

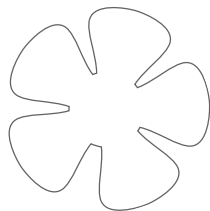
easy **Bloom** 
PLANT SENSOR™



HOW YOUR
GARDEN
GROWS™

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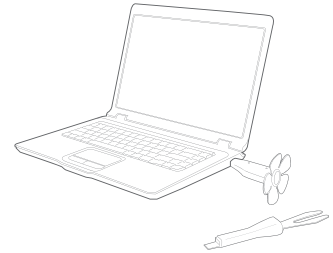
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EasyBloom: a New Way to Garden

The EasyBloom Plant Sensor is a revolutionary product that makes it easy for you to select and grow thriving indoor and outdoor plants. EasyBloom takes the guesswork out of gardening through its powerful sensor technologies coupled with specialized algorithms that interpret the collected data – it's like having your very own botanist.

Have you ever wondered why two plants – very close to one another—fare differently? The answer is pretty obvious when you look at the world from a plant's perspective: different spots in your garden experience different conditions based on how the sun moves through your yard, how well your soil drains, and how trees and plants shade areas of your garden. The EasyBloom Plant Sensor and website will assist you in choosing plants that will thrive in specific locations in your home or garden. We recommend that whenever you want to buy a plant for your yard or home that you use your EasyBloom Plant Sensor first so that you can garden with confidence.



EasyBloom is a complete solution that you can use over and over to:

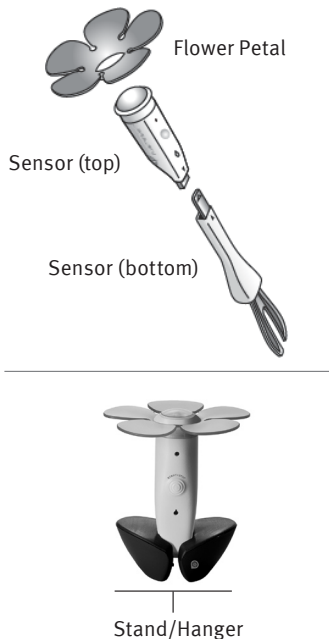
- Recommend plants that will thrive in each location
- Diagnose what is wrong with an ailing plant
- Tell you on-the-fly which plants need watering
- Provide additional plant & plant care information on over 5,000 plants

What is EasyBloom?

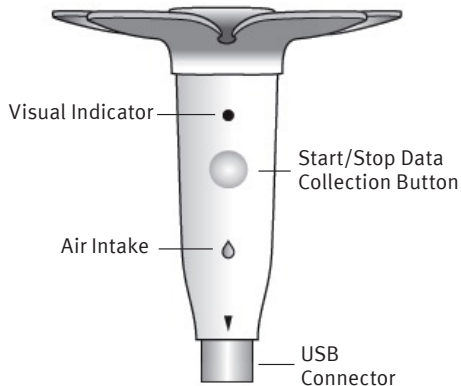
EasyBloom is comprised of two basic elements:

The EasyBloom Plant Sensor helps you select the right plants for each location and to monitor existing plants. The reusable indoor/outdoor plant sensor logs light, temperature, humidity, soil moisture and soil drainage—in any location where it is placed.

The EasyBloom Website (<http://www.easybloom.com>): The data collected by the EasyBloom Plant Sensor is uploaded to the website via a USB port on your computer. EasyBloom's algorithms then process the data, taking into account your geography, the local weather conditions on the day(s) that the plant sensor was in use, and how weather is expected to be during different periods of the year. The EasyBloom website also includes forums where you can learn and share information with other users. You can also find and save plants you own or want to own to your personal database (My Plants) and consult the entire EasyBloom plant database for plant care information.



Sensor (top) Detail



What EasyBloom Does:

The EasyBloom Plant Sensor and website can be used in three modes:

- **Recommend:** In this mode, EasyBloom will find the optimal plant for each location where you do a reading. Leave the plant sensor out for a minimum of 24 hours in any place where you want to put a plant. Then, plug the sensor into your computer and the website will launch revealing a listing of the optimal plants for that location.
- **Monitor:** EasyBloom tells you how your plants are doing. It can tell you if they need more or less water, if the soil is not draining well, or if the spot is too sunny/shady for the plant you placed there. It then suggests corrective action as necessary.
- **Water:** In this mode, you get instant feedback as to whether your plants need water or not. Set the sensor to Water mode, turn it on, and move from plant to plant as you insert the sensor into the soil; if it chirps, water the plant. It's that simple!

Note: If you open the battery door, EasyBloom will switch to Water mode without connecting to your PC.

Getting Started

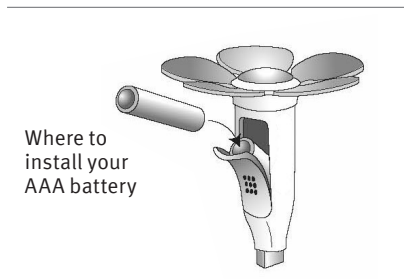
1. Open a web browser. Type: <http://www.easybloom.com/go> in the address bar and press the enter key.
2. Fill in the registration information on screen.
3. After registering, you will be taken to the EasyBloom Companion Software download page. Select the Companion Software to download that corresponds to your operating system. A pop-up window will ask you to open EasyBloomSetup.exe.
4. When asked to Run, Open or Save the file, choose Run or Open. Your EasyBloom Companion Software will then install automatically. (If Save is your only option, choose Save, and save the file to your desktop. Then open the EASYBLOOMSETUP.EXE file on your desktop). Installing the Companion Software may invoke a Windows security message. Select “Continue Anyway” or “Install this driver software anyway”.
5. Install the included AAA battery into the sensor (top) as shown. You should hear two rapid beeps that let you know the battery is installed correctly.
6. Insert your plant sensor into the USB port on your computer and input your login credentials when prompted. If you are using Windows, when you plug in your EasyBloom device into the USB port, you may get the “Found New Hardware” wizard. Click through the wizard, select “Search files or the Internet for drivers” if asked, and click “finish” at the end.

You are now ready to start using the EasyBloom Plant Sensor! In the future, when you insert your EasyBloom Plant Sensor into the USB port on your computer, the EasyBloom website will be launched automatically.

Quick Tips

The following are a few recommendations for getting the best results when using the EasyBloom Plant Sensor.

- When placing the EasyBloom Plant Sensor in your garden or within a container, make sure that there is nothing blocking or overhanging the top of your EasyBloom Plant Sensor. If leaves are obstructing it, your reading will not be as accurate.
- If the sensor (bottom) cannot easily be inserted into the soil, you may need to loosen the soil. Also, the soil sensor needs to be placed all the way into the soil so you cannot see the green portion.
- If you don't have easy access to the USB port on your computer, plug the USB extension cable into the port, and then plug your plant sensor's USB controller into the USB extension cable.





Recommend Mode **SET UP**

To get an accurate plant recommendation, your EasyBloom Plant Sensor **needs to record 24 hours of environmental data.**

Follow these steps:

1. Begin by plugging your plant sensor into the USB port on your computer. You will be taken to the **My EasyBloom** Dashboard page.
2. Click on the **“RECOMMEND”** button at the far right of the screen

3. When instructed, remove the plant sensor and do one of the following:

Put the plant sensor (top and bottom) together and place the device in the ground where you want a plant.		OR	Put the USB cap over the USB connector then put the Sensor (top) in the stand and place it where you want to plant.	
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4. Press the START/STOP button on the plant sensor to start the collection. The plant sensor light will blink green rapidly five times and the plant sensor will emit three ascending tones to let you know the data collection has started. The light will continue to blink once every 5 seconds to let you know it is collecting data.

Recommend Mode

GET YOUR RESULTS

5. After 24 hours, press the START/STOP button on the plant sensor to stop collecting data. The sensor will make three descending tones and the yellow light will blink five times.
 - Plug the plant sensor into your USB port.
 - The web site auto-launches and a dialog box opens for you to save your reading.
 - Name the location where you had the plant sensor (such as “front window” or “left corner of front planter”.) This information helps you keep track of where you have placed the plant sensor.
 - Select whether the location was INDOORS or OUTDOORS.
 - You may also choose to upload a photo of the location – this helps as you record more and more locations.
 - Click the SAVE button.
 - You will be taken to the RECOMMENDATIONS tab within My Readings.
 - EasyBloom’s web site runs algorithms that interpret the data recorded by the plant sensor. The algorithms correct for any weather conditions, and take into consideration where you live. The website will recommend plants that will thrive in this location. You can also view the temperature, light, and humidity information collected by the plant sensor on the ENVIRONMENTAL CONDITIONS tab.
6. You can narrow the recommendation results by choosing plant characteristics that are of interest to you. For example, when you specify Bloom Color, Bloom Time, etc., the recommendations will change to match the specific characteristics you selected.
7. Click on any of the plants of interest to learn more about the plant.
8. When you find a plant you would like to remember, or one that you have purchased, click on “ADD TO MY PLANTS”, within that plant’s page.

Monitor Mode **SET UP**

If you have a plant that is not doing well, you can use the EasyBloom Plant Sensor to diagnose it.

1. Plug your plant sensor into the USB port on your computer. You will automatically be logged in to the **My EasyBloom** Dashboard page.
2. Click on the “MONITOR” button in the middle of the right side of the screen.
3. Find the type of plant that you would like to monitor. If it is a plant you previously saved to “MY PLANTS”, simply click on “MY PLANTS”, simply select the plant you would like to monitor from the list. Alternately, you can use the search option by typing the name of the plant into the search box in the dialog. If you do not know the exact name of the plant, that’s fine—the common name will work (e.g. enter “fern” or “rose”, etc.).
4. Once you have selected a plant, follow the onscreen directions to finish putting the plant sensor into MONITOR mode for that specific plant.
5. When the website instructs you, remove the plant sensor from the computer, put the plant sensor (top and bottom) together & place it in the soil near the plant that you want to monitor.
6. Press the START/STOP button on the plant sensor and it will begin collecting data. The light on the sensor will blink green 5 times and the sensor will make 3 ascending tones to let you know the device is working.
7. Water your plant well (this allows the EasyBloom Plant Sensor to characterize how well your soil holds water over time). If you do not water your plant, the plant sensor will emit an audible alarm any time the soil moisture is too low for that plant for an extended period of time.
8. The plant sensor needs a few days to gather soil moisture data to let you know when your plant needs

Monitor Mode

GET YOUR RESULTS

watering. This is because the plant sensor is determining how well your soil holds water. We recommend that you go through one watering cycle which could last anywhere between 2 days to 3 weeks.

9. The plant sensor will produce a chirp sound over time to let you know that you need to water your plant. Water your plant when you hear this sound.
10. After a full watering cycle, press the START/STOP button and insert the plant sensor (top) into the USB port. (You can use the USB extension cable if needed.) A report will be presented to you on screen, letting you know if the environmental conditions meet the plant's requirements or not. If you get a "thumbs down" on any topic, read the information provided and make any changes necessary.



Water Mode

SET UP

1. Plug your plant sensor into the USB port on your computer. You will automatically be logged in to the MY EASYBLOOM Dashboard page.
2. Click on the “WATER” button at the far right of the screen to set your plant sensor to Water mode. Water mode quickly determines if your plants need immediate watering or not.

NOTE: Water mode does not work for cacti or orchids.

3. When instructed, remove the sensor from the USB port and put the plant sensor together (top and bottom).
4. Press the START/STOP button on the sensor to begin Water mode. **DO NOT HOLD THE BOTTOM OF THE PROBE AS IT IS CALIBRATING TO THE HUMIDITY OF YOUR ENVIRONMENT. HOLD THE SENSOR BY THE TOP.** The sensor light will blink green and the sensor will emit three ascending tones to let you know that it is in Water mode. The light will stay green while it is on.
5. Place the plant sensor in the soil near the roots of the plant whose moisture level you wish to check.

Water Mode

GET YOUR RESULTS

6. If a plant needs water, the sensor light will blink yellow and will make a chirping sound. Water the plant well if you hear this sound. If the sensor light stays green, then that plant does not need water.
7. You can then move on to another plant by lifting the plant sensor out of the soil, and placing it in the soil near a different plant.
8. Continue to move the plant sensor from plant to plant to determine if they need watering.
9. When done checking plants that might need watering, press the START/STOP button. There is no need to press the START/STOP button for every plant.



My Plants, My Readings, My Profile

MY PLANTS

EasyBloom keeps track of all of the plants that you grow or would like to grow in the “MY PLANTS” section of the website. Whenever you are in another section of the website and you choose “ADD TO MY PLANTS”, the plant will be added to your “MY PLANTS” page. This is your own personal plant catalog. “MY PLANTS” is also useful for when you choose to monitor a plant in your home or garden. You can simply select the plant from “MY PLANTS” when asked to find the plant to monitor, and the plant sensor is programmed with the details about the plant.

MY READINGS

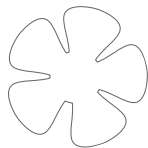
My Readings is an area of the website that contains all the data for each reading you take in your home or garden. These readings are organized on two tabs—PLANT RECOMMENDATIONS and PLANT MONITORING. When you select “PLANT RECOMMENDATIONS,” you are presented with all of your readings for each location where you want to select plants for. Each reading has 4 tabs: PLANT RECOMMENDATIONS, ENVIRONMENTAL CONDITIONS, NOTES, and EDIT INFO for each reading. When you select the “PLANT MONITORING” tab, you are presented with all of the readings you took when monitoring your plant(s). Each reading has 3 tabs including ENVIRONMENTAL CONDITIONS, NOTES and EDIT INFO.

MY PROFILE

My Profile is a place on the website where you can change your personal information including your email address, password, and zipcode. PLEASE NOTE: if you change your profile zip code, all previous readings will not no longer display accurate information for the new zip code location. However, if you move, you will need to change your zip code so that all future readings will be accurate. If you change your user name in “My Profile”, you also need to right click on the EasyBloom logo in the system tray, choose “Preferences”, and change your user name here so that it matches your My Profile user name.

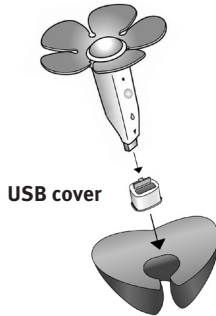
Visual and Audio Feedback

Sensor Status	Event	Visual	Audio
Recommend Mode/Monitor Mode	Press START/STOP button (start)	Blinks Green 5 times	Ascending Tone
Recommend Mode/Monitor Mode	Press START/STOP button (stop)	Blinks Yellow	Descending Tone
Recommend Mode/Monitor Mode	Taking a reading	Blinks Green, once every 5 seconds	Off
Recommend Mode/Monitor Mode	Uploading data	Blinks Green	Off
Monitor Mode	Time to water plant	Blinks Yellow	Chirp
Water Mode	Time to water plant	Blinks Yellow	Chirp
Inserting Battery	Closing battery door	No light	Beep
Connected to Computer	USB attached, OK	Flashes Green	Beep
Disconnecting from Computer	USB detached, OK	No light	OK tone



Plant Sensor Stand & Hanger

When using the plant sensor in the stand, it is recommended that you take the USB cover off of the bottom of the stand and place it on the sensor's USB connector to protect it. You can hang the “stand” on a wall and use it to hang your plant sensor in a convenient location where you keep your tools, etc. To do so, take the hanger off of the back of the stand, use the 2 screws to attach the hanger to the wall, and then slide the stand onto the hanger. Put the sensor top and bottom together and slide the middle portion of the plant sensor between the slot in the front of the hanger/stand.



Glossary

Companion Software

The EasyBloom Companion Software resides on your computer and connects your plant sensor to the EasyBloom website.

Environmental Data

The plant sensor collects environmental data which includes temperature, humidity, light, and soil data from the site where you put the plant sensor.

My Plants

This is a place where you can store all of the plants you have in your home or garden, plants you have looked up in the Plant Library, or plants that were recommended when using the EasyBloom Plant Sensor. By saving all of your plants to “MY PLANTS,” you end up with a library of the plants in your garden and house. You can refer to it for caring for your plants over time.

My Profile

This is where you can change your password, name, or offer information about you, etc.

Plant Library

The EasyBloom Plant Library is the entire set of plants in our database, which today numbers over 5000. The plants we recommend and that you can monitor come from this Library. If there are plants you would like to see added, please email us at: support@plantsense.com.

Glossary {continued}

Reading

A reading consists of the entire data you collect from one time in one place in your garden or house. It includes all the temperature, light, soil, and humidity information.

Recommendation

A recommendation is a list of the plants that are recommended from a Reading. All of the plants presented are designated to be ones which would thrive in the spot where you took the reading in your garden or home.

Plant Sensor

The plant sensor is made up of the sensor (top) and the sensor (bottom). The sensor (top) collects light, temperature and humidity data. The top also has the USB plug on it and it is what you plug into your computer USB port to upload your data to the EasyBloom website to get recommendation or monitor results. The sensor (bottom) has a green circuit board which is used to collect soil moisture information for recommendations or for monitoring plants.

Sensor Stand

The sensor stand is the item that the sensor (top) sits in when taking a reading inside your house or on a deck, for example, where you don't have soil to put the plant sensor into. The stand can also function as a wall hanger for the plant sensor.

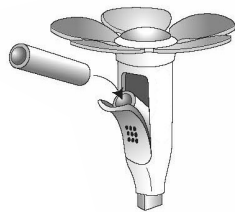
Care and Maintenance

Changing The Battery

If your plant sensor no longer has a blinking light or is not making sounds when you press the START/STOP button, you probably need to change your battery. To change the battery, complete the following steps:

1. Pull open the battery compartment using the knob on the Sensor (top).
2. Remove the depleted AAA battery.
3. Insert the new AAA battery positive (+) side down toward the USB interface.
4. Your sensor is by default placed in Water mode. If you want to change the mode, insert your sensor into the USB port and select a new mode on the MY EASYBLOOM Dashboard page.

Please be sure to recycle your battery. Your local hardware store often will do this for you.



Changing Petals

Remove the petal which is on your device by gently pulling it off of the sensor (top). Choose from one of the petals included with your sensor, gently easing it over the light sensor until it lies snugly in place. If you prefer, you can remove the petal and not use one at all.

Care and Maintenance

- When not using the EasyBloom Plant Sensor, make sure it is turned off to save battery power.
- Do not submerge the EasyBloom Plant Sensor in water. The device is waterproof to the extent that it can handle normal weather conditions including rain.
- Do not leave your EasyBloom near a fire or open flames such as gas stove tops.
- Do not use abrasive cleaners to clean your EasyBloom Plant Sensor. Wipe the product with a soft cloth and water.



Other Notes

Packaging and Product Disposal

The EasyBloom product packaging is 100% recyclable. The product should be disposed of following the acceptable guidelines in your area.

FCC Compliance:

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

1. This device may not cause harmful interference, and
2. This device must accept any interference received, including interference that may cause undesired operation.

Warranty

PlantSense, Inc. provides a ninety (90) calendar day limited warranty on this product against manufacturing defects in materials and workmanship. This limited warranty begins on the original date of purchase and only to the original purchaser of this product. To receive warranty service, the purchaser must contact PlantSense, Inc. for problem determination and service procedures at www.PlantSense.com/support. The original dated bill of sale must be presented upon request as proof of purchase to PlantSense, Inc. PlantSense, Inc. will replace this product, at our option and at no charge as stipulated herein, with new product if found to be defective during the limited warranty period specified above. The purchaser must pay any shipping charges incurred in delivering this product to PlantSense, Inc. PlantSense, Inc. will pay reasonable return shipping charges to the owner of the product. This limited warranty covers all defects in material and workmanship with the following specified exemptions: (1) damage caused by alteration, accident, abuse, tampering, unreasonable use or neglect; (2) damage resulting from failure to follow instructions contained in your owner's guide; (3) damage resulting from the performance of repairs or alterations by someone other than PlantSense Inc.; or (4) application and use of this product that were not intended.

DISCLAIMER

PLANTSENSE, Inc. WILL NOT ASSUME AND SHALL HAVE NO LIABILITY FOR ANY DEATH, PERSONAL AND/OR BODILY INJURY AND/OR DAMAGE TO PROPERTY OR OTHER LOSS WHETHER DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, PUNITIVE, OR OTHERWISE, ASSOCIATED WITH THE OPERATION OF THIS PRODUCT. This product is to be used only for the purposes described in the User Guide and Quick Start Guide. This product is not a toy. Keep out of the reach of children. This warranty gives you specific legal rights. You may also have other rights specific to your state. Some States do not allow the exclusion of consequential or incidental damages therefore the above exclusion of limitation may not apply to you. THIS LIMITED WARRANTY IS EXCLUSIVE AND EXPRESSLY IN LIEU OF ALL OTHER WARRANTIES, OBLIGATIONS OR LIABILITIES, WHETHER WRITTEN, ORAL, EXPRESS, OR IMPLIED, AND EXCLUDES ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, OR OTHERWISE. However, if the Manufacturer is held liable, whether directly or indirectly, for any loss or damages arising under this limited warranty or otherwise, regardless of cause or origin, the Manufacturer's maximum liability shall not in any case exceed the purchase price of the Product, which shall be fixed as liquidated damages and not as a penalty, and shall be the complete and exclusive remedy against the Manufacturer.

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For customer support and frequently asked questions,
please visit our website at <http://www.EasyBloom.com>



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