# Product Brief

**Company:** Aperture Science, Inc.

**Product:** Aperture Science Sentry Turret

**Type:** Autonomous gun platform

## Description

The consumer version of our most popular military grade product, the Turret, is the perfect solution for home or business owners looking for a way to secure their properties.

Every Turret features a Personality Core, with an Empathy Generator, to make it a part of the family. It can say hello and sing beautiful lullabies for the young ones it protects.

Each Turret is armed with two dual machine guns and a lot of space for Aperture-Brand Resolution Pellets® to use as ammunition. The Aperture-Brand Resolution Pellets® can be thrown into the Shell Redistribution Chamber® allowing for easy and quick reloads. The Projectile Acceleration Cylinder® of the Turret fires the whole bullet using a spring mechanism. That allows for 65% more bullet per bullet. The Turret sits on a sturdy tripod mount that adapts to all environments. It comes equipped with an advanced laser sight to track and target intruders. When it spots a target, it can deploy its weapons and fire at a moment’s notice while also activating its Empathy Suppressor[[1]](#footnote-1) so that intruders go down without any hiccups.

The consumer version of the Sentry Turret is available in many different designer patterns and colours, including popular choices like “Forest”, “Desert”, “Table” and “Evening at the Improv”.

The use cases for the Turret are as following:

* Protection of your home and loved ones from intruders
* Securing your company grounds
* Not allowing your pesky neighbour to knock on your door
* And many more!

## Pricing

Pricing for the Sentry Turret:

* *Aperture Science Sentry Turret:* **$20,000**
* *Aperture Science Sentry Turret with designer pattern:* **$25,000**
* *Aperture Science Sentry Turret with custom pattern:* **$27,000**

## Target Groups

The Sentry Turret is a device for everyone that wants their loved ones to always be safe. Most of its appeal comes from private homeowners and families, as well as many business owners wanting to make the work place a safer environment.

## Main Features and Benefits

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| --- | --- | --- |
| ***Feature*** | ***Advantage*** | ***Benefit*** |
| **Advanced dual machine gun weaponry** | *Best in class weaponry designed to keep your loved ones safe.* | *Your loved ones and property will always be safe from any potential intruder.* |
| **Advanced AI with personality** | *Your personal Sentry Turret will not target you and your family under any circumstances by using its advanced Empathy Generator.* | *The Sentry Turret will quickly become part of the family.* |
| **Hundreds of designer patterns** | *Your Turret matches your personality.* | *Your house will be more stylish than ever before.* |

1. Warning: Standing to close to the Aperture Science Sentry Turret might result in accidental empathy suppression. Aperture Science is not responsible for any injuries caused by user error. [↑](#footnote-ref-1)