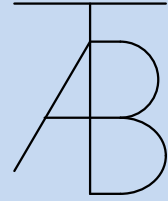


## BIMSTM\*

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The BICS Illuminance Management System (BIMSTM) is a product of Bahill Intelligent Computer Systems® (BICS). Its purpose is to provide a total light-management system for the operations rooms of telescope enclosures to be built on Mauna Kea in Hawaii and on Cerro Pachón near Vicuña in Chile

## The System Synopsis

### System Synopsis Template

For	(target customer)
who	(statement of need or opportunity)
the (system name)	is a (system category)
that	(provides key benefits or problem solving capability)
unlike	(primary competitive alternative)
(our system)	(statement of primary differentiation)

Put your system specific information inside the parentheses ( ).

A System Synopsis is called an *elevator speech*, because of the following scenario. You step into the elevator and see your Vice President. You realize that you will have about one minute alone with her. You want to spark her interest, so that she will read your concept of operations when it shows up on her desk. So, you blurt out your system synopsis.

For	astronomers
who	need constant illumination
BIMS	is a light and energy management system
that	will make astronomers more comfortable, more productive and will save money
unlike	conventional lights and blinds
BIMS	will automatically control the illuminance in the room when the sun's or the moon's light rays change.

The System Synopsis can be written as two sentences, like this.

For astronomers who need constant illumination, BIMS is a light and energy management system that will make them more comfortable, more productive and will save money. Unlike conventional lights and blinds, BIMS will automatically control the illuminance in the room when the sun's or the moon's light rays change.

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\*BIMS is a trademark of Bahill Intelligent Computer Systems, which is a registered trademark.