



Panasonic Healthcare Products

Real Pro Ultra

Fall 2007

Panasonic Consumer Electronics Company



Market Facts

- Market Size Estimate: \$175M, 100,000 units
 - 40,000 under \$1000 (e.g. iJoy from Human Touch, Premier, King Kong)
 - 30,000 between \$1000-2500 (HT, Panasonic, Premier, King Kong)
 - 20,000 above \$2500 (Panasonic, HT, Sanyo, Osim, Premier)
- Channels:
 - Specialty Retailers—The Sharper Image, Brookstone
 - Asian Retailers
 - Back Care Stores
 - Electronics Stores
 - Home Furniture
 - Catalogue/premium/other
 - Costco
- Demographic of User
 - Half Men, Half Women
 - Half with a back problem, half who want to unwind

The Human Body

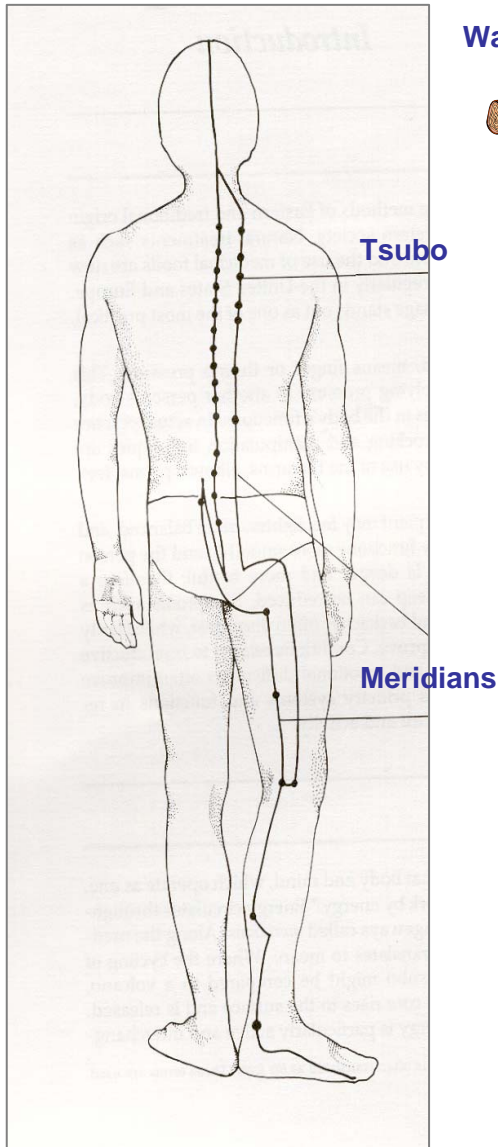


The Human Body

- 500 muscles
- 200 bones
- 7 miles of nerve fiber
- 60,000 miles of blood vessels
- More than 1,600 gallons of blood is pumped by the human heart daily
- 500,000 touch receptors
- 350 Acupoints
 - 90 in your back and neck

Ki-Life Energy

The Energy in the Acupoint



Half-back diagram



Traditional Chinese Medicine believes that Ki Life Energy is a vital life force that circulates throughout the entire body. Ki is manifested both as Yin and Yang.

Ki makes up the universe in the form of five elements: *wood, fire, earth, metal* and *water*. These five elements also represent our bodily constitution as human beings, making us one with the universe.

Ki-Life Energy, flows into our bodies, up from the earth in its Yin form and down from the heavens in its Yang form. The energy channels in our bodies through which it moves are called "meridians."

The effort to affect energy flow in the Meridians is centered on particular points along these Meridians which have been found to be especially effective. These are known as acupoints or Tsubo points. Western medicine has confirmed the existence of these acupoints as areas where the body's electricity flows more freely.

At times the Ki in these acupoints can become blocked or trapped. Through the special healing, the Ki can be freed and balanced.

Acupoints

Tsubo or acupoints are places where Ki accumulates on the meridians like pools in a stream. The tsubo are numbered according to their position on the meridian.

Modern scientific investigation has shown that the acupoints are often situated at places where there are particular physical features; for example, around joints, in the depressions between muscles, or where nerves run close to the skin's surface. The electrical resistance of the skin at these points can be measured using electronic equipment and has been demonstrated to be lower than elsewhere on the body's surface.

Each acupoint has specific properties or actions. These may include reducing pain, moving Ki in specific directions, calming the mind, heating or cooling the body, or balancing the Elements.

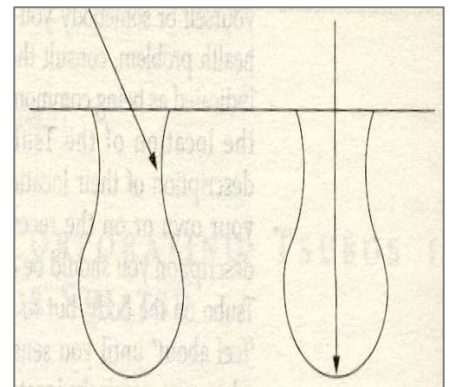
There are some 350 tsubo points scattered all over the human body. The majority of these are located on your neck and back. Stiffness or pain at an acupoint indicates some problem with the organ related to that specific acupoint. Stimulating the point can help relieve muscular stiffness and help improve circulation of the blood and other body fluids as well as improve waste removal.

Organ function is improved as well as beneficial effects on the hormonal and nervous systems.

The benefits help alleviate fatigue and promote good health.

**Pressure applied
at a right-angle
reaches the
bottom of the
acupoint**

Acupoints



Massage



The Benefits of Massage

Enhances General Health

- Enhances General Health
- Promotes well nourished and healthy skin
- Improves circulation of blood and lymph
- Relaxes muscles and improves joint mobility
- Encourages general relaxation
- Improves immune system functioning
- Improves energy flow

Combats Negative Effect of Aging

- Enhances tissue elasticity and joint flexibility
- Improves blood and lymph circulation
- Promotes healthy and vibrant skin
- Improves immune system functioning
- Relieves muscle aches and stiffness

Alleviates Problem Conditions

- General muscular tension and aches
- Tension headaches
- Muscular back pain
- Poor circulation
- Stress and anxiety



Relieves Effects of Stress

- Triggers relaxation response
 - Relaxes tense muscles
 - Reduces anxiety levels
 - Normalizes blocked energy flow
- Restores a calm mind and well-being

Supports Fitness or Sports Program

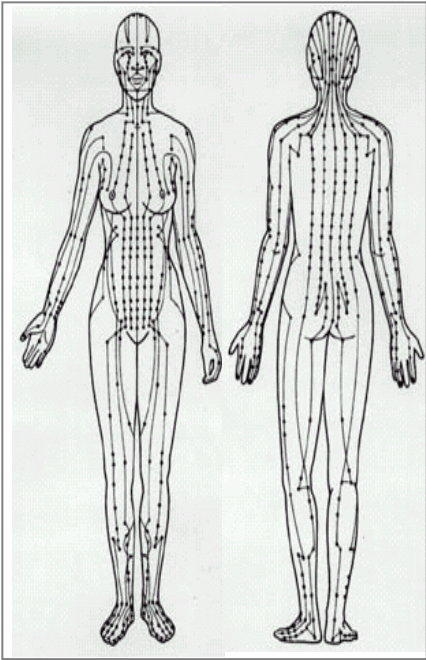
- Relieves tired and sore muscles
- Helps improve flexibility
- Relaxes tight muscles
- Speeds recovery from strenuous exertion
- Reduces anxiety of athletic competition

Compliments Other Health Care

- Physical and Occupational Therapy
- Post-surgical patients
- Medical patients
- Chiropractic
- Psychotherapy

Source: *Basic Kneads Massage*

Shiatsu



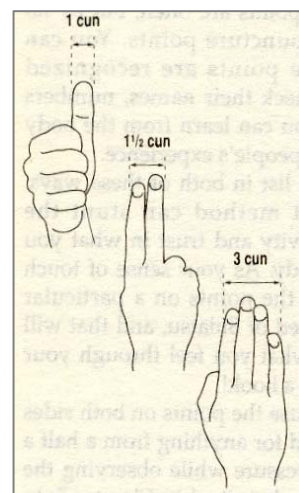
Acupoints on the Human Body

The Japanese used the principles of Traditional Chinese Medicine, with practices similar to acupuncture and developed Shiatsu. Shiatsu is a Japanese word, “shi” meaning finger, and “atsu” meaning pressure.

The art of Shiatsu uses a rhythmical motion to work on the flow of Ki that circulates through the body in meridians.

There are 12 Meridians on the human body and over 350 acupoints points. Approximately 90 of these points are located on your neck and back. In describing location of these Meridians and acupoints, the term “cun” is used.

One cun is approximately the width of a thumb



Swedish



The term “Swedish Massage” is used to describe a variety of techniques designed to relax muscles by applying pressure to them with a variety of strokes. “Effleurage” is the most popular type, which is a long gliding stroke, usually with the palm. “Petrissage” is a kneading movement of the hands. Swedish massage also uses circular palm motions, quick vibration of the body, and elements of tapping and stretching.

Compared to other massage styles, Swedish is more gentle than Shiatsu, but like other massage styles Swedish is both relaxing and invigorating, and benefits circulation.

Rolling

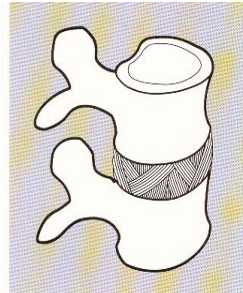
Stretching the spine can help to relieve pressure on the intervertebral discs and to retain the normal S-shaped curve of the spine.

To stretch the spine and relieve the pressure, Panasonic Massage Lounger has a Rolling Massage function.

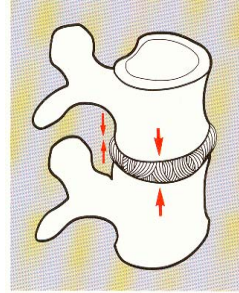
The Panasonic Massage Lounger follows the natural S-curve of the spine with its ergonomically designed track for a more natural, comfortable massage.

The “S” shaped curve is more prominent on the upper portion of the massage track (closer to the neck and upper back.) This allows the rollers to press down “from the top” and not directly from the back to push blood down to the heart and increase blood flow.

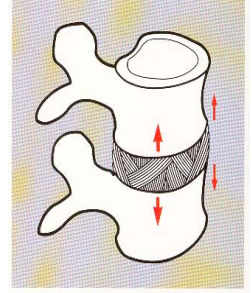
Panasonic’s 30” massage travel length assures vertebrae stretching from your neck to your lower back.



Normal intervertebral disc

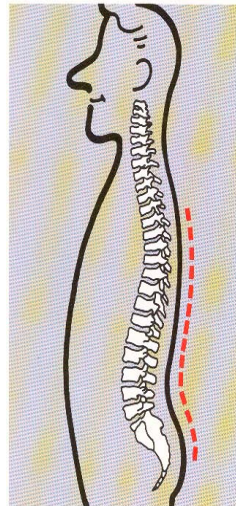


Fatigued intervertebral disc

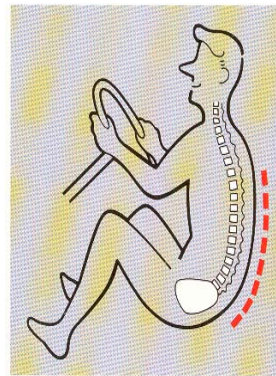


After stretching

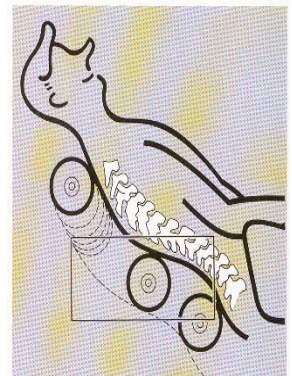
The structure of the human body forces a constant heavy load upon the shoulders and lower back. Lack of exercise, sedentary work and poor posture increasingly lead to intervertebral disc conditions.



Normal spinal shape



ex. Driving posture



Relief for a fatigued intervertebral disc by stretching with the Rolling Massage

Kneading



Press



Hold

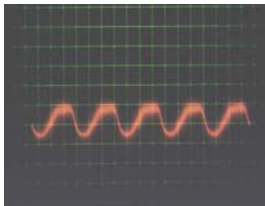


Release

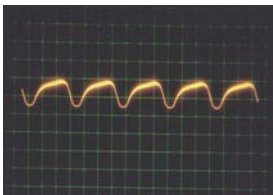
Shiatsu massage uses three intricate movements, pressure is applied gently to an acupoint, it is held, and then suddenly released. This massage technique is both relaxing and invigorating simultaneously.

Only Panasonic uses patented gear technology to develop the kneading function of the massage program. The finger movement of professional masseurs was analyzed to duplicate the movement.

Our massage loungers use upward and downward kneading to push the blood to the heart for better circulation.



Curve produced
by professional
masseur



Curve produced
by Panasonic
Massage
Lounger



Our massage heads are like a professional masseur's thumbs, soft to the touch but firm when at work. That's why they can be gentle to the skin and yet be so effective.

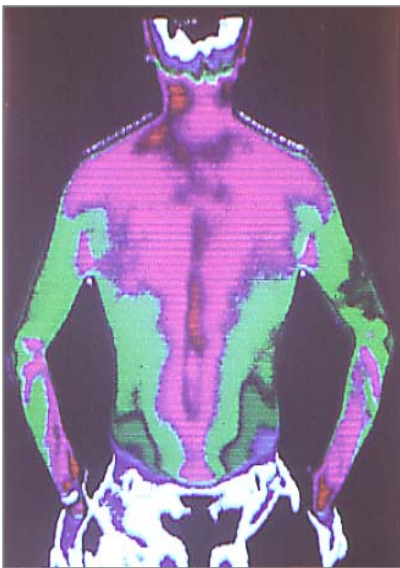
Tapping

Poor circulation can lead to muscles with insufficient oxygen and nutrients, and exhausted nutrients not being replaced. This gives rise to tension and pain commonly known as stiff shoulders or neck pain. Muscle tension is also a common cause of headaches. Without treatment, the tense muscles harden and the tension spreads while generating pain in the surrounding areas.

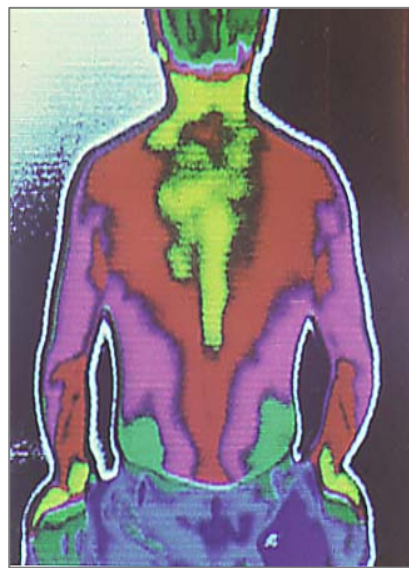
Tapping improves the blood circulation of muscles and dissipates stiffness. Improved blood circulation leads to higher body temperature and better movement of oxygen and nutrients throughout the body as well as the removal of body wastes.

Panasonic offers a tapping massage that uses a percussion technique of 500 beats per minute to effectively work out the tension in the muscles. The invigorating feeling after a tapping massage is an indication of heightened energy flow throughout the body.

Thermovision Study



Before Use



After Use

Blood
circulation has
clearly
improved after
a massage

**The red areas indicate higher temperature due to improved circulation.*

The Making Of The Real Pro Ultra



Engineering

Massage for Your Back

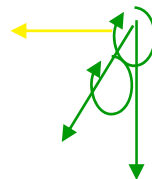
In order to measure the movement more precisely:

\$200,000 “Manny the Massage Robot”



Built-in sensors on model record massage therapists doing a variety of massage styles.

“Feeling Pressure” with 6 Axis Pressure Sensor



Measure movement and XYZ axis to replicate:

massage location

Angle

Depth

Circular rotation

Time of movements

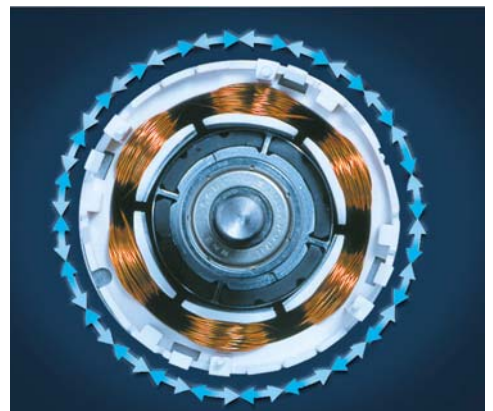
Engineering – The Brain

- We track what the hands do
 - Panasonic creates massage feelings by recording the real massage onto computer. Placement, speed, depth, angle. Then we recreate this with motors, software, and mechanical parts.
- Computer “Power” tells motors what to do by translating the human touch into code
 - Example:
 - 1 shiatsu movement, 4 seconds, is 100 lines of data
 - 1 kneading movement, 5 seconds, is 180 lines of data
 - A pre-program is 15 minutes
- To massage as realistically as possible, you need “Brain Power”
- One Panasonic Real Pro Ultra has 5 IC chips in it, 56 Bits--More than any other chair.
- **Brain Power** – Making the massage better and more realistic



Engineering – The Motor

- Panasonic Motor Technology allows us to capture the movements of the human hand with it's almost instantaneous change in direction, speed, and pressure
 - To massage realistically, you need “motor know-how”
- Precise Control Motors now allow for 24 different “slices” of a motor’s direction—these 24 divisions allow for almost infinite and instantaneous movement
- Can change speed and direction 100 times per second



Real Pro Ultra - 24 slices

Quad Style Massage System

Advanced Quad-Style Massage Technology –



Massage heads that open and close, and come out up to 4.0", can do four styles of massage:

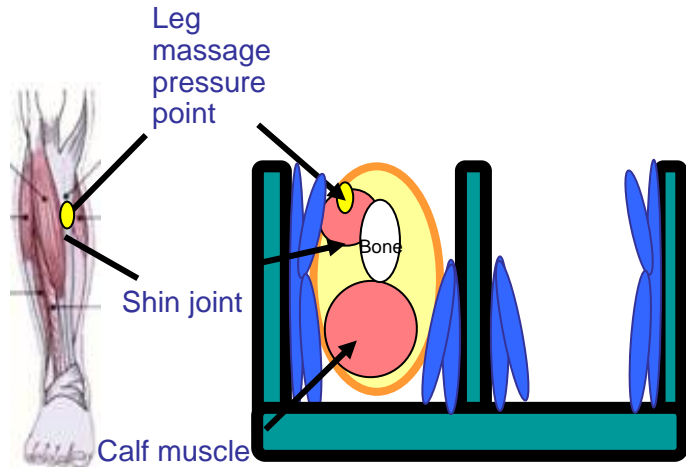
- Shiatsu
- Swedish
- Grasping
- Fist Kneading

This versatility allows ultra to create 1,117 massage styles, and combined with speed and intensity control, and infinite variety of massage feelings.

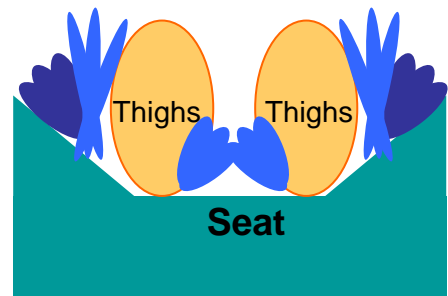
Full-Body Contouring Massage

Result: More Complete Lower-Body Massage

- Massage that surrounds the calf



- Massage that squeezes the thigh



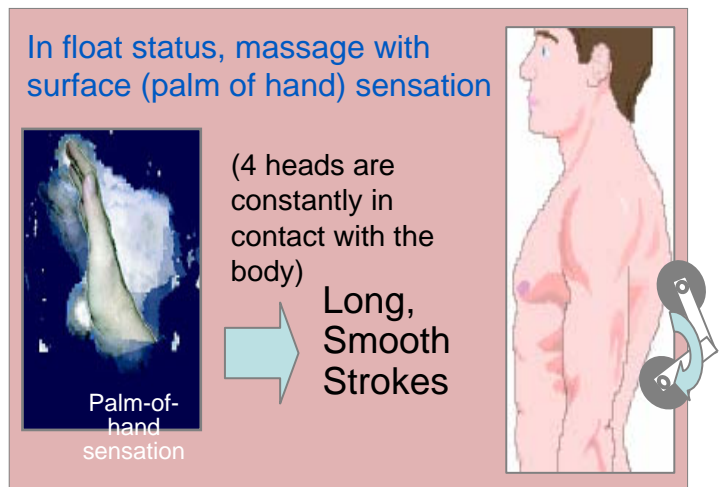
- Strongly presses the soles of the feet—reflexology massage



Float Feature

Pivots Like a Wrist

- Provides Sensations of Professional Massage
- Can perform various massage actions to match various symptoms and users
 - Strong pressure of shiatsu with thumbs
 - Gentle sensation of the palm or heel of the hand



Moves freely over approximately 20°

Real Pro Ultra

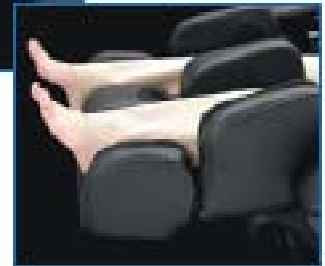
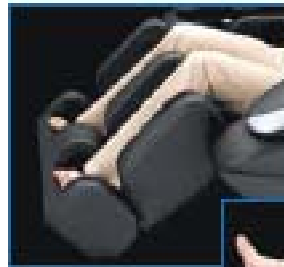
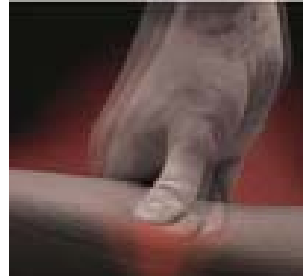
New Features



Panasonic New Real Pro Ultra Series

- World's first NEW high-speed “Junestu” massage – ultra-fine kneading on specific areas for tired/stiff muscles

1. High-speed ultra fine “Junestu” massage
2. Quad Style Massage with Grasp and arm stretch
3. Easy, multi-angle ottoman



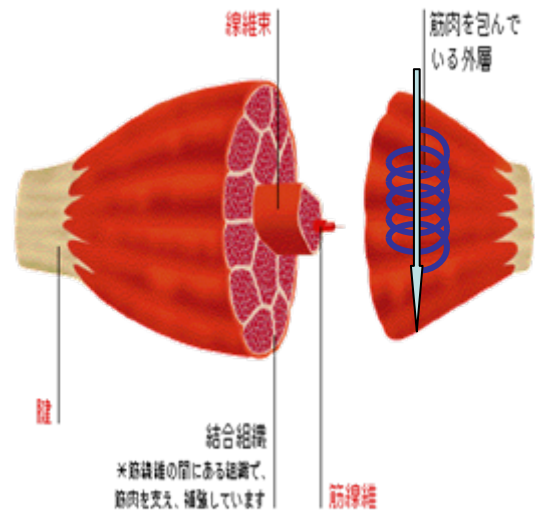
Techno – Comfort Design

New Feature: Junetsu

Ultra Fine Kneading

“Junetsu” Pin-point Kneading massage

Movement that professionals use most often—up to 50% of an Asian style massage done by professionals uses “Junetsu” Thumbs are used to move the muscle in small circular and elliptical motion with force. The muscle, NOT the skin is rubbed with movement. Only Panasonic has this feature today.



By moving the muscle quickly and delicately, it eases stiffness (adhesion of the muscle fiber). The powerful Junetsu motion also reverberates down thru the muscle, soothing the area where muscle sits on bone.

New Feature: Shoulder and Arm Stretch

For Prevention of “Turtle Back” Curvature

- What is Turtleback Curvature?
 - Weakened muscles makes it more difficult to move freely and slouching and pain sets in
- How do you prevent this from happening?
 - Stretch and move shoulders daily, without causing damage



Shoulder Stretches

Slowly pull the wrist of one arm to the side with the opposite hand

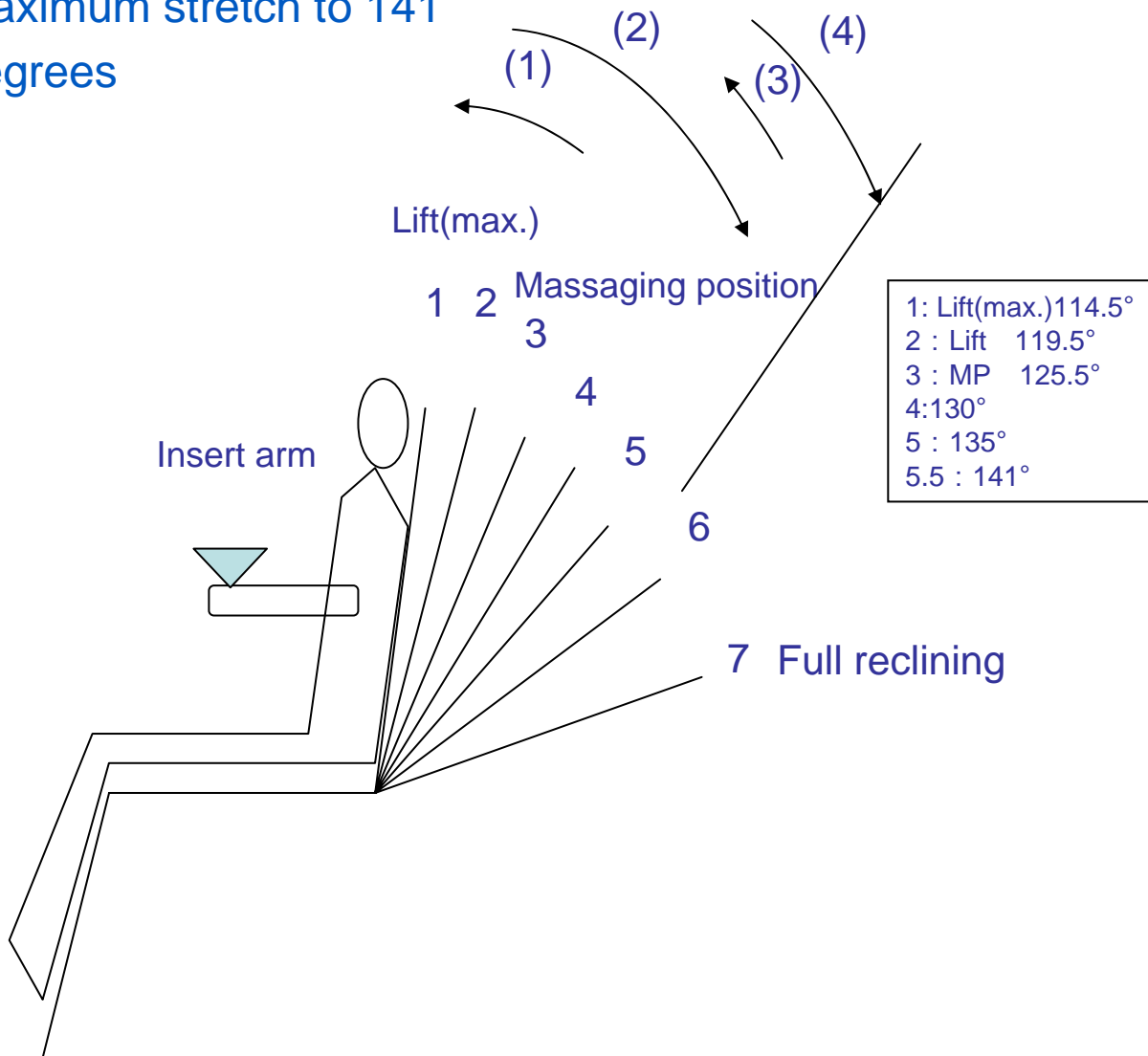
Using weights to help stretch



As shown, put one hand on steady surface and hold a 10 lb. weight in the other hand. Move weight slowly back and forth (about a foot). Repeat ten times on each side.

New Feature: Shoulder and Arm Stretch

- Sit upright and put arm in firmly in the arm massage area
- Gradually recline to stretch the shoulder
 - One arm at a time for safety
- Maximum stretch to 141 degrees



Real Pro Ultra Summary

More Massage, Better Massage

- “Junetsu” High Speed Circular Massage—better for soothing and relaxing fatigued muscles
 - Grasping, arm massage (EP30004/5/6)
- Increased massage area for more relaxation
 - Ottoman—calves and feet (dual use) with stretch feature. Distributor model (EP30003KU/TU) has 200 sq “ back, 132 sq. inches air (14 airbags); dealer model has 200 sq inches back, 296 sq “ air. (22 airbags (EP30004KU/TU), EP30006 has 200 back, 460 air total 660 square inches.
- Arm Stretch improves posture (EP30004/5/6)
- Dual Use opening Ottoman —reflexology pads for bottom of the feet
 - Ottoman opens up to accommodate taller individuals
- Increased Memory —4 People x 6 programs = 24 memory
- User Friendly Remote —Simpler remote with built-in voice navigation system
- Endorsed by the American Chiropractic Association

Real Pro Ultra Model Assortment

		Distributors EP30003	Dealers EP30004/ 5	Sharper EP30006
Rollers Massage	Junetsu Ultra Knead/# of massage variations	Yes/372	Yes/1117	Yes/1117
	Grasp Massage heads open/close	N/A	Yes	Yes
Air Massage	Outside of shoulder	N/A	N/A	Yes
	Arm Massage and Shoulder stretch	N/A	Yes	Yes
	Seat massage	N/A	Yes	Yes
	Waist massage	N/A	N/A	Yes
	Air pressure control	Yes	Yes	Yes
	Multi action ottoman	Yes	Yes	Yes
	Target retail	\$3999	\$4499	\$4799

Real Pro Ultra

How it Works



Real Pro Ultra

Total Body Massage Chair

Real Pro Ultra Provides:

- Technology – 5 pre-program massages for easy-to-use Shiatsu and Swedish and new Junetsu fine kneading styles of massage
 - Quick demo program
 - Body sensing technology for personalization and tight contoured massage
 - More IC power than any chair on the market
 - Brushless motor for infinite adjustability and smoothness
 - Create your own program (self-program)
- Quad Massage Mechanism—massage heads can do Shiatsu (two thumb massage), Swedish kneading (4 head massage) Grasping (thumbs and finger closing massage) and Closed Fist Kneading
 - Panasonic massage heads are known for their strength, durability, and versatility
- Performance – More area than any chair—200 square inches of back massage, 460 square inches of air massage
 - 36 airbag system including shoulders and extended waist massage
 - Reflexology plates in the feet (removable) and shoulders (removable)
 - Floating heads for smooth massage—versatility of the human hand improved once again
- Ease of use – voice direction by remote, color indication on remote. Comes with DVD
- Brand—Panasonic—a brand known for quality and performance
- Endorsed Product—Panasonic Massage Chairs products were the first on the market with the endorsement of the American Chiropractic Association, the leading Chiropractic association in the country
- Real Pro Ultra maximizes the concept of “Real Comfort, Real Massage”



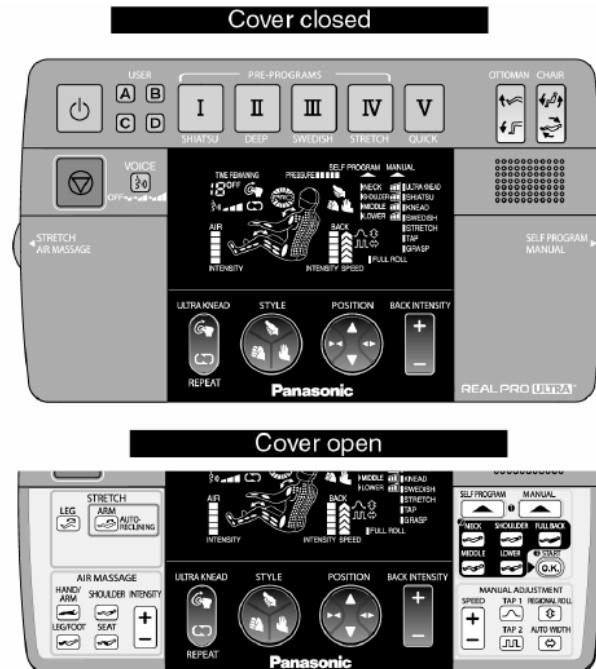
How It Works

- Professional Massage – offers a longer (30”), wider (6”), and deeper (4”) massage area – (200 square inches total), a deep tissue downward shoulder massage, you can select a massage or customize your massage.
- The body contour pressure sensing (“Body Scanning”) remembers your body shape and enables customizing the massage to your body. This electronically establishes the “S” curve of your spine.
- Shoulder-Waist-Calf-Sole Seat Hip Arm Massage. The most advanced and satisfying lower body massage in the industry. 36-airbag system with variable intensity. 460 square inches of massage in the air system.
- Junetsu Massage—an industry first. Massage heads can make fine circles while kneading so as to deeply and quickly loosen up muscles. This technique is used by massage professionals, and only Panasonic motors are able to replicate it.
- Ottoman can be used open for tall people, or closed for bottom of the foot massage. Plates that are on the soles can be removed. Ottoman extends out 5 inches by pulling lever on right side of the chair.
- Leg stretch to loosen thigh muscles. New arm stretch to loosen shoulders.
- Floating Heads—glide over areas that are not supposed to be massaged while the heads are moving up and down such as on your shoulder blades.
- Four 15 minute pre-programs, one 5 minute quick. program, and the ability to create one program of 15 minutes. 4 person memory, so you can store up to 24 programs.

Display Method of Massage Block

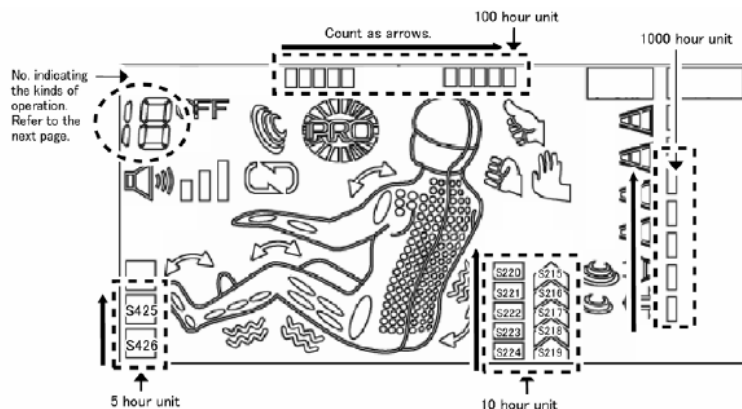
Total Use Time

1. Insert the Power plug into the power source and turn on the switch of the Power source switch block.
2. While pushing the buttons of III and IV, continue to push the On/off button for more than approximately three seconds. Then, the button of USER D lights.
3. In ten seconds after the button of USER D lights, push the buttons as follows: ①SELF PROGRAM⇒②LEG/FOOT⇒③LOWER⇒④START
4. Push the button of Stop.



HOW TO READ THE DISPLAY OF THE ACCUMULATIVE OPERATION TIME

* Count the numbers of display as arrows.






Note: Demo models should be sold off by 800 hours since warranty from Panasonic is capped at 1,000 hours.

Key Features and Benefits

Features of the Chair	Benefits
4 head and 2 Head Massage System with Quad massage and Junetsu massage	Can replicate various massage styles. Over 1,111 massage combinations. More diversity and precision and depth and area than any chair on the market.
Massage Memory—4 person, 24 massages.	Allows both customization and ease of use.
Pressure Sensors	Customized intensity and finding curves and your height. Tracks during the massage, not just shoulder height at the start like competitors.
Virtual S curve Track of 30"—sensors define an individual's back curvature, then the massage is automatically adjusted to them.	Contours to the curvature of your whole spine. Provides a more natural, comfortable massage – reaching more critical points on your upper and lower back
Rolling Massage Technique	Stretches the spine, relieves pressure on the vertebra.
Kneading Massage Technique—4 styles	Deep tissue, maximum therapeutic effect.
Tapping Massage Technique—5 speeds	500 taps per minute to invigorate; increases circulation
Intensity Control—4.0" adjustment	Personalize comfort levels.
Height/Width Adjustment	Customize to your specific height; runs along accupoints.
5 Pre-programmed Massages and 1 self program.	Shiatsu, Deep, Refresh, and Gentle, plus self program.
Manual Control	Allows you to work on most needed/desired areas.
Air body massage—36 airbag system. Shoulder and Waist unique to Sharper.	Shoulders, soles, calves, thighs, arms, hips, seat—slow squeezing and firm fast grasping all meant to relax and increase circulation.
170 degree Electronic Recline—independent chair and ottoman	12 Second electronic recline of back; raises ottoman, which can be controlled separately.
Electronic Intensity and Speed Control	Precise changes in massage intensity and feel made easily from remote.
Synthetic Leather in chocolate brown or Black	Full size plush soft durable synthetic leather chair available in 2 colors.
Steel Frame Construction	For years of durability and comfort.
Panasonic brand	Customer's trust, reputation for reliability and value.

Competitor Chair Comparison

Model #		EP30004/5	HW566	Brookstone i-desire (OSIM)
Design				
Upper body	Basic massage technique	32 Junetsu (Urtra Fine Kneading) Shiatsu, Kneading, Swedish, Stretching, Tapping, Grasping, Rolling (1117 kinds with combinations)	5 Percussion Compression Kneading Rolling (9 kinds with combinations)	10 Kneading Tapping Stretching (47kinds with combinations)
	Programmed course	4+Quick course+Self program	7 + Demonstration	8
	Memory	24	N/A	4
	Variable massage style	Yes	N/A	N/A
Massage area		Thumb, Palm, Fist	Only palm massage (Gentle massage)	Only palm massage (Gentle massage)
	Up/Down stroke	30.0"(76cm)	24.0" (61cm)	20.5"(52cm)
	Strength adjustment	3.9"(10cm)	7 steps by air bag support	2.8"(7cm)
	Width adjustment	2.0"(5cm)- 8.3"(21cm) Kneading , Tapping	3 steps (3.2"(8cm) - 6.7"(17cm)) Tapping	2.0"(5cm) - 6.3"(16cm) Tapping
	Massage area	200 Back, 296 air	84square inches	88 square inches
Air massage	Calf	Yes	Yes	Yes
	Sole	Yes	Yes	Yes
	Seat	Yes	Yes	N/A
	Seat side	No	N/A	Massage from below part for hip, thigh
	Arm, hand	Arm & hand on the same time	Vibration	Arm & hand alternately
	Outside of shoulder	No	N/A	N/A
Others	Arm & Shoulder stretching	Yes	N/A	N/A
	Pivoting Ottoman system	Yes	N/A	N/A
	Body sensing	Sensing system by pressure	Sensing system by lighting	Sensing system by lighting
	Operation	Voice navigation system	Voice navigation system	Display on Dot-LED (without voice navigation)
	Leg extention	5" + pivot open	N/A	10" (Automatic)
	Controller	Color display	Color display	Black/White display
	Hiding ottoman	N/A	Automatic open and close system	N/A
	Heat	N/A	Yes	N/A
	Warranty	1 labor, 3 parts	1 labor, 3 parts	N/A
	Retail	\$4,499.00	\$4,799	\$4,495

Frequently Asked Questions

Frequently Asked Questions

Q: What's the main thing that's new on this year's Real Pro Ultra?

A: First, we massage more area. We have added more air capacity, including shoulder and extended waist massage. Air is up above 400 square inches (460 to be exact) and back is also up to 200 square inches. Both of this is more than any chair on the market.

Second, our back massage does two new things. The massage heads can open and close, which allows us to do both grasping and fist style massages. And since our massage heads can protrude up to 4", our grasping system is more effective than any chair on the market. Also, we are the only chair to have "junetsu" massage, which means ultra-fine kneading. The typical massage head takes 4 seconds to make a complete kneading motion. Panasonic has developed motors which can change direction 600 times per second, quietly, and therefore can make small circles while giving a strong massage. These one second circles are the Junetsu motion. By making these circles, the chair is able to replicate the circular kneading motion of the thumb, which is used by professional massage therapists to massage muscles deeply (down to the bone) and also quickly loosen them up. This, combined with deep tissue acupressure into acupoints (Shiatsu) combined with surface long stroke kneading (Swedish) are the main techniques used by massage therapists to work the back. Only this chair does all three.

The back massage also has what we call "float" technology, which allows the massage heads to pivot more. This means you can better imitate the force and maneuverability of a human wrist, allowing for smoother massage. It also allows us to go wider in the whole back area, massaging gently over the middle and wide back area where we did not go before.

Our motors, always excellent, are even more precise in their ability to stop, start, and change direction and speed. This means precision in imitating what human massage therapists do.

We have also added new massages, such as the "stretch" massage for relieve of muscle tension in the thighs and lower back. Another stretch massage has been added for the shoulders. Each arm is grasped, the chair reclines, and the shoulder is gently stretched out in three separate reclines of the chair. This can help prevent shoulder stiffness, increase mobility (especially in older users), and even help improve posture preventing shoulder rounding.

Q: What does The Real Pro Ultra Massage chair do?

A: Delivers realistic massage over more of your body than any other chair. The main things that a customer should be asking is how much massage is in a chair, and how diverse can the massage be.

Also, electronic controls and precision is important when you are adjusting your massage. Panasonic offers such features as "repeat" which allows you to continue whatever the massage is doing at that moment. Panasonic offers an "auto width" button (in the manual controls on the right side) that allows you to gradually increase the massage heads by ½ " increments, so that your entire back is experiencing the massage you want. And the new pivoting ottoman has solved the problem of offering effective bottom foot massage as well as accommodating taller customers.

Frequently Asked Questions

Q: What controls are most important to my customers?

First and foremost they want a massage that is effective but not painful in a bad way. Knowing how to adjust intensity is very important. The easiest way is to recline the chair, having more of their body weight rest on the rollers. You can also control it electronically by the “intensity” control button. Finally, the back pad flips back, and that will be the most intense. Generally this is used when you want to have effective grasping on the shoulders, or when you want a really deep massage in one part of your body (such as your lower back).

Q: What types of massage can the chair give?

A: The chairs do 3 basic things:

- **Knead**—This upward and downward movement is designed to hit the “tsubo” or pressure points on your back to alleviate pressure build up. The kneading is meant to help maximize the circulation of your blood to and from the heart.
- **Roll**—The rolling function stretches the spine to temporarily relieve pressure on the discs in your back. The massage mechanism runs along your spine in a curve, which we refer to by its shape as an “S” curve. Not all massage chairs have the capability to roll in a curve movement. In addition, The Real Pro Ultra is creating this curve electronically with Pressure Sensors, so that it is accurately customized for every user.
- **Tap**—Rapid movements (up to 500 per minute) on your back, tapping helps dissipate stiffness while easing tension on your muscles.

Q: How many massage heads does the chair have, and what does it matter?

The chair has 4 massage heads. Too many heads, or heads spaced too far apart, constrict blood flow. Our heads are placed close together. When doing finger pressure massage, the 2 heads are engaged, when kneading or doing long stroke Swedish style massage, 4 heads are used. Panasonic heads are soft give rubber material, and the diameter of your thumb.

Q: Does the chair have pre-programmed massages or manual massages?

A: Both. The chairs come with 4 pre-programmed massages, lasting 15 minutes each. They vary from strong and deep Shiatsu styles, to gentle long stroke Swedish styles. They also vary in intensity (which can be controlled manually) with combinations of kneading, tapping, and rolling.

Q: Can I create my own massage?

Yes. The chair features a “self-program” mode that allows the user to customize how much time they want to spend on each part of their back, and then store this information.

Q: Why do the arms not push at the same time?

A: So you can always take a hand out to make changes, and also for safety reasons.

Frequently Asked Questions

Q: What is the benefit of Air Shoulder Massage?

A: The main thing the chair is trying to do is relax you and invigorate you. It does this by stimulating your acupoints thru massage (you have over 350 acupoints in your body, over 100 on your back and neck), and by pushing on your body to get blood circulating towards and away from your heart.

Your body also has a lymphonic node system, where waste is removed from your blood, then removed from your body. Two of your larger lymph nodes are below your shoulders to the side of your chest. By massaging your shoulders you are relaxing them, helping to circulate blood from them, and stimulating these lymph nodes to help remove toxins from your body.

Q: Can everyone use the chairs?

A: The chairs are not to be used by children under 16 because their spines are still forming. The chairs are not to be used by pregnant women. Anyone who has back problems or has had back surgery should check with their physician prior to using the chair. The chair is only specified to hold up to 264 pounds. Greater than this weight may strain the massage heads and mechanism, which could cause damage to the chair that is not covered by warranty.

Q: How long does the chair last?

A: The chair is meant to last up to 1,000 hours, which is 1 programmed massaged per day for over 10 years. After 1,000 hours the chair may need greasing and some adjustments, which could cost around \$500 depending on the location of the servicer. This figure is just an average—heavy use of the chair (for example, tapping mode only on a person who weighs 250 pounds) may increase the need to service chairs sooner.

Q: What is the warranty on the chairs?

A: The chair is warranted for 1-year parts and labor, 3 years on the electronic parts (the parts having to do with the massage). For the first year, it is Panasonic's responsibility to have the chair fixed either in your home, or we pay for it to be removed from your home. After that, you must either get it to a local servicer (whose name we will provide), or have it shipped to the nearest servicer (we can help arrange for this).

There is a 1,000 hour cap on the warranty. This prevents commercial applications of the chair from abusing the warranty. The 1,000 hours is equivalent to a 15 minute pre-programmed massage for over 10 years. The chair is built to last.

Panasonic has introduced a new Concierge Massage Chair service program. Call **877-PANAFIX** when you need service on your floor model or a customer needs service on their unit.

Panasonic offer extended warranties. It comes in the box with the chair and is offered for 30 days. Extended warranties are also available directly from Panasonic at **1-800 637-2007**. Florida: 800-973-7935.



Frequently Asked Questions

Q: What else is important for our customers to know?

A: The “Repeat” button extends the time spent on the massage being experienced. It cannot be used when the massage block is traveling up or down.

- The only things that can be stored in memory are changes to the place of the massage and repeat and inserts of ultra knead.
- All air massages are controlled on the left side. All self-program and manual massages on the right side. The voice control has 3 levels and can be turned off.
- Anytime you sit in the chair and press something that includes rolling, the chair will scan your back for 30 seconds to determine your curve of your spine and how much clothing you are wearing.
- The best way to sit up a chair is to hit the yellow button twice. This action will also return the massage heads to the retracted position.
- To store a massage, you must wait until the chair is fully up, and the blue ABCD lights come on. It must then be hit twice to store. To recall a massage, press the ABCD button of choice first, then the massage style you want to call.
- The extension of the leg ottoman goes out 5 inches, and is located on the right side of the ottoman.
- Women prefer squeezing massage, men prefer grasping massage in the ottoman. This is a “useful generalization” based on structure of calf muscles.
- There are 5 levels to the Speed control.
- The regional massage is 4”
- The Panasonic Real Pro Ultra gets more narrow in its width control around your shoulder blades. This is so you won’t be massaging bone of your shoulder blades.
- The chair can fully recline to 170 degrees when placed 16” from a wall.

Q: How does The Sharper Image Model differ from other Real Pro Ultra’s?

Sharper has exclusivity on the air shoulder massage and the waist massage air function.

What to do when a chair goes down for a store or a customer?

Panasonic Real Pro Ultra Warranty Service

If a Store or a Customer's Panasonic Massage Chair should need service, Customers may contact Panasonic directly via Panasonic's Toll Free Number for Service Contact (an information service, not an actual Panasonic Service Center) **877-Panafix**, 24 hours a day, seven days a week.

Customers must be prepared to give the model #, serial # and their address to the operator.

The Massage Chair Specialist will arrange service or repair for the customer if the Chair is within warranty. The Massage Chair Specialist will give the Customer the name, address and phone number of the closest Authorized Service Center if the Chair is out of warranty. The Customer is responsible to make all the arrangements for service if the Chair is out of warranty.

The following information pertains to New and Reconditioned (Demo) Massage Chair warranties and service. There are several areas which require clarification such as In-Home Service, valid geographical locations and defective parts (applies to the New Chair Warranty).

How to read the hours on a chair:

The remote control can be used to see how many hours are on the chair. Chairs are only covered under warranty by Panasonic up to 1,000 hours, so floor samples should be sold of between 600-800 hours. See page 31.

Sales Demo Key Points



Keys to A Good Sales Demo for the Panasonic Real Pro Ultra

1. Make sure the person is sitting comfortably in the chair with their head back against the pillow. If shoes are off, make sure the ottoman is extended as much as possible. If shoes are on, then the ottoman should be in the “open” position.
2. Start the chair with the yellow button. The program buttons will flash. Select the Quick program. First 30 seconds the chair is “scanning” the back. Then the massage starts. Make sure their hands/arm are in the arm massage. Watches off is a good idea!
3. If the person wants a stronger massage, show them how to recline the chair more. If it is too strong, sit them up. If demonstrating the Grasp massage on manual, it is best to sit the chair up and flip the back pad back. This way the heads really come over the shoulders.
4. During the massage show them where the air controls are (on the left) and the manual controls (on the right). Demonstrate arm stretch, repeat function (repeats whatever massage is being done at that time), and Ultra Knead (Junetsu). Demonstrate how intensity for both air and back can be controlled electronically.
5. Some people may not like the massage plates in the feet. These can be removed. Show them this if that is an objection.
6. Keep the controller in the control holder, but point out that the holder can be placed on either side of the chair at set up.
7. Turn the voice navigation to the appropriate level, or turn it off by toggling it to off.
8. Key talking points—why this chair?
 - More massage area than any other chair on the market. Air massage of 460 square inches is DOUBLE what they are feeling on their back. Thus, “total body”!
 - Massage styles variety—Quad rollers can open and close. So they can grasp, do shiatsu, do Swedish, do fist. 1,111 massage styles can be created.
 - Junetsu—ultra fine kneading. Show the customer a one second circle of your thumb, like a “professional massage therapist.” Then press the “ultra knead” button so they can feel it themselves. Only Panasonic has this capability.
 - Customization—You can create your own program (be familiar with how to create a self-program—watch the DVD for help!). You can store your own program. And the chair’s scanning customizes the massage to you.
 - Brand—Panasonic is the biggest national brand in the business, and we are known for quality and reliability. We have been making these chairs for over 35 years, and the Real Pro Ultra is the best selling chair at the high end in the world. And The Sharper Image has the best from Panasonic.
 - Longevity—Chair is built to last to do two massages a day without maintenance for 7 years. Then an overhaul of the chair will cost \$500-700 depending on wear and tear. This product will last.
9. Be sure to stop the chair using the yellow button. If someone gets out of the chair with the ottoman up, simply push the yellow button “on” then “off” to have the chair reset itself upright.
10. If you get questions from customers that you are unable to answer, ask your HQ to contact us. Or email us at silverd@us.panasonic.com (Dan Silver) or manginob@us.panasonic.com (Bert Mangino) with your questions.

Keys to Big Ticket Selling

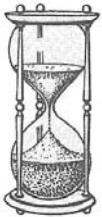
Knowledge
Of Product
Of Competitor
Of Customer



Confidence
In Self
In Resources
In Product
In Comfort
In Being
Enthusiastic

Understanding

Assurance



Patience
Tire Kickers Buy
Tire Kickers Can
Take up Chairs

Serenity

Sincerity

Honesty
Getting the Right
Fit for your
Customer



Why Buy A Massage Chair?

Cost Savings

\$1-2 per day for
massage

No driving – gas \$

Convenience

Anytime Massage

Comfort of your home



Therapeutic

Benefits of Massage extend
beyond relaxation

- Pain Relief
- Circulation
- Energy
- Flexibility
- Preventative maintenance
of your body

Personal

- Customized
Massage Fitting
Your Body
- A Comfortable
Place to Relax

Moving Yourself Toward Wellness

