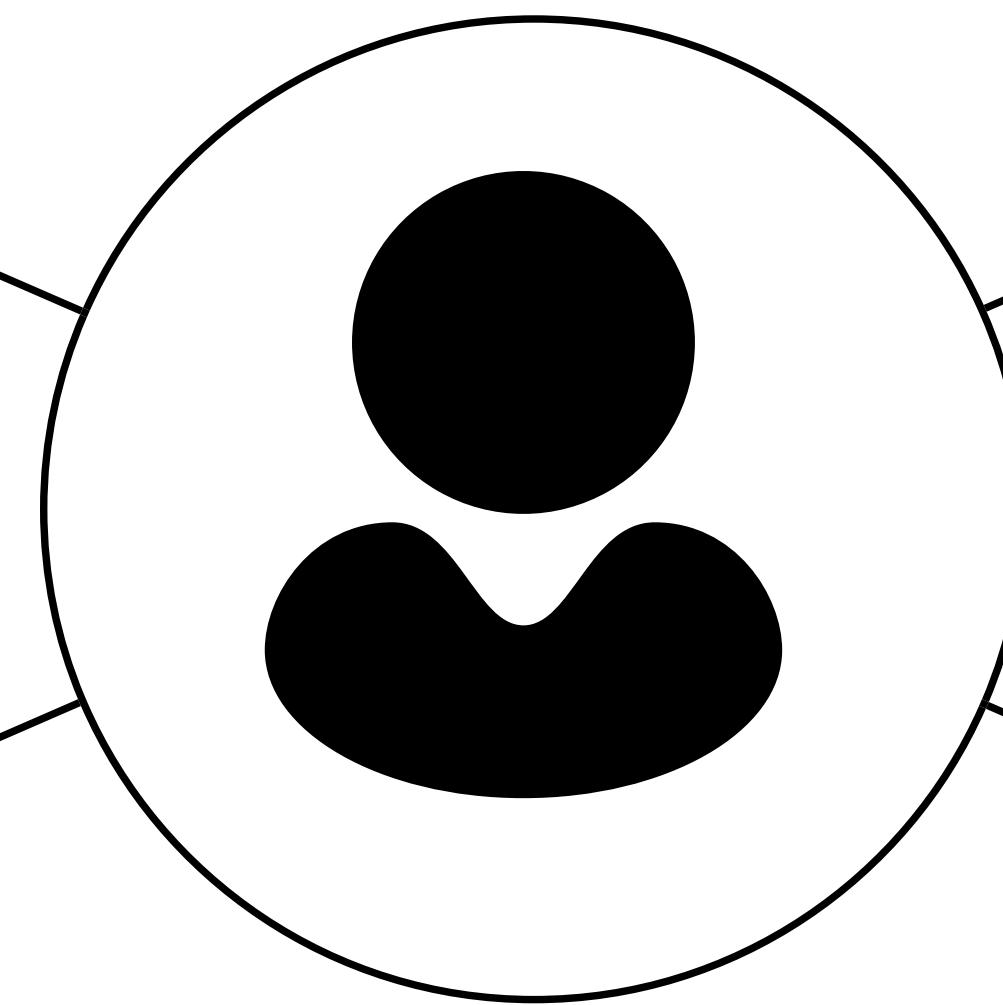


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they HEAR?

what friends say
what boss say
what influencers say

What is the
accuracy in
detection of
fire ?

How
illumination
and smog
spreading is
predicted ?

What is the
speed of
remedial
measures ?

Are the
sprinklers spray
foaming agents
to a greater
diameter ?

Will it detect
various types of
chemical
explosive fire
accidents ?

Opinion

Output
efficiency

How
reliable is
the
product?

How the
extinguishers
work ?

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Cost
efficiency

Specific to
various
industries

Faster action
to greater
bandwidth of
light

PAIN

fears
frustrations
obstacles

Economical
insecurity

Fear

High-
inflammability
of hydro
carbons

GAIN

"wants" / needs
measures of success
obstacles

Easier
Installation

Cost
Efficient

Fast
Response