable ecosystem	Mobile Measurements	Add-on Accessories	User serviceable	
Time Saver	Easy Setup	Saves Money	Automated	Wireless connectivity	Easy to Read Measurements	Multiple
Engaging to User	Accurate Measurements	Fosters Independence	Consistent Measurements	User Friendly	Included Troubleshoot Guide	Measurements
Rugged	Reliable	Efficient	Intuitive Software	Inoffensive Appearance	Caters Large Demographic	

User Friendly	Easy setup	Longevity	Easy read display	No Wires
No Batteries	Solar	Tough	Attractive	Sleek Design
Multiply Colors	Easy calibrations	IOS compatible	App ability	Flame resistance