

# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SEE?

environment  
friends  
what the market offers

# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

# What do they HEAR?

what friends say  
what boss say  
what influencers say

They significantly reduce reactiontime

Fires eliminate low -growing under brush

Can satellite and optical systems detect forest fire?

Does it damage more organisms

Do you need forest fire expensive sensor to find out?

Are high resolution standard cameras with the money?

How sensors and cameras detect forest fires?

Finding the location of the fires

Respiratory issues

Affects for plants and animals, Human beings

Excessive forest fires

Bands around 3.9µm suitable for detecting fire

These are allows important nutrients to return to soil

Enabling healthy beginning for plants and animals

They project the atmosphere

Avoid burning waste and dry grass

The manner in which fuel ignities

Check the weather conditions

Regularly maintain equipment and vehicle

Remember local call emergency status

## PAIN

fears  
frustrations  
obstacles

Loss of valuable timber resources

Polluting air with emissions harmful to human health

Degradation of catchment areas

Soil erosion

## GAIN

"wants" / needs  
measures of success  
obstacles

Minimize risk

Allows sunlight to reach the forest floor

Supporting the growth of native species

Easy identification of forest fires