



COMMONSense Range Message Map

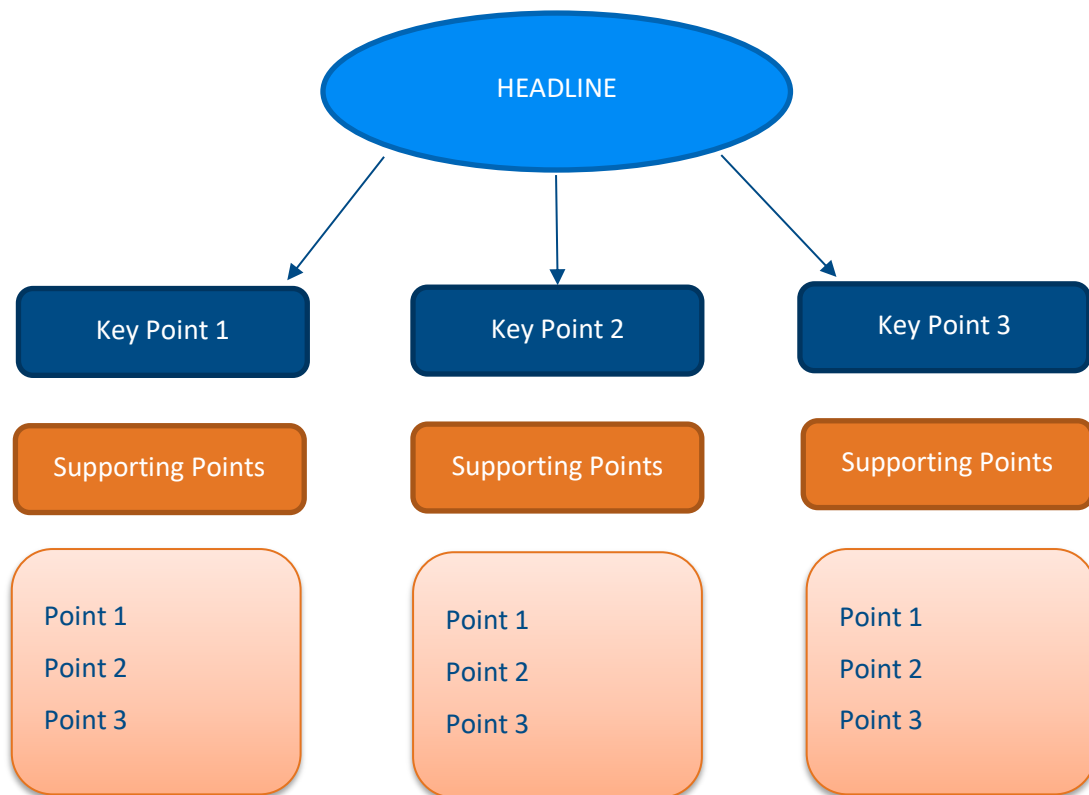
A word about the map

Analysis of the COMMONSense confirms it is aligned with SDT Mission Statement, Corporate Vision, and Core Values. The COMMONSense will contribute to our existing Brand Equity in the market we choose to participate.

What follows is the SDT Message Map for the COMMONSense. A message map is the visual display of our product/solution on one page. It can serve as a powerful way to educate and train our sales team to promote our products/solutions in a consistent way. When our channel follows the map, no matter where they are in the world, our corporate brand is represented the way we want. Following the map is not optional, its mandatory. Not following the map is a recipe for failure.

The message map consists of three elements (believe it or not, humans are good at remembering 3 things, but we totally suck at four or more):

1. The Headline (Twitter Friendly – 140 characters or less. Concise is best here)
2. 3 Key Points
3. 3 Supporting Points for each Key Point



Headline

Headline Option #1

COMMONSense heterodyne sensors range is designed for structure or airborne continuous control applications.

Its different configurations allow to monitor various applications in multiple working environments.

Key Points

ADAPTIVE	PERMANENT	PROFITABLE
<i>Standard Output 4-20mA, 0-10V and 0-2.5V with Standardized M8 Connector</i>	<i>Static or Dynamic Measurement</i>	<i>Safety</i>
<i>Compatible Industrial Measurement System</i>	<i>Robustly made for any Challenging Environment</i>	<i>Low Power Consumption</i>
<i>Multiple Applications</i>	<i>Wired</i>	<i>Uptime</i>

Expanded Arguments for the Key Points

ADAPTIVE

1. *Standard Output 4-20mA, 0-10V and 0-2.5V with Standardized M8 connector*

COMMONSense range includes standalone sensors with both 4-20mA, 0-10V output according to the client needs as well as a 0-2.5V version designed for IOT applications. For each version, 3 different resonant sensors are available:

- Contact or structure
- Airborne open
- Airborne enclosed

Each sensor can be connected using a standardized M8 connection.

Based on the type of installation and needs, the client can choose between a current (4-20mA), a voltage (0-10V) or a low power (0-2.5V) output.

The COMMONSense sensor with 0-10V output is specifically designed for use with VIGILANT.

2. *Compatible Industrial Measurement System*

Each COMMONSense heterodyne sensor gathers standardized and precise measurements.

Each COMMONSense sensor is calibrated to provide the same measurement results and, so, they are interchangeable with each other.

These sensors can be used with compatible industrial measurement systems that measure current or voltage such as data acquisition boards, PLC measurement modules, DCS and SCADA systems.

3. *Multiple Applications*

COMMONSense sensors serve many different condition monitoring and quality control applications:

- Contact/structure for bearings lubrication, valves, steam traps, hydraulics systems and rotating assets inspections, even the slowest ones.
- Airborne open and enclosed for inspection of electrical systems.

PERMANENT

1. *Static or Dynamic Measurement*

COMMONSense sensors have two configurations:

- Static configuration based on RMS indicator
- Dynamic or advanced configuration for continuous monitoring and deeper signal analysis

2. *Robustly made for any Challenging Environment*

COMMONSense sensors are certified water resistant and dust proof.

The contact/structure and enclosed airborne has IP65 and can be mounted in any challenging environment, while the open airborne has IP40.

3. *Wired*

The 4-20mA, 0-10V and 0-2.5V versions of COMMONSense sensors are wired sensors.

PROFITABLE

1. *Safety*

For you and your colleagues' safety:

- One-time installation of the COMMONSense sensors range – no need to go back and check it frequently;
- COMMONSense airborne sensors gather monitoring data for early electrical discharge detection. Partial discharge (PD) in medium voltage electrical panels is a serious condition that impacts asset reliability and safety of personnel. Deploying COMMONSense airborne sensors to listen for early signs of PD help technicians evaluate the risk of arc flash prior to opening cabinets. In any event, full PPE must be worn and all safety procedures for working around electrical assets must be followed strictly.

Protect your production and budget:

- Unplanned downtime is a danger to production, budget, and personnel. Use COMMONSense Sensors to monitor the condition of assets so you may:
 - Plan your repairs;
 - Predict your budget;
 - Deliver on your production.

2. Low Power Consumption

COMMONSense is available in a low energy configuration (power supply 0-3.6V) allowing permanent data collection and reduced energy consumption for battery powered applications.

3. Uptime

Continuous monitoring results in less scheduled surveys, less downtime, and less stock, so expenses reduction and improved profitability and efficiency.