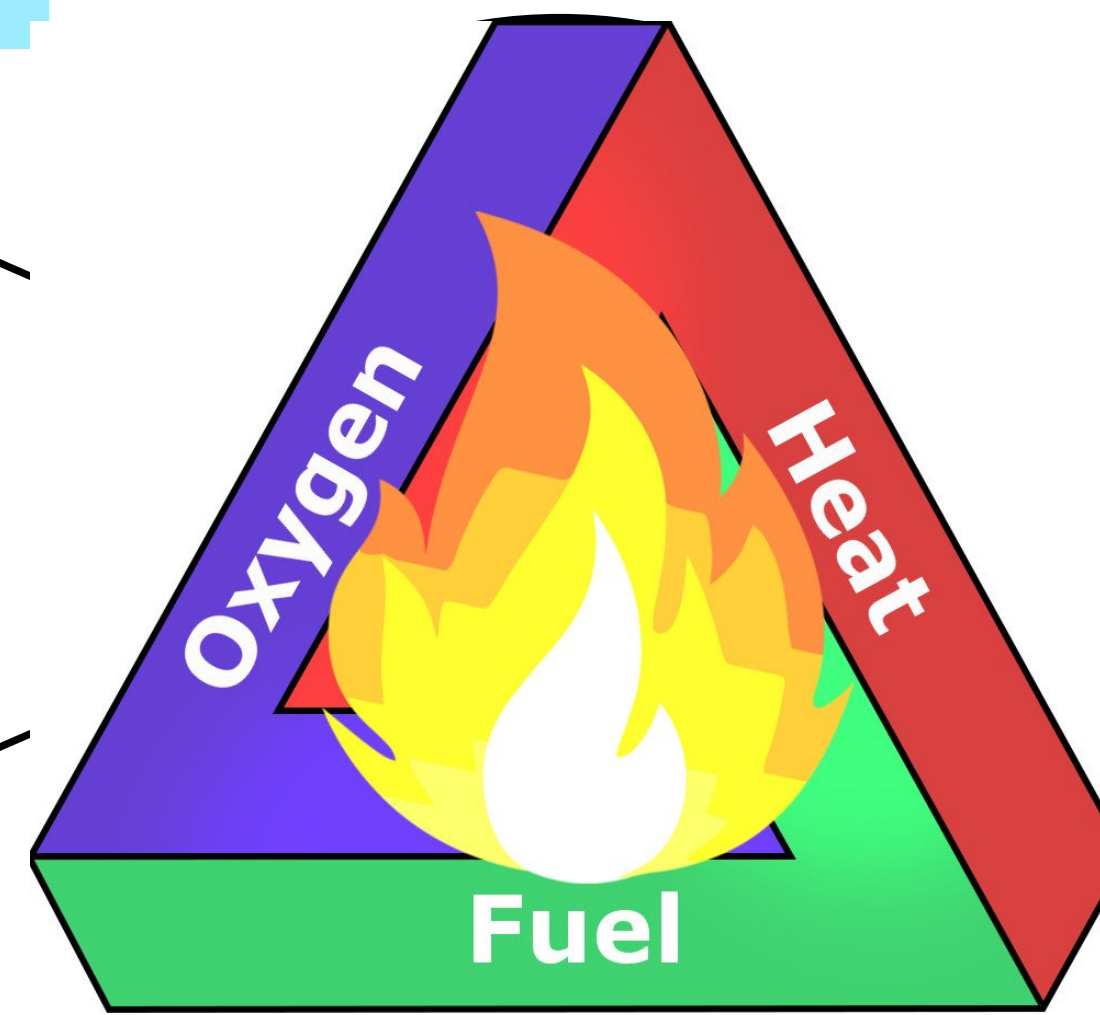


What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



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

What do they SEE?

environment
friends
what the market offers

PAIN

fears
frustrations
obstacles

GAIN

"wants" / needs
measures of success
obstacles

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

Loss of valuable timber resources

Polluting air with emissions harmful to human health

Allows sunlight to reach the forest floor

Minimize risk

Degradation of catchment areas

Soil erosion

Supporting the growth of native species

Easy identification of forest fires