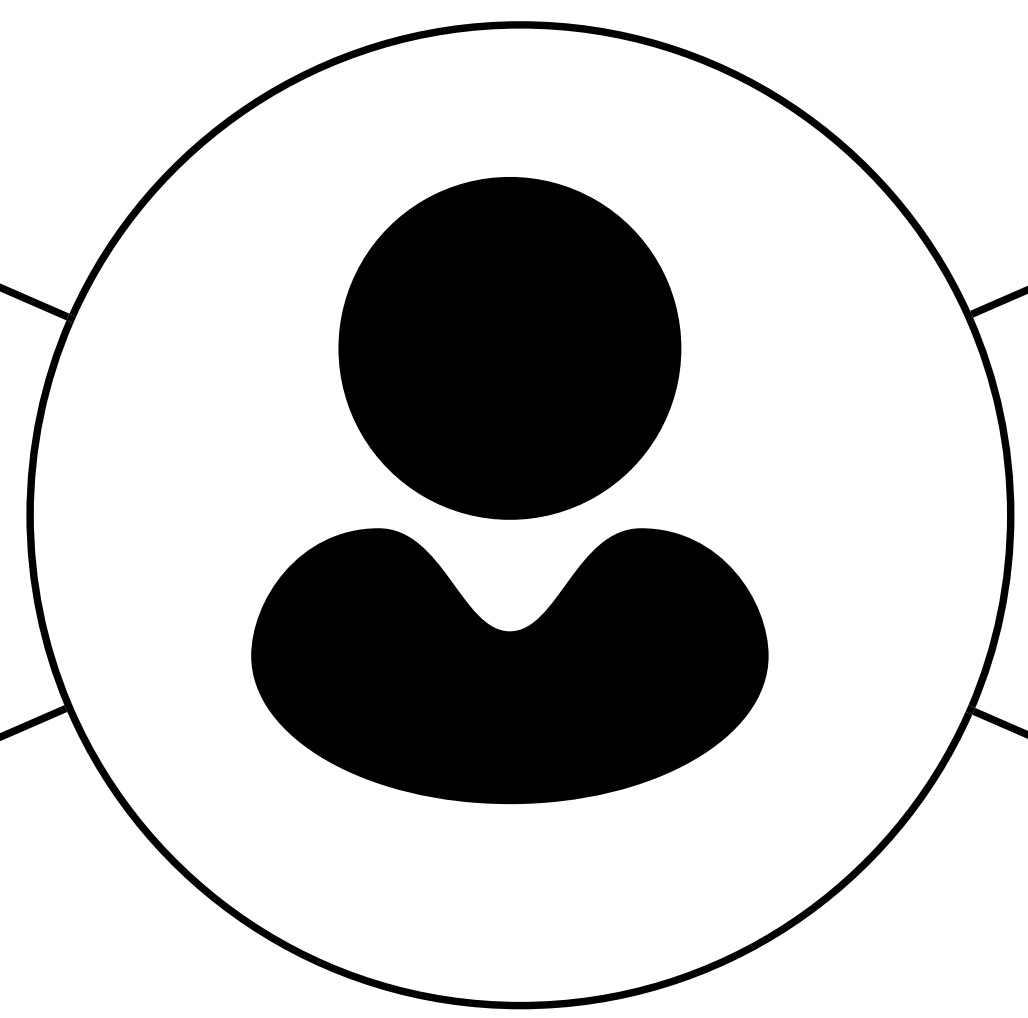


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- High Maintenance required
- Intricate systems that are hard to manage
- Monitoring systems are expensive

What do they
HEAR?

what friends say
what boss say
what influencers say

- Safety and level of quality
- Peace of mind
- accident prevention

What do they
SEE?

environment
friends
what the market offers

- A low level detection system
- Environment Friendly
- Low Market Offerings

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- Calm and supportive
- Sense of Safety
- Encouragement towards creation

PAIN

fears
frustrations
obstacles

- Installation at every House
- Proper Maintenance
- Subsidy and cost reduction

GAIN

"wants" / needs
measures of success
obstacles

- Family safety
- Property Secured
- Reduction in Mortality rate