



**Compare & Contrast**  
(Competitive Analysis)

	<b>LiquiCell</b>	<b>Gel</b>	<b>Foam</b>	<b>Air</b>
Weight:		Significantly Heavier	Appx. the Same	Somewhat Less
Bulk:		Significantly Bulkier	Bulkier	Significantly Bulkier
Ability to maintain original shape:	Very Good	Poor	Poor	Very Good
Durability:	Very Good	Good	Average	Good
Pliability:	Very Good	Poor	Average	Poor
Significantly reduces friction:	Excellent	Poor	Poor	Poor
Significantly reduces shear stress:	Excellent	Average	Poor	Average
Reduces pressure:	Very Good	Very Good	Good	Very Good
Absorbs shock:	Very Good	Very Good	Good	Good
Customization:	Very Good	Very Good	Very Good	Very Good
Affected by temperature changes:	No	Yes	Yes	Yes