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| Vision Statement | *Light is changing the way all things in our world are designed and engineered narrowing the gap between form and function.* | | |
| Positioning Statement | Sensuron is the leading global provider of Optical Sensing Systems that use light to test and measure both the integrity of materials and the performance of design solutions for the energy, mining, medical, aerospace and defense industries. | | |
| Value Propositions | Precision | Validation | Integrity |
| Key Messages | Sensuron enables engineers to collect and analyze material and structural data based on tens of thousands of points of light in real time to ensure design precision and optimal performance. | Sensuron enables engineers to efficiently validate design and performance using a single system, significantly reducing the cost and time to market for new materials and products. | Sensuron enables companies to deliver the structural and material integrity that customers expect to ensure that products are functional, reliable and safe. |
| Proof Points | * Multichannel and multiplexed with thousands of sensors * Capable of 4,000 measurements per channel, providing up to 32,000 perimeters per system, simultaneously * Measures strain with 1 microstrain resolution * Innovative fiber optics with embedded Bragg gratings within 1 mm * Measures tens of thousands of sensors up to 100 times per second * High spatial resolution: collects, interrogate and measures data 100 times/second   Use Cases:   * NC AT & T | * Bridges the gap and can qualify FEA models minimizing the iterative design process * Multi-parameter sensing: Uses a unique set of algorithms that allow for full integration of multiple sensor types including strain, temperature, mass gauging, loads and shape * Competitors only handle one channel at a time * Replaces multiple instruments with one ubiquitous system embedded that validates thousands of diverse sensing technologies simultaneously * Engineers can validate the introduction of materials that tend to be lighter and ergonomic, narrowing the gap between form and function   Use Cases:   * Virgin Galactic * “Allen Parker’s Algorithm Shatters a Technology Barrier” 10/16/11 | * I-SHM (Intelligent Structural Health Monitoring) system with real time monitoring provides lifecycle structural integrity * Thousands of light signals allow for higher resolution which helps ensure design integrity of structures monitored * Validation of structural integrity and safety of composite materials * Light sensors increase the integrity of strain gauge testing with complete immunity to electrostatic noise.   Use Cases:   * Safe Tanks: Structural Integrity Monitoring * Flight Stress: Measuring Strain on an Aircraft in Flight |
| Sound Bites | *“Sensuron greatly increased the precision with which we can test, measure and monitor the form and function of our product. No other technology offers this type of measurement diversity and precision today.”* | *“With Sensuron’s optical sensing system we were able to quickly validate our design and take it to market. Once deployed, we could monitor performance and functionality in real time.”* | *“Sensuron helped us reach a higher level of accuracy and efficiency that enabled the manufacturing of safer, lighter and longer-lasting equipment.”* |
| Tagline | *Engineering at the speed of light™* | | |