Product	Price	Subscription per year	Amortization period, years	Annual charge-offs	Weight, g	LTV (lifetime value) per user	Notice	In replacement of	Cost of replacement	Weight of replacement, g
ARHUDFM full set (Basic Pack)	$3,600	$1,440	4	2,340	1,300	12,480	over 14 hours of continuous operation	Samsung Tablet PC 10", Night Vision Binoculars, Binoculars 10x50, Rangefinder, Tactical Headset, Ballistic Meteo Station, Multi-channel Handheld Radio, Tactical flashlight	$17,901	4,085
Continuous Wind Capture impellers 2pcs (add-on)	$150	-	4	38	80	200	increased accuracy in measuring wind speed and direction, hands free		-	-
Auto tourniquets 8pcs (add-on)	$2,000	-	4	500	1,120	2,667	contains sensors (adhesive gel reusable electrodes) of ECG, pulse, blood pressure, saturation, temperature; controlled by VBS app via Bluetooth spring cocked mechanism with additional electromechanical string tensioner and electromagnetic lock	Tourniquet CAT 8pcs	$290	600
Care Under Fire set (add-on)	$2,800	-	4	700	1,300	3,733	elastic belt with pockets, plasma substitute 700 ml, anticoagulant and other solutions 100 ml, automatic infusion therapy (fluid resuscitation) system, adhesive gel reusable electrodes for monitoring and defibrillation, automatic defibrillator, 2 pneumatic pumps for pulmonary resuscitation		-	-
Software Defined Antenna (add-on)	$1,600	-	4	400	250	2,133	Rx / Tx, 2 MHz - 8 GHz, 48 patch antennas (RF beams) for Comms, RF scanner, Radio Direction Finding, Radar Detection, Passive Radar, Drone Detection, Remote Control	3 external antennas VHF / UHV / L/S (multiband, dual-band, wideband)	$800	310
Handheld metal re-radiation radar (MET3R) (add-on)	$1,800	-	4	450	210	2,400	diving depth - down to 4-8 in, search spot D 9.6 in, battery up to 4 hours, SHF impulse metal re-radiation detection and Computer Vision integrated (metal and non-metal mines on the ground)	Tactical Mine Detector: diving depth - down to 78 in, search head - D 10.5 in, metal-only anti-personnel (AP) and anti-tank (AT) mines (ground penetrating radar (GPR) and highly sensitive metal detector (MD))	$9,500	6,360
Optional battery up to 1.1kWh (add-on)	$1,400	-	2	700	4,600	3,733	over 72 hours of continuous operation, powered by a defibrillator and pneumatic pumps (4x12, max 48pcs LiMgCoAl 26650 3.7V 5500mah)		-	-
Digital sight, optical 24x (add-on)	$300	-	4	75	300	400	Embedded (no costs extra), addon: high-precision muzzle line indicator	Trijicon Squad Common Optic (SCO) telescopic sight, 8x magnification	$3,368	900
Distributor's bonus	$2,300	-	4	575		3,067				
	$15,950			**$5,778**	**9,160**	**$30,813**			**$31,859**	**12,255**
Customer direct benefits	**-50%**				**-25%**		*New disruptive capabilitites for performance, accuracy and safety, "More lethal first-shot shooter", "This means they can use less rounds to overwhelm an enemy", "It's all about making an accurate decision", "The product line gives squad leaders or individual riflemen more time to make a decision to eliminate that threat if necessary"*		100%	100%

LTV full set (Basic Pack)	$2,340	$12,480
LTV Basic Kit One (+4 add-ons)	$3,978	$21,213
LTV Total kit (+7 add-ons, distributor's bonus)	$5,778	$30,813
Ave Value	$3,519	$18,767