

# NovoTHOR Product Comparison

	NovoTHOR	Capsule of Youth*	Diomedics*	Harmony EVL Therapy Beds*	Solar Storm 16RS*	Photon Genius*
<b>Product Features</b>						
Made in the USA	Yes	Yes	Yes	Yes	Yes	??
Whole Body Therapy	Yes	Yes	Yes	Yes	Yes	No
Wavelength 630nm & 660nm	Yes	No	No	No	No	No
Wavelength 850nm	Yes	Yes	No	No	No	No
Switchable wavelengths	Yes	Yes	Yes	No	No	Yes
Mixed wavelength	Yes	No	No	No	No	No
LED source	Yes	Yes	Yes	No	No	No
High Quality LED's	Yes	No	No	No	No	No
High Powered LED's	Yes	No	No	No	No	No
Irradiance of 17 mW/cm <sup>2</sup>	Yes	No	No	No	No	No
Calculated Irradiance (mW/cm <sup>2</sup> )	Yes	1.41	1.41	5.70	4.56	<1.00
Variable speed user fan	Yes	No	No	No	No	No
Custom Engineered LED Array	Yes	No	No	No	No	No
<b>Total Product Features</b>	12	5	4	2	2	1
<b>Benefits</b>						
Experts in Dose & PBM Therapy	Yes	No	No	No	No	No
Run Global PBM training courses	Yes	No	No	No	No	No
Extensive Published Works	Yes	No	No	No	No	No
Research at Harvard Medical School	Yes	No	No	No	No	No
Research at Tufts University	Yes	No	No	No	No	No
Research at Harvard MIT	Yes	No	No	No	No	No
World Renowned PBM contributor	Yes	No	No	No	No	No
Product Photos	Yes	No	No	No	No	No
Brochures	Yes	No	No	No	No	No
Research Studies	Yes	No	No	No	No	No
Dosing/Treatment protocols	Yes	No	No	No	No	No
Channel Partner Support	Yes	No	No	No	No	No
Studio/practice design	Yes	No	No	No	No	No
Financing	Yes	No	No	No	No	No
Operations	Yes	No	No	No	No	No
Business Planning/ROI	Yes	No	No	No	No	No
Installation/Setup/Training	Yes	No	No	No	No	No
<b>Client Benefit Features</b>	16	0	0	0	0	0
<b>TOTAL SCORE</b>	<b>28</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>

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## What makes NovoTHOR superior to less expensive light beds that claim they are built the same with similar colors?

In 2009, James Carroll, the world's leading authority on PBMT, and Harvard Medical school published a paper on biphasic dose response, showing that not enough light results in little to no effect, too much light and the benefits are lost and can even be detrimental. NovoTHOR is the only full body light bed that meets these optimal treatment parameters.

## What do we know about the NovoTHOR light pod?

- We know how hard it is to output 480 Watts of light distributed evenly across the top and bottom surfaces of the pod
- It is awesomely bright - hard to look at and hard to photograph as the light intensity saturates the camera sensor
- We know that a 110v AC supply is not enough to drive our system, we had to use a 220v 20 circuit
- We know wavelengths that are most effective and penetrate the best

## What do we know about competitors' products?

- We don't see that their own specifications match up with the NovoTHOR
- We don't see much light coming out compared with the NovoTHOR
- We don't see the defusing lens to distribute the light evenly over the user
- We don't see the fans necessary at our intensity to keep the equipment and user cool
- We read about blue, green and yellow wavelengths being used that do not penetrate
- We read about the 110v supply which tells us they are not in our league

THOR is widely recognized as the world leader in PBMT. They build equipment to specifications the research has proven to be effective. The correct irradiance (intensity) of light, for the correct amount of time, That translates into performance.

The 2 things your clients demand and pay for are saving them time and delivering better outcomes!

Please call Sales at 214.363.3111 for all pricing information.

