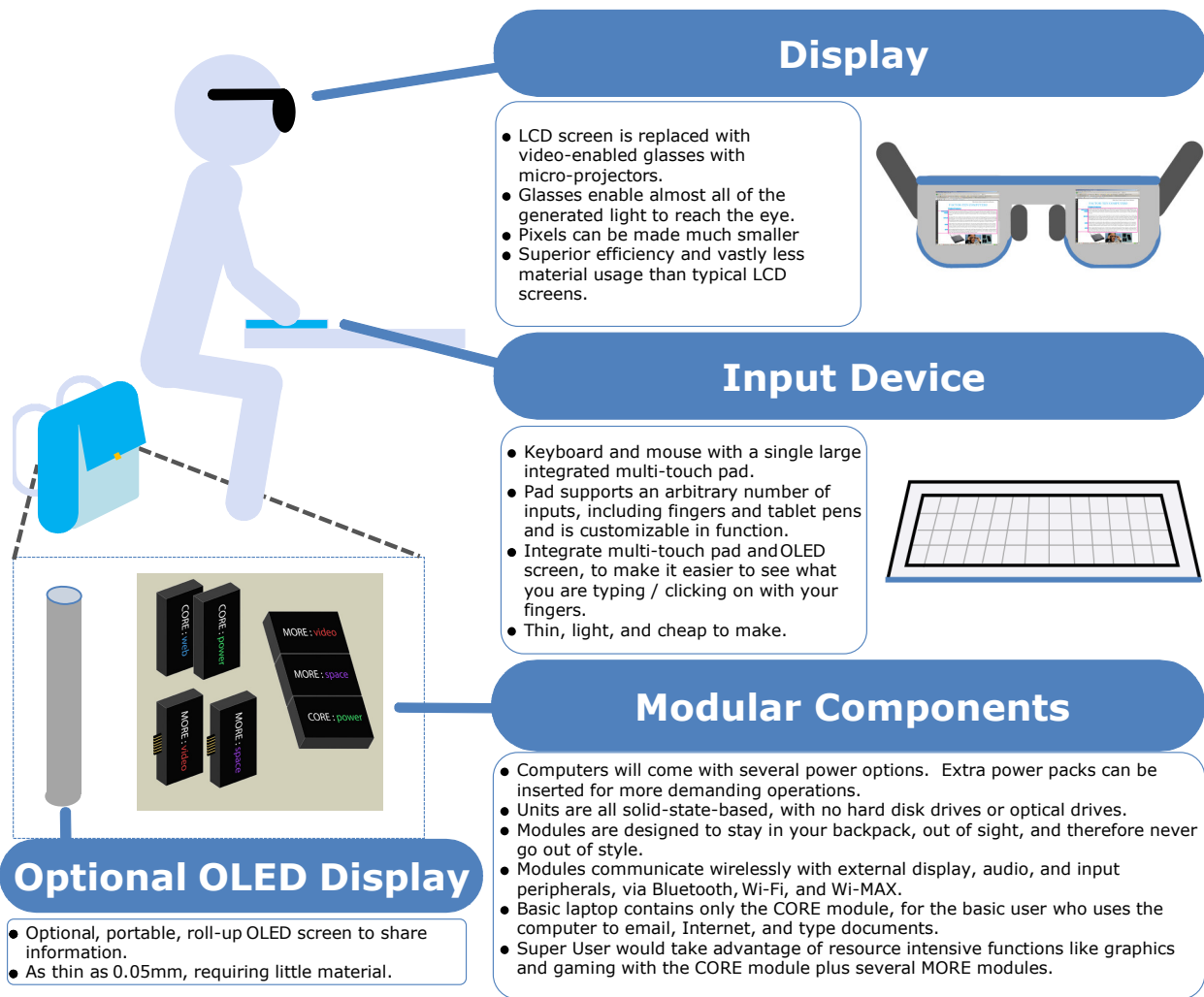


# Factor Ten Computer

A computer system and business model that achieve factor ten reduction in material usage over a ten year period of computer usage.



## Subscription Fee Business Model

- Customers pay subscription fee for use of hardware and software.
- Fee less than a consumer would pay for a computer based on a two year replacement cycle.
- Cost reductions achieved through recovery, reuse, and recycling of parts in systems.
- Emphasize on maintaining optimum user experience and ability to perform required tasks on the computer.
- Maintains parts of the computer the user sees, the glasses and input peripheral, in style by changing their configuration
- Focus will be on right sizing the equipment for desired uses rather than planned obsolescence.
- Hardware will be returned to the manufacture at the end of the subscription.

## Service Model

- Customer takes the computer to the service provider at retail outlets for service and upgrade.
- Hardware and software will be replaced and upgraded to maintain required system performance.
- Right-size equipment for user needs and software requirements.
- Focus on maintenance and performance of both software and hardware. Many users mistakenly assign blame for slow computer performance on hardware, when software is the culprit.
- By focusing on optimizing overall system performance, hardware will have to be upgraded less frequently.
- Individual components will come back to the service provider for recycling or refurbishing.

**Estimated  
91% Mass  
Reduction**

Item	Replacement Schedule										Total req'd	Mass Reduction			
	1	2	3	4	5	6	7	8	9	10		Material Reduction	Savings from replacement cycle	Percentage of original mass	Total material usage as % of original
Original Computer											5				
CPU											2	30%	40%	5%	1%
Hard drive											2.5	20%	50%	10%	1%
KeyBoard											2	25%	40%	10%	1%
RAM											3.5	100%	70%	3%	2%
Housing											2.5	15%	50%	22%	2%
Battery											2	25%	40%	25%	3%
Screen /Glasses											2	5%	40%	25%	1%
												Overall Mass as % of Original		<b>9%</b>	