

Basic Pure Power Plug-In and Meter Demonstration

The purpose of this demo is to increase customer interest by creating a compelling live demonstration of the product line at work. Show your customer:

1. The quality of the power they are presently purchasing.
2. How the product actively filters, cleans and regulates the power.
3. Explain the effect that clean power has on electric devices.

Start by finding an empty electrical outlet. Plug the dirty electricity EMI meter into the upper receptacle and explain that the meter should display under 50 ideally, certainly under 100. You may need to turn on some kitchen or bathroom fans or other appliances to get a high reading. Usually the number will be high regardless and ask:

“Would you like to know what effect this dirty electricity has on your electric devices and the power you consume? Watch what happens when we add the filter.”

Plug the Pure Power Plug-In into the lower outlet and demonstrate the difference. It may take a few moments for the EMI meter to reset.

After that, unplug the Pure Power Plug-In and watch it return to the prior settings.

When you add a filter. It's not magic, it's science, and only works on things affected by dirty power.

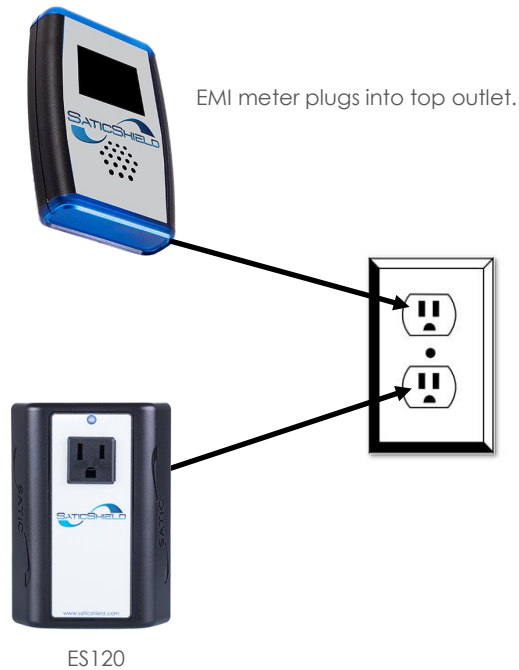
Only inductive or non-linear loads are affected by dirty power. So clothes or curling irons, burners on stoves and anything making heat won't see a reduction. The vacuum cleaner, blenders, power tools and appliances will. The more recent or better they are made, the less they will save.

Don't fret that it doesn't work on everything. The things that it does work on are things that use more electricity when on, and run more hours of the day. These are often called energy hogs. A/C, Fridge, Freezer, Hot Tub, Pool, etc.



SMALL DEMONSTRATION KIT INSTRUCTIONS

EMI meter, ES120, SaticPulse LED bulb, Outlet Circuit Tester, Clipboard, Demo Bag, Solar Battery Charger



SaticPulse LED
& Adapter



Clipboard



Outlet
Tester



Demo Bag

Preparation

Give a brief explanation about dirty electricity.

ES120 Demonstration Instructions

- Step 1) Plug EMI meter into the top outlet as shown above.
- Step 2) Take note of the reading on the EMI meter.
- Step 3) Plug Pure Power Plug-In (ES120) into bottom outlet.
- Step 4) Record all readings and repeat with and without ES120.

Light Comparison Instructions

Step 1) **Unplug Pure Power Plug-In (ES120) & remove from test.**

Step 3) Plug comparison light bulb into the outlet.

Step 4) Record readings on the EMI meter.

Step 5) Remove comparison bulb and plug in SaticPulse LED bulb.

Step 6) Record readings and compare results.

Included Documents

- Demo Kit Instructions
- EMF Meter Readings Recording Sheet (3 sheets)
- Pure Power & Power Perfect Demo FAQ
- Power Perfect and Pure Power Plug-In FAQ
- Pure Power Plug-In versus Power Perfect Box

Demonstration Best Practices – OWL

The purpose of your demo kit is to increase customer interest by creating a compelling live demonstration of the product line at work. Show your customer:

1. The quality of power they are presently purchasing.
2. How the product actively filters, cleans and regulates the power.
3. The effect that clean power has on electric devices.

Please follow the directions and set up your demo kit as illustrated in the diagram. The OWL-meter with screen should already be calibrated (paired) for you and ready to go. It is typically set at \$0.10 per kWh but is adjustable for any rate.

Depending on your kit there may also be a little clamp amp meter. If not they are roughly \$10 at Harbor Freight, Lowe's, etc. and can add to your demo experience.

To use an amp meter, place the clamp over the same hoop in the power strip as the sensor clamp for the OWL-meter.

This hoop is crucial, as it is the phase or hot leg in the cord. This is the power coming from the outlet to the device. This shows how much electricity is being pulled from the outlet and therefore the utility.

I like to start with the dirty electricity EMI meter and explain that the meter should display under 50 ideally, certainly under 100. Notice that the numbers is higher and I ask:

“Would you like to know what effect this dirty electricity has on your electric devices and the power you consume? Make a note of how much electricity is required to power the device we are testing. Watch what happens when we add the filter.”

Add your Satic device to the load, and demonstrate the difference. Perhaps turn it on and off one more time for effect. Note that the OWL-meter is wireless and may take as much as 30 seconds to measure and display so move and speak slowly.

Be cognizant of the fact that you can't put 'anything' electric on the test strip and have it go down. When you add a filter. It's not magic, it's science, and only works on things affected by dirty power.

Only inductive or non-linear loads are affected by dirty power. So clothes or curling irons, burners on stoves and anything making heat won't see a reduction. The shop-vac, blenders, power tools and appliances will. The better they are made, the less they will save.

Don't fret that it doesn't work on everything. The things that it does work on are things that use more electricity when on, and run more hours of the day. These are often called energy hogs. A/C, Fridge, Freezer, Hot Tub, Pool, etc.

Note: Many amp meters must be turned off after every usage or the battery will die. Be sure to also place the meter on the appropriate amps setting as that is what we want to measure.

MEDIUM DEMONSTRATION KIT INSTRUCTIONS

EMI meter, Clamp Amp meter, OWL meter, Nebulizer, ES120, SaticPulse LED bulb, Test Socket, Outlet Tester, Clipboard, Demo Bag, Battery Charger



Preparation

Set up OWL to 120V and the local utility's KWH charge. The instruction manual describes how to do this.

ES120 Demonstration Instructions

- Step 1) Plug in all meters and power strip as shown above.
- Step 2) Turn on Nebulizer and record readings on all meters.
- Step 3) Plug Pure Power Plug-In (ES120) into bottom outlet of power strip.
- Step 4) Record all readings.

Light Comparison Instructions

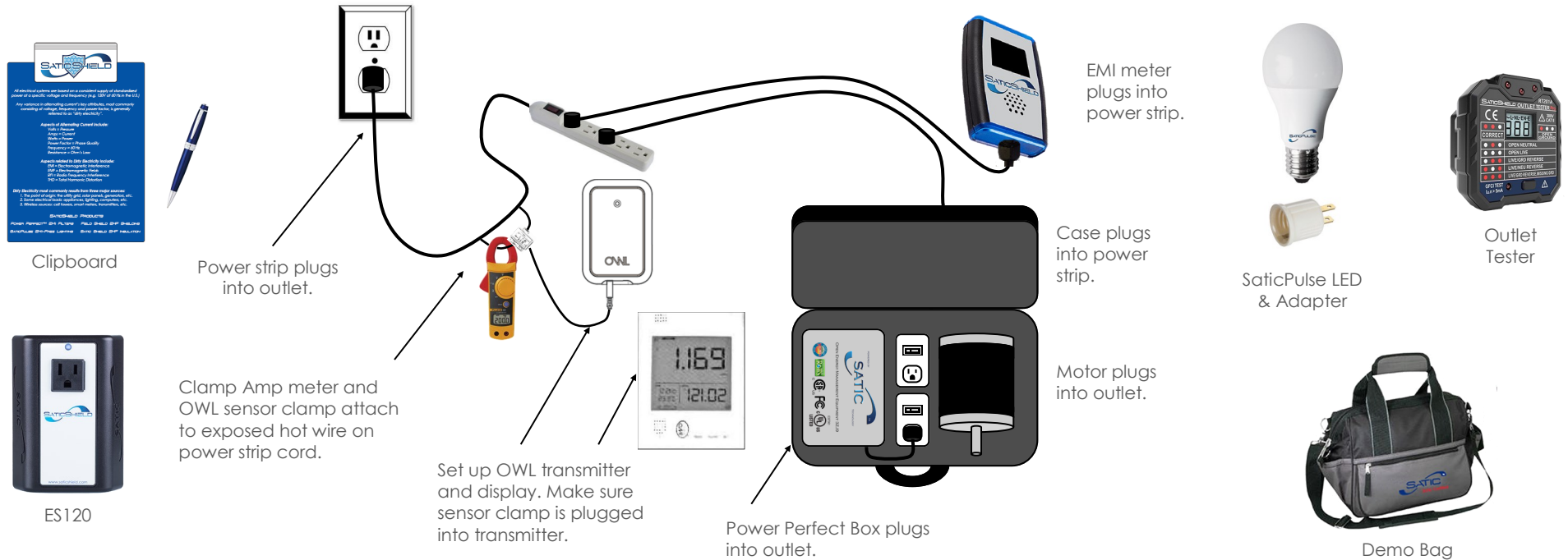
- Step 1) **Unplug Pure Power Plug-In (ES120) & remove from test.**
- Step 2) **Unplug Nebulizer & remove from test.**
- Step 3) Plug comparison light bulb into power strip.
- Step 4) Record readings on both meters.
- Step 5) Remove comparison bulb and plug in SaticPulse LED bulb.
- Step 6) Record readings on both meters.

Included Documents:

- Demo Kit Instructions
- EMF Meter Readings Recording Sheet (3 sheets)
- Pure Power & Power Perfect Demo FAQ
- Power Perfect and Pure Power Plug-In FAQ
- Pure Power Plug-In versus Power Perfect Box

LARGE DEMONSTRATION KIT INSTRUCTIONS

EMI meter, Clamp Amp meter, OWL meter, Power Strip, Pelican case with motor & Power Perfect Box, Circuit Tester, SaticPulse LED bulb & socket, ES120, Bag, Solar Charger



Preparation

Set up OWL to 120V and the local utility's KWH charge. The instruction manual describes how to do this.

Motor Demo Kit Instructions

Step 1) Make sure everything is plugged in as shown above.

Step 2) Flip switch in Demo Box for motor to **ON**.

Step 3) Record readings on meters.

Step 4) Flip switch in Demo Box for Power Perfect Box to **ON**.

Step 5) Record readings on meters.

Light Comparison Instructions

Step 1) **Turn off BOTH outlets in Pelican case.**

Step 2) **Unplug Pelican case & remove from test.**

Step 3) Plug comparison light bulb into power strip.

Step 4) Record readings on meters.

Step 5) Remove comparison bulb and plug in SaticPulse LED bulb.

Step 6) Record readings on meters.

Included Documents:

- Demo Kit Instructions
- EMF Meter Readings Recording Sheet (3 sheets)
- Pure Power & Power Perfect Demo FAQ
- Power Perfect and Pure Power Plug-In FAQ
- Pure Power Plug-In versus Power Perfect Box