

The Connected Doormat

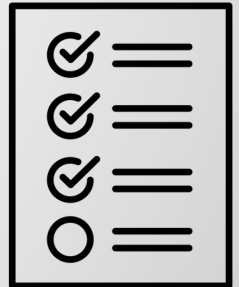


Seize Your Door

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Agenda

- Imagine with Us
- Uses of a Traditional Doormat
- CarpetDiem: A Comparison
- Why CarpetDiem?
- How CarpetDiem Works
- Function & Form
- CarpetDiem in Use
- Pricing



Imagine...



What Is a Doormat to You?







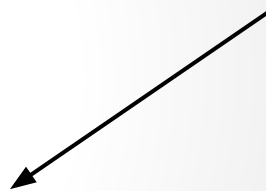
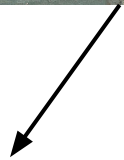
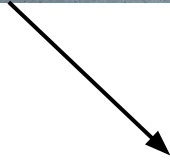
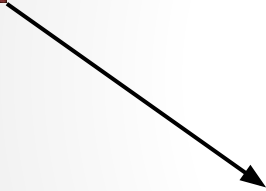


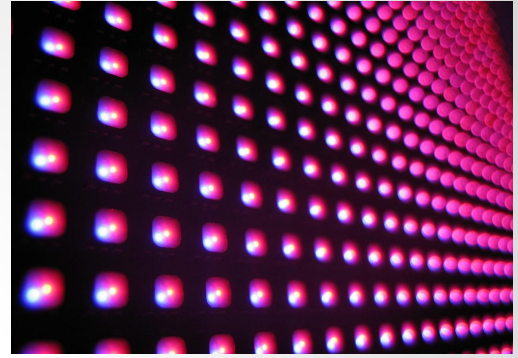
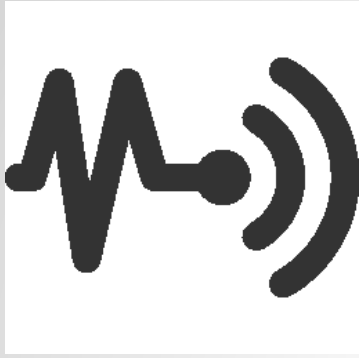
WELCOME



How Does CarpetDiem Compare?







Why CarpetDiem?



MOBILE APP USAGE BY AGE

Q4 2013, ANDROID AND IPHONE

APPS USED PER MONTH



TIME PER MONTH (HH:MM)

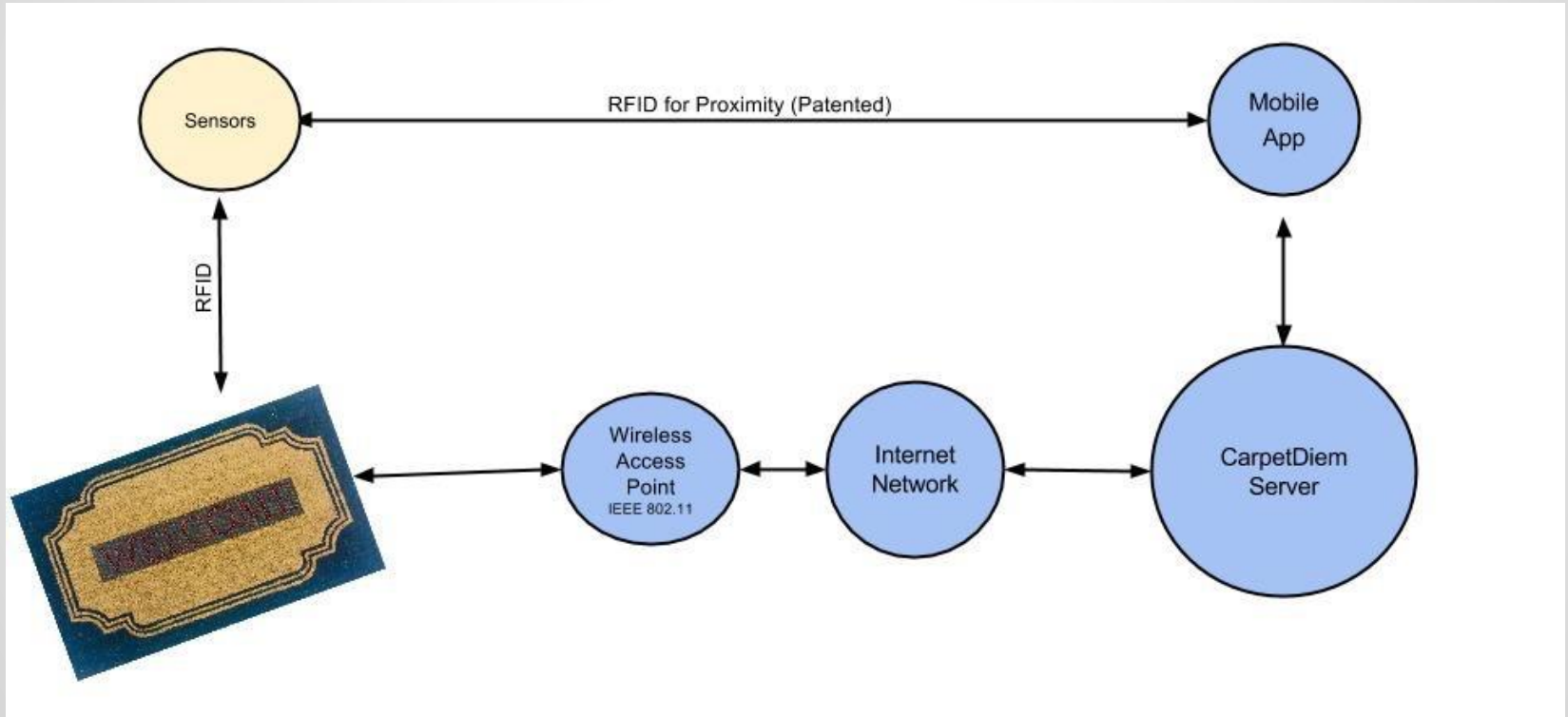


Read as: During Q4 2013, mobile users aged 18-24 used 28 apps per month, on average, and spent 37 hours across them

Source: Nielsen

nielsen AN UNCOMMON SENSE OF THE CONSUMER™

How does it work?



Function and Form



CarpetDiem in Use



Pricing

CarpetDiem: \$150

- 1 connected doormat with built-ins
- 5 key ring sensors with replaceable batteries
- 1 rechargeable doormat battery
- 1 wireless recharging tablet





Seize Your Door

Questions?

