



BOSCH

MEASURE ON

REACH FARTHER
WORK FASTER
STAY ACCURATE

GLM400CL
BLAZE™ Outdoor
400 Ft. Connected Lithium-Ion
Laser Measure Product Launch

BLAZE™
OUTDOOR



TABLE OF CONTENTS

- Market Overview
- Features & Benefits
- Why Bosch
- Target Users & Applications
- Competitive Comparisons
- Marketing Support
- Frequently Asked Questions



MARKET OVERVIEW

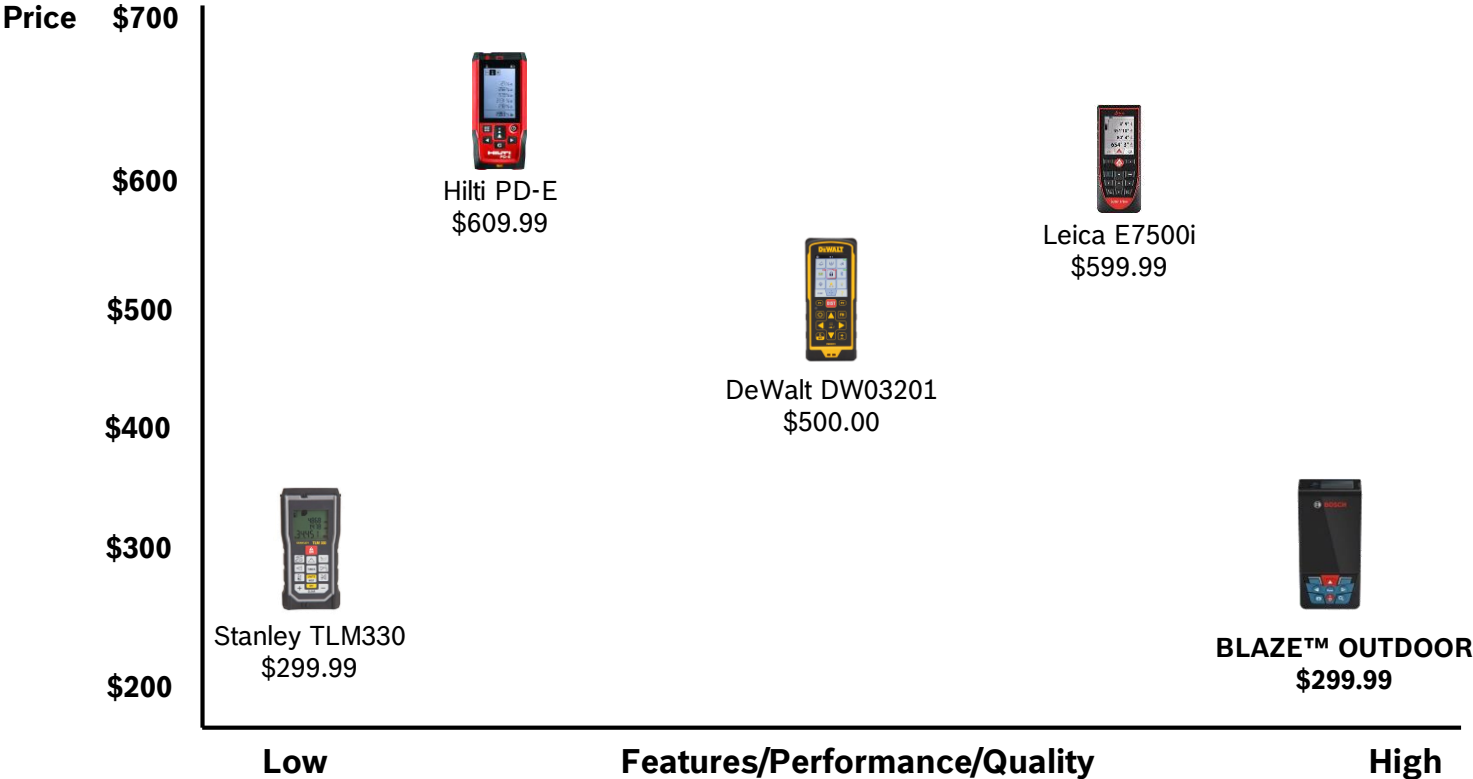


BLAZE™
OUTDOOR

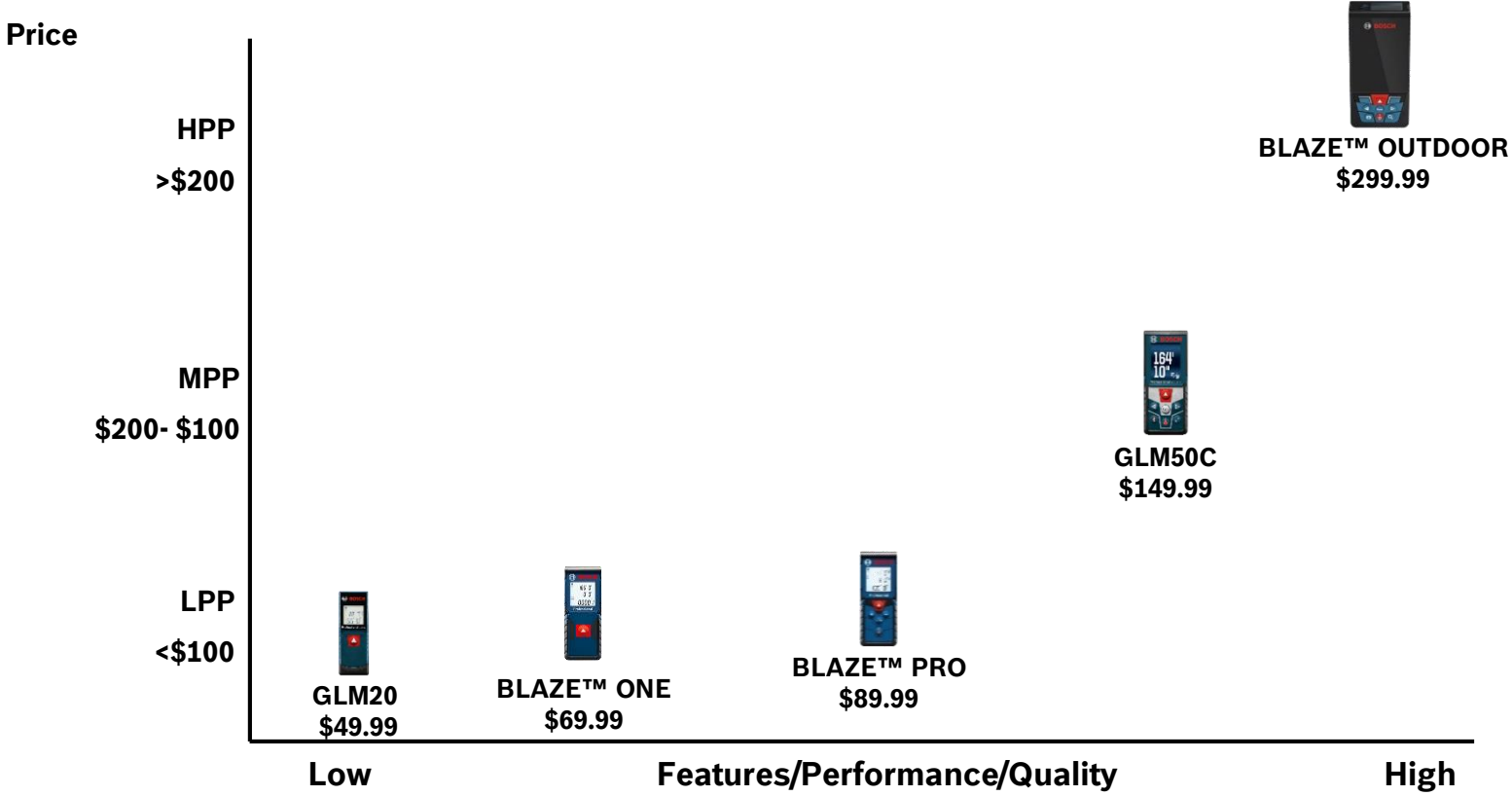


BOSCH

Industrial HPP Product Landscape



Bosch Industrial Product Portfolio



Exclusive industrial channel portfolio.

FEATURES & BENEFITS



BLAZE™
OUTDOOR



BOSCH

GLM400CL

BLUETOOTH® WIRELESS TECHNOLOGY

Connects the laser distance measure to smart phone or tablet, enabling transfer measurements onto images and management of the project using free MeasureOn app; not recommended for photo files

REINFORCED SCREEN GLASS

Provides increased durability and damage resistance

EASY-TO-READ BACKLIT COLOR DISPLAY

Illuminates numbers in dark areas with distinct resolution, allowing work in low-light or no-light conditions

INTEGRATED, RECHARGEABLE 3.6V LITHIUM-ION BATTERY

Delivers remarkable runtime for all-day jobs



MEMORY STORAGE

Provides storage for up to 600 images

CAMERA

Delivers 5.0-megapixels to document measurements, with adjustable zoom to locate the laser spot at far distances, even outdoors or in busy backgrounds

SIDE TRIGGER

Easily capture measurements without changing hand position

EASY-TO-USE DISPLAY GUIDE

Walks the user through each measurement process

Features / Benefits

Model : BLAZE™ Outdoor (GLM400CL)

Date Available: July 2018

Includes: GLM400CL BLAZE™ Outdoor Laser Measure, (1) Micro USB Cable, (1) Battery Charger, (1) Hand Strap, (1) Pouch and Manual

Predecessor: GLM 100 C



- ✓ **Camera** – Delivers 5.0-megapixels to document measurements, with adjustable zoom to locate the laser spot at far distances, even outdoors or in busy backgrounds
- ✓ **Intregrated, Rechargeable 3.6V Lithium-Ion Battery** – Delivers remarkable runtime for all-day jobs
- ✓ **Bluetooth® Wireless Technology** – Connects the laser distance measure to smart phone or tablet, enabling transfer measurements onto images and management of the project using free MeasureOn app
- ✓ **Easy-to-Use Display Guide** – Walks the user through each measurement process
- ✓ **Easy-to-Read Backlit Color Display** – Illuminates numbers in dark areas with distinct resolution, allowing work in low-light or no-light conditions
- ✓ **Multiple Functions** – Distance, area, volume, indirect, stake-out, level and add/subtract
- ✓ **Memory Storage** – Provides storage for up to 600 images
- ✓ **Reinforced Screen Glass** – Provides increased durability and damage resistance
- ✓ **Side Trigger** – Easily capture measurements without changing hand position
- ✓ **IP 54 Protection** – For jobsite water and dust protection

SPECIFICATIONS

| | |
|------------------------------|-------------------------------------|
| ACCURACY | +/- 1/16" |
| RANGE (up to) | 400 ft. |
| LASER DIODE | Class 2 |
| ILLUMINATED DISPLAY | Yes, full color |
| BATTERY TYPE | 3.6V Lithium-ion |
| OPERATING TEMPERATURE | +14° F - 122° F (-10° C - 50° C) |
| DIMENSIONS | 5.4" H x 2.5" W x 1.1" L |
| WEIGHT | 0.46 lbs. |



Industrial Line-Up Comparison



| | GLM 20 | GLM165-10 | GLM165-40 | GLM 50 C | GLM400CL |
|--------------------------|--------------|---------------|---------------|-------------------------------|-------------------------------|
| Range | 65 ft. | 165 ft. | 165 ft. | 165 ft. | 400 ft. |
| Default Real-Time | Yes | Yes | Yes | Yes | Yes |
| Accuracy | <u>+1/8"</u> | <u>+1/16"</u> | <u>+1/16"</u> | <u>+1/16"</u> | <u>+1/16"</u> |
| Display | Backlit | Backlit | Backlit | Color (Rotatable) | Color (Rotatable) |
| Camera | No | No | No | No | Yes |
| Bluetooth® | No | No | No | Yes | Yes |
| Battery Type | AAA (2) | AAA (2) | AAA (2) | AAA (2) | Li-Ion |
| Area/Volume/ Indirect | No | Area Only | Yes | Yes* (3 Types of indirect) | Yes* (3 Types of indirect) |
| Add/Subtract | No | No | Yes | Yes | Yes |
| Memory | No | No | 10 | 50 | 600+ Photos |
| MSRP | \$49.99 | \$69.99 | \$89.99 | \$149.99 | \$299.99 |

*GLM 50 C & GLM400CL also features advanced function such as stake-out and inclinometer



Pricing Information

| Model # | Description | 10-Digit # | Retail | Standard | Tier 1 | Tier 2 |
|----------|---------------------------------|------------|----------|----------|----------|----------|
| GLM400CL | 3.6V BLAZE OUTDOOR 400FT LDM | 0601072F13 | \$299.99 | \$246.68 | \$233.22 | \$224.25 |

Set-Up Information

| Model # | Bare Product Weight (lbs) | Pack Weight (lbs) | Pkg Qty | UPC | Packaging Dimensions | Cube (ft) | Pallet Qty | Pallet Cube (ft) | Harmonized Tariff No. | Country of Origin |
|----------|---------------------------|-------------------|---------|--------------|----------------------|-----------|------------|------------------|-----------------------|-------------------|
| GLM400CL | 0.46 | 1 | 1 | 000346625950 | 9.1 x 6.9 x 7.7 | 0.27 | 325 | 36.11 | 9015104000 | Malaysia |



WHY BOSCH



BLAZE™
OUTDOOR



BOSCH

Why Bosch

| User Needs: | Bosch Delivers: |
|---|---|
| ✓ Ability to Measure Easily at Extended Ranges and In Sunlit Environments | New integrated camera to allow for hassle free targeting in any environment |
| ✓ Improved Methods for Tool Onboarding | Training tutorials for all measuring modes programed directly into the tool |
| ✓ Improved Run-Time for Long Jobs | Integrated Lithium-ion battery for extended battery life and hassle free charging |



Laser Measure vs. Tape Measure

RIGHT TOOL, RIGHT APPLICATION

| | TAPE MEASURE | LASER MEASURE |
|--|--------------|---------------|
| MEASURING TO CUT (<5 FT.) | X | |
| MEASURING 10-25 FT. WITH VISIBLE END POINT | X | X |
| MEASURING >30 FT. WITH VISIBLE END POINT | | X |
| OVERHEAD MEASUREMENTS WITH VISIBLE END POINT | | X |
| ADDITIONAL MEASURING FUNCTIONS: | | |
| CALCULATING AREA AND VOLUME | | X |
| ADDING AND SUBTRACTING MEASUREMENTS | | X |
| MEASURING AROUND OBSTACLES (INDIRECT MEASUREMENTS) | | X |
| ACCURACY TO WITHIN A 1/16 IN. | | X |
| REAL-TIME MEASUREMENT FEEDBACK | | X |
| MEASUREMENT STORAGE | | X |
| MEASUREMENT MANAGEMENT VIA CONNECTIVITY | | X |

YOU NEED THEM BOTH

It's never been about the tape measure versus the laser measure among professional users. Tape measures are here to stay. There's a place for both, but the necessity for the laser measure continues to grow. If the lengths involved in framing, flooring or hallway projects exceed several feet, the laser measure is more accurate and easier to use. But both tape measure and laser measure merit a dedicated spot on the tool belt.

TAPE MEASURES



Short length and quick measurements

LASER MEASURES



Point and shoot measurements between 10 and 25 Ft.



Measurements to cut shorter than 5 Ft.



One-person measuring jobs greater than 25 Ft. with visible end point

TARGET USERS & APPLICATIONS



BLAZE™
OUTDOOR



BOSCH

Target Users & Applications

| User | Application |
|--|---|
| General Contractors, Carpenters, Remodelers, Drywallers | Planning for material and jobsite calculations |
| HVAC, Installers, Mechanical Electrical Plumbing (MEP) | Measurements of rooms for materials |
| Architects, Real Estate Agents, Decorators, Appraisers | Measuring layouts and square footage |



COMPETITIVE COMPARISONS



BLAZE™
OUTDOOR



BOSCH

Competitor Overview



| | Bosch GLM400CL | DeWalt DW03201 | Leica E7500i | Hilti PD-E | Stanley TLM330 |
|-----------------------------|-------------------------------------|--|--|-------------------------------------|-------------------------------------|
| Range | 400 ft. | 325 ft. <i>(660ft with targets)</i> | 325 ft. <i>(660ft with targets)</i> | 656 ft. | 330 ft. |
| Default Real-Time | Yes | No | No | No | Yes |
| Accuracy | ± 1/16" | ± 1/16" <i>(only @ 30ft)</i> | ± 1/16" | ± 1/16" | ± 1/32" |
| Display | Color (Rotatable) | Color | Color | Matte "Paper" | Backlit |
| Camera | Yes | Yes | Yes | No | No |
| Bluetooth® | Yes | Yes | Yes | No | No |
| Battery Type | Li-Ion | AA (2) | AA (2) | AAA (2) | AAA (2) |
| Area/Volume/Indirect | Yes <i>(3 Types of indirect)</i> | Yes <i>(3 Types of indirect)</i> | Yes <i>(3 Types of indirect)</i> | Yes <i>(3 Types of indirect)</i> | Yes <i>(3 Types of indirect)</i> |
| Add/Subtract | Yes | Yes | Yes | Yes | Yes |
| Memory | 600+ Photos | 30 | 30 | 30 | 20 |
| MSRP | \$299.99 | \$500.00 | \$599.99 | \$609.00 | \$299.99 |



Head-to-Head vs. Key Competitor Execution



VS.



Bosch – GLM400CL \$299

- ✓ Integrated camera with adjustable zoom for more precision at further distances
- ✓ *Bluetooth*® connectivity to both the Bosch MeasureOn app and Procore app
- ✓ Integrated, rechargeable Lithium-ion battery for expanded run times (~two hours more than using alkaline)

Leica – E7500i \$599

- ✓ Built in camera for measuring outdoors with 4x zoom
- ✓ *Bluetooth*® connectivity to Leica measuring app
- ✓ Uses two AA batteries to power the device

Bosch Advantage

- ✓ *Expanded run time; no battery expenses*
- ✓ *Improved precision on long range measurements*
- ✓ *First connected measuring tool compatible with Procore*



Head-to-Head vs. Key Competitor Execution



vs.



Bosch – GLM400CL \$299

- ✓ Integrated camera with adjustable zoom for more precision at further distances
- ✓ *Bluetooth®* connectivity to both the Bosch MeasureOn app and Procore app
- ✓ Integrated, rechargeable Lithium-ion battery for expanded run times (~two hours more than using alkaline)

DeWalt – DW03201 \$500

- ✓ Built in camera for measuring outdoors with 4x zoom
- ✓ *Bluetooth®* connectivity to DeWalt measuring app
- ✓ Uses two AA batteries to power the device

Bosch Advantage

- ✓ *Expanded run time; no battery expenses*
- ✓ *Improved precision on long range measurements*
- ✓ *First connected measuring tool compatible with Procore*



MARKETING SUPPORT



BLAZE™
OUTDOOR



BOSCH

Marketing Support

DIGITAL

- boschtools.com
 - Landing page
 - Banner feature
- Banner advertising
- Email blast
- Ratings & reviews
- BetThePro.com

Banner



eBlast



Product Page



SOCIAL MEDIA

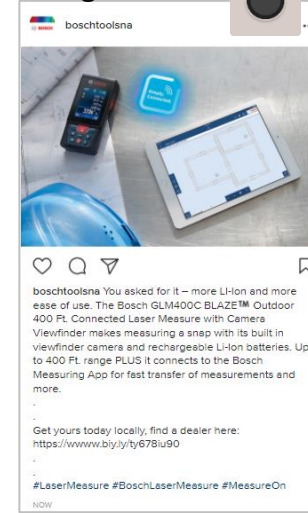
- Facebook
- Twitter
- Instagram



Twitter Post



Instagram Post



Facebook Post



Marketing Support

ADVERTISING & VIDEO

- Digital advertising

Banner Ads



Product Video



PUBLIC RELATIONS

- Media outreach and awards
- Thought-leadership and blogger outreach
- Product seeding



Marketing Support


COLLATERAL

- Sell sheet
- Fact sticker



| IMF # | Description |
|----------|-----------------------|
| 2018-148 | GLM400CL Sell Sheet |
| 2018-131 | GLM400CL Fact Sticker |

PARTNERSHIP/SPONSORSHIPS

 **RAM COMMERCIAL** Showcasing at Ram tradeshow



 **RAM COMMERCIAL** Product seeding with Ram association partners



FREQUENTLY ASKED QUESTIONS



Frequently Asked Questions

What is the benefit of the camera?

The camera allows users to measure effectively in sunlit (outdoor) applications and extended ranges where the laser dot may not typically be visible by the human eye. Users are now able to locate their measuring point with a crosshair on the camera to ensure they are getting the measurement they need.

Is the camera able to store images?

Yes, the camera allows users to see the last 50 measurements on the tool and stores over to 600 images.

What is the typical battery run-time on the BLAZE™ Outdoor?

We improved the GLM400CL to include a single cell Lithium-ion battery to provide ample run-time for any job. Up to seven hours of continuous run-time is provided (*this may vary slightly with extended use of the camera; typical run-times with heavy camera use are closer to six hours of run-time*).

Will the BLAZE™ Outdoor work with the MeasureOn App?

Yes, the BLAZE® Outdoor does include *Bluetooth®* connectivity and will provide connection to the Bosch MeasureOn app.

What has been done to make the BLAZE™ Outdoor easier to use than past models?

On-board tutorials have been provided for each measurement type. They are built into the interface of the tool and provide step-by-step tutorials on how to properly use each measurement type, reducing the need to constantly look through the manual.



Frequently Asked Questions

What is the target card for?

Target cards allow the measuring tool to be used when there is no object to reflect the laser (i.e. measuring a table, measuring furniture, measuring outdoors). Simply attach the adhesive portion of the target card to any surface at the final measuring point and aim the laser to the target card to obtain the measurement.

What is real-time measuring?

Real-time measuring is simply measuring distances in real time. Essentially, the measurements change in real time on the screen as you move closer or farther from the object you are measuring (just like a tape measure would). The user can walk off measurements and watch the measurements automatically change. If the user wants to hold the measurement, they can do so by pressing the measure button and return to real time by pressing the measure button again. After extensive research, it is clear that users prefer real-time measuring to the conventional point and click (however, the user also has this option with BLAZE™ Outdoor).

Bosch is currently the only brand that offers real time as the default measuring mode so once the laser is turned on, the user is immediately measuring in real time.

Will the BLAZE™ Outdoor replace current Bosch laser measures models?

Yes. With the launch of the GLM400C, the GLM 100 C, GLM 80, GLM 80 and R 60 will be discontinued within the year.


Where does the BLAZE™ Outdoor measure from?

The GLM400C can measure from the base of the unit, front and tripod thread. This allows the device to simply rest at the starting point and measure to a second point.



**If you have any product questions,
please contact Brandon Eble**

Brandon.eble@us.bosch.com

 +224-213-2539

