



BOSCH

MEASURE ON

REACH FARTHER
WORK FASTER
STAY ACCURATE

GLM400C
BLAZE™ Outdoor
400 Ft. Connected
Laser Measure with
Digital Viewfinder
Product Launch

BLAZE™
OUTDOOR



TABLE OF CONTENTS

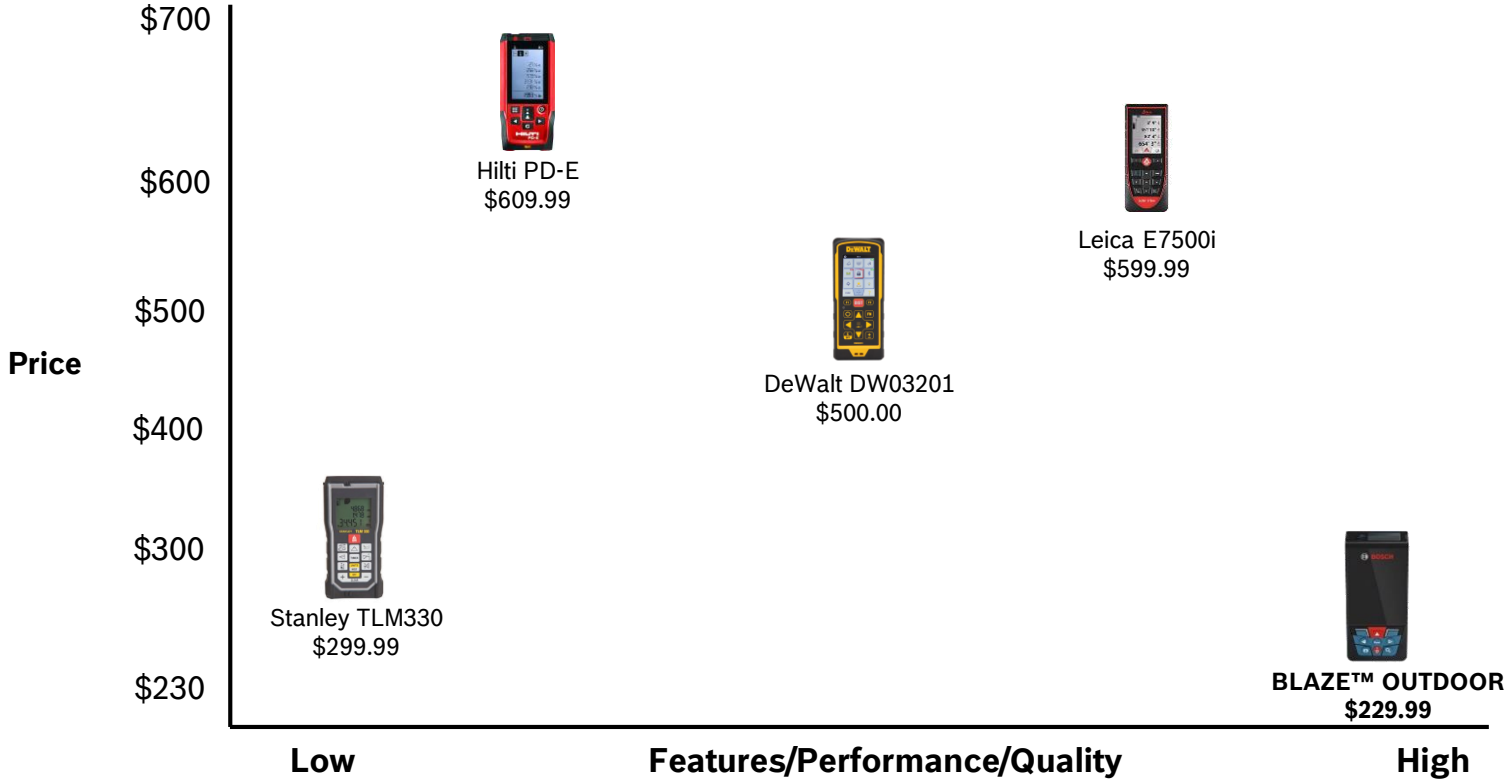
- Market Overview
- Features & Benefits
- Why Bosch
- Target Users & Applications
- Competitive Comparisons
- Marketing Support
- Frequently Asked Questions



MARKET OVERVIEW



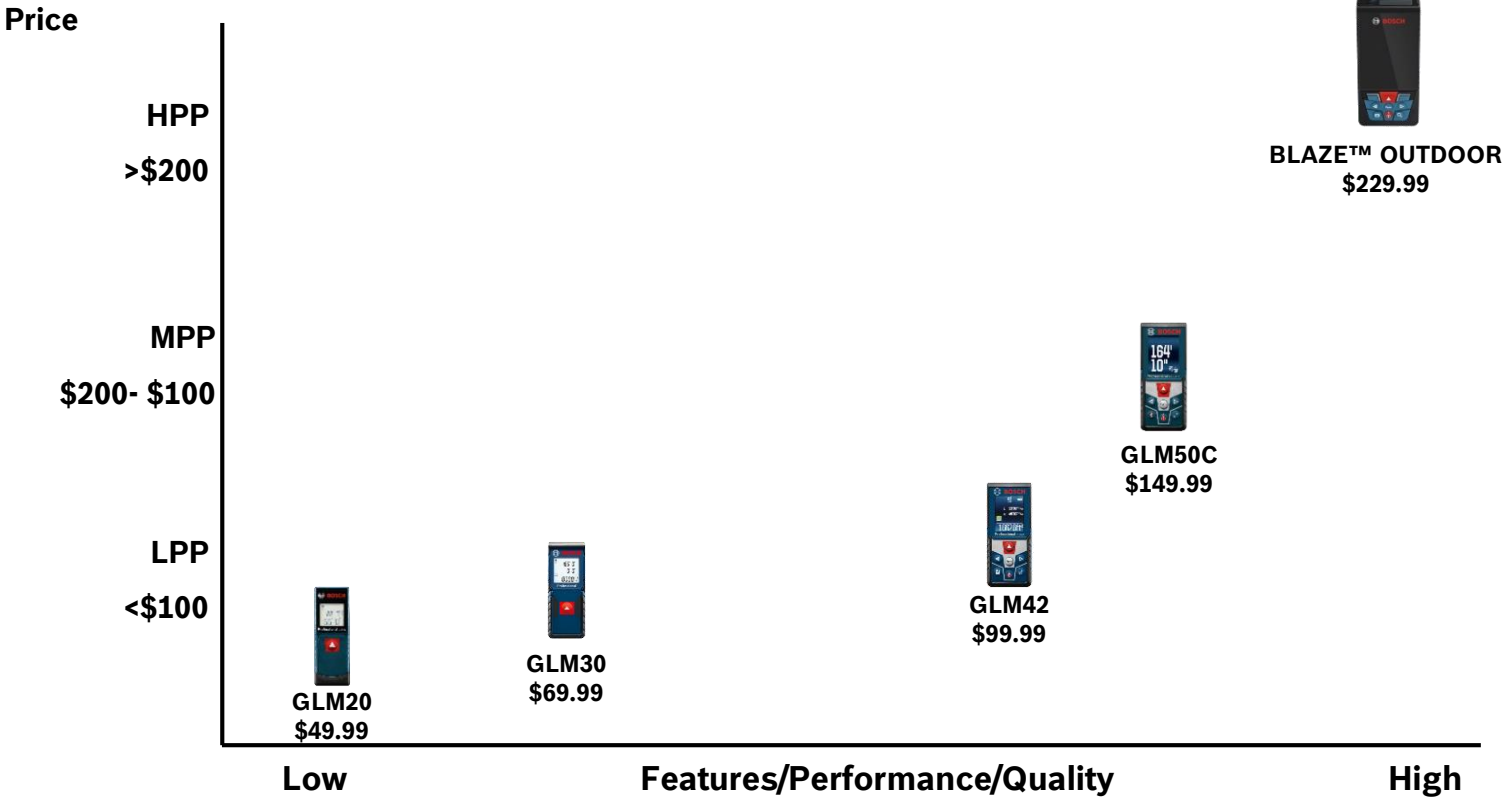
Industrial HPP Product Landscape



No competition at retail currently.



Bosch Industrial Product Portfolio



Exclusive retail channel portfolio.



FEATURES & BENEFITS



BLAZE™
OUTDOOR



BOSCH

GLM400C



DIGITAL VIEWFINDER

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

SIDE TRIGGER

Incorporated side trigger provides hassle free measurements in any orientation

EASY-TO-READ BACKLIT COLOR DISPLAY

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

EASY TO USE

The upgraded display guide walks the user through each process, with clearly labeled modes

IP 54 PROTECTION

For jobsite water and dust protection

BLUETOOTH® CONNECTIVITY

Connects the laser distance measure to smart phone or tablet, enabling transfer measurements onto images and manage the project through the free MeasureOn app

REINFORCED SCREEN GLASS

Provides increased durability and damage resistance

DEFAULT REAL-TIME MEASUREMENT MODE

Measurements move in real-time as the laser measure is moved closer or farther from target

Features / Benefits

Model : BLAZE™ Outdoor (GLM400C)
Date Available: May 2018
Includes: BLAZE™ GLM400C Outdoor Laser Measure, (1) Hand Strap, (1) Pouch, (3) AA Batteries and Manual
Predecessor: GLM 100 C



- ✓ **Digital Viewfinder** – Delivers 5.0 megapixels with adjustable zoom to locate the laser spot at far distances, even outdoors or in busy backgrounds
- ✓ **Bluetooth® Connectivity** – Connects the laser distance measure to smart phone or tablet enabling transfer measurements onto images and manage the project through the free MeasureOn app
- ✓ **Easy to Use** – The upgraded display guide walks the user through each process, with clearly labeled modes
- ✓ **Easy-to-Read Backlit Color Display** – Illuminates numbers in dark areas with distinct resolution, allowing work in low-light or no-light conditions
- ✓ **Default Real-Time Measurement Mode** – Measurements move in real-time as the laser measure moves closer or farther from target
- ✓ **Multiple Functions** – Distance, area, volume, indirect, stake-out, level and add/subtract
- ✓ **Memory Storage** – For up to 50 measurements
- ✓ **Reinforced Screen Glass** – Provides increased durability and damage resistance
- ✓ **IP 54 Protection** – For jobsite water and dust protection

SPECIFICATIONS

ACCURACY	+/- 1/16"
RANGE (up to)	400 ft.
LASER CLASS	2
BACKLIT DISPLAY	Yes, full color
POWER	(3) AA batteries
OPERATING TEMPERATURE	+14° F to 113° F
DIMENSIONS	5.5" H x 2.5" W x 1.1" L
WEIGHT	0.35 lbs.

Retail Line-Up Comparison



	GLM 20	GLM30	GLM42	GLM 50 C	GLM400C
Range	65 ft.	100 ft.	135 ft.	165 ft.	400 ft.
Default Real-Time	Yes	Yes	Yes	Yes	Yes
Accuracy	± 1/8"	± 1/16"	± 1/16"	± 1/16"	± 1/16"
Display	Backlit	Backlit	Color (Rotatable)	Color (Rotatable)	Color (Rotatable)
Digital Viewfinder	No	No	No	No	Yes
Bluetooth®	No	No	No	Yes	Yes
Battery Type	AAA (2)	AAA (2)	AAA (2)	AAA (2)	AA (3)
Area/Volume/ Indirect	No	Yes	Yes* (3 Types of indirect)	Yes* (3 Types of indirect)	Yes* (3 Types of indirect)
Add/Subtract	No	Yes	Yes	Yes	Yes
Memory	No	No	20	50	50
MSRP	\$49.99	\$69.99	\$99.99	\$149.99	\$229.99

*GLM 50 C & GLM400C also features advanced function such as stake-out and inclinometer



Pricing Information

Model #	Description	10-Digit #	MSRP
GLM400C	BLAZE OUTDOOR 400FT LDM (THD)	0601072F11	229.99*
GLM400C	BLAZE OUTDOOR 400FT LDM (Other Retail)	0601072F12	229.99*

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
0601072F11	0.35	1	1	000346573275	9.1 x 6.9 x 7.7	0.27	325	36.11	9015104000	Malaysia
0601072F12	0.35	1	1	000346573305	9.1 x 6.9 x 7.7	0.27	325	36.11	9015104000	Malaysia



WHY BOSCH



BLAZE™
OUTDOOR



BOSCH

Why Bosch

User Needs:

✓ Ability to measure easily at extended ranges and in sunlit environments

✓ Improved methods for tool onboarding

✓ Improved run-time for long jobs

Bosch Delivers:

New integrated digital viewfinder to allow for hassle free targeting in any environment

Training tutorials for all measuring modes programmed directly into the tool

Incorporates three AA batteries for improved run time, even for high digital viewfinder use



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 GLM400C	DeWalt DW03201	Leica E7500i	Hilti PD-E	Stanley TLM330
Range	400 ft.	325 ft. (660 ft. with targets)	325 ft. (660 ft. with targets)	656 ft.	330 ft.
Default Real-Time	Yes	No	No	No	Yes
Accuracy	± 1/16"	± 1/16" (only @ 30 ft.)	± 1/16"	± 1/16"	± 1/32"
Display	Color (Rotatable)	Color	Color	Matte "Paper"	Backlit
Viewfinder	Yes	Yes	Yes	No	No
Bluetooth®	Yes	Yes	Yes	No	No
Battery Type	AA (3)	AA (2)	AA (2)	AAA (2)	AAA (2)
Area/Volume/Indirect	Yes (3 Types of Indirect)	Yes (3 Types of Indirect)	Yes (3 Types of Indirect)	Yes (3 Types of Indirect)	Yes (3 Types of Indirect)
Add/Subtract	Yes	Yes	Yes	Yes	Yes
Memory	50	30	30	30	20
MSRP	\$229.99	\$500.00	\$599.99	\$609.00	\$299.99



Head-to-Head vs. Key Competitor Execution



vs.



Bosch – GLM400C \$229

- ✓ Integrated digital viewfinder with up to adjustable zoom for more precision at further distances
- ✓ *Bluetooth*® connectivity to the Bosch MeasureOn app and Procure app
- ✓ Uses three AA batteries to enhance run-time

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*
- ✓ *Improved precision on long range measurements*
- ✓ *First connected measuring tool compatible with Procure*



Head-to-Head vs. Key Competitor Execution



vs.



Bosch – GLM400C \$229

- ✓ Integrated digital viewfinder with up to adjustable zoom for more precision at further distances
- ✓ *Bluetooth®* connectivity to the Bosch MeasureOn app and Procore app
- ✓ Uses three AA batteries to enhance run-time

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



Marketing Support

DIGITAL

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

Banner



eBlast



Product Page



★★★★★ 5.0



SOCIAL MEDIA

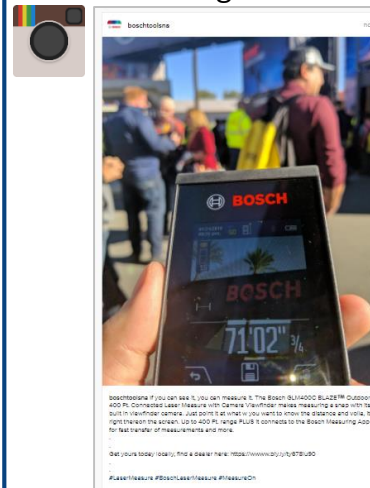
- Facebook
- Twitter
- Instagram



Twitter Post



Instagram Post



Facebook Post



Marketing Support

ADVERTISING & VIDEO

- Digital advertising

Product Video



Banner Ads



PUBLIC RELATIONS

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



Marketing Support

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 digital viewfinder?

The digital viewfinder 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 digital viewfinder to ensure they are getting the measurement they need.

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

The GLM400C was increased to three AA batteries to provide ample run-time for any job. We provide up to five hours of continuous run-time (this may vary slightly with extended use of the digital viewfinder; typical run-times with heavy digital viewfinder use are closer to four 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 incorporated 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, GLM80, GLM80 and R60 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

