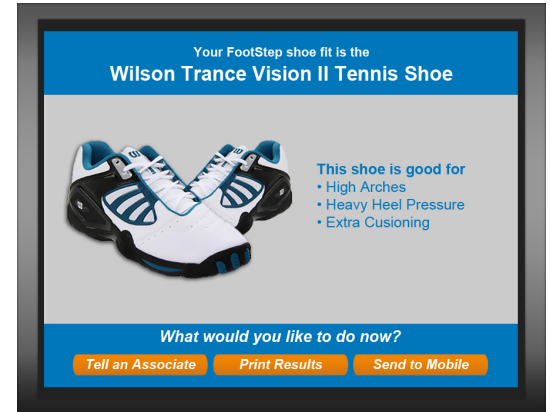


# Walk Right System



## About

Help fit your customers in the right shoes and inserts that provide them with the most comfort. With a unique pressure profile, the SensorEdge Walk Right system can help you and your customers choose the insert or footwear best suited for them. Increase your sales and customer satisfaction by being able to provide recommendations based on a visual foot pressure profile of each individual. Track your WalkRight users by your own predefined criteria to measure and gather information for campaigns to identify target markets and increase sales.



## Benefits

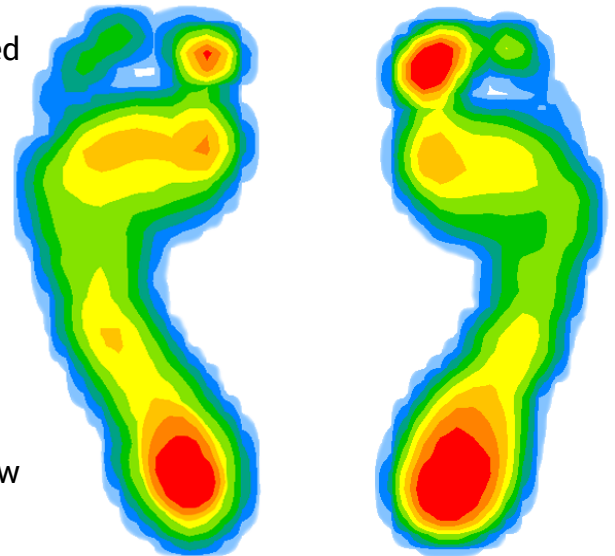
- Increase sales by providing personalized insight to your customer's cushioning needs.
- Interactive, unique customer experience which enables you to engage with the customer.
- Stand apart from your competitors with visual output of pressure points and weight distribution.
- Make accurate shoe fits with customized inventory lists and pressure maps.
- Provide individual customer service and identify target markets and trends with customer data.

## How It Works

- The customer enters personal information via touch screen computer.
- Then, he or she stands on the plate and their foot pressure profile is displayed on the screen.
- Based on the pressure points, recommendations are made on footwear in your inventory that will bring your customer the best comfort.
- Use the customer information to send offers and reminders with an opt-in mailing system.

## Features

- Instant visual output of the foot pressure profile is received when the customer steps on the plate.
- All information and images are gathered and can be saved for future review, analysis, or comparison.
- The foot pressure profile is used by the software to identify the right shoe in your inventory to sell to the customer.
- A print out of the foot pressure profile can be given to the customer as a tool to help them see common problems.
- Email the results to the customers as a reminder to them to make a purchase. You may also remind them to buy new products after the life of the initial product has passed.



Call today to arrange a live demonstration.