

A person's face and hands are visible, peering through a wall of numerous blue spheres. The person's eyes are looking towards the camera, and their hands are reaching out to touch the spheres. The background is a dense field of these blue spheres, creating a textured, three-dimensional effect.

OUTFORM™

**Interactive
Experience
Collection**

WE SHAPE THE FUTURE OF RETAIL

The current retail environment is being shaped by the increasing influence of modern technologies and evolving consumer behaviors. This means that making relevant physical consumer experiences that enhance the customer journey are vital for survival and success.

Outform creates next level offerings that are not only robust and intuitive, but elevate the end-to-end consumer journey overall. Our innovative collection of experiences and technologies include adaptable and scalable solutions ranging from RFIDs and Robotics to AR and VR interactions.

Customizable

Products that are built to meet the unique needs and specifications of the brand.

Versatile

Technologies that have the ability to fit in a variety of consumer facing industries.

Innovative

Strategic solutions that optimize the in-store consumer experience.

Retail Ready

An Interactive Experience Collection that is easy to set up, update, and support.



INTERACTIVE EXPERIENCES

The Interactive Experience Collection is comprised of 11 hero experiences built on innovative technology to create attraction, engagement and provide information.

Each piece of the collection brings brands and products to life, easily customizable to fit a brand's specific needs, tell a unique story and take in-store interactions to a new level.

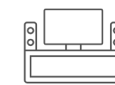
We dare to innovate and together we can shape the future of retail.

AUDIO EXPERIENCE

We are transforming the typical in-store audio experience into a self-service product education system. Customers can interact with built-in touchscreen controls to play and pause custom audio tracks and switch between branded content, putting the user in control of their in-store experience.



ADDITIONAL USE CASES



Home Theater



Sound Bars

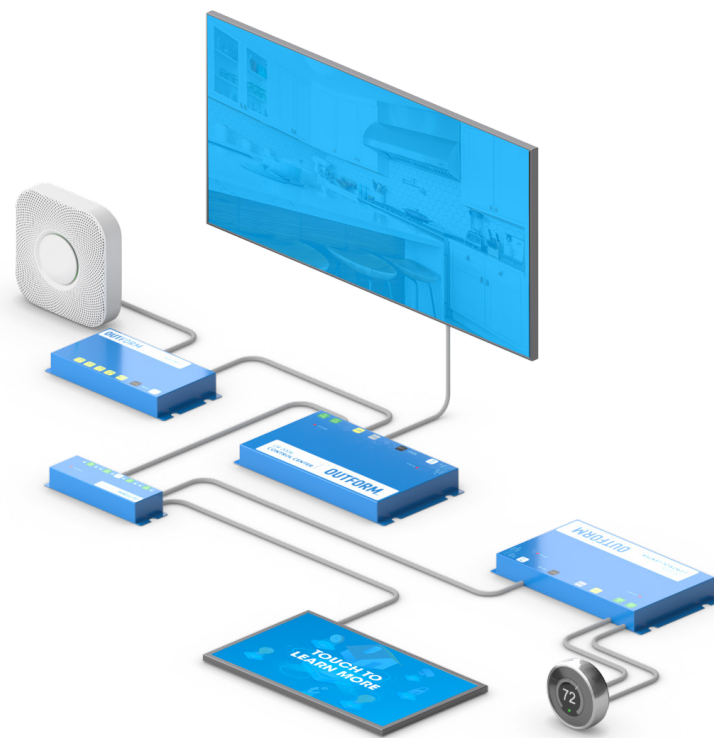


Smart Speakers

TOUCH EXPERIENCE

This experience bridges the gap between online and offline. Several elements work together to show customers how not only one individual product works, but how multiple products can interact together.

Consumers drive the interaction through a touchscreen, triggering responses via modified smart home devices. This interaction leverages and contextualizes the engagement between real world devices and their functionality, all within a fully functioning retail environment.



ADDITIONAL USE CASES



Home Security



Lighting



Smart TVs

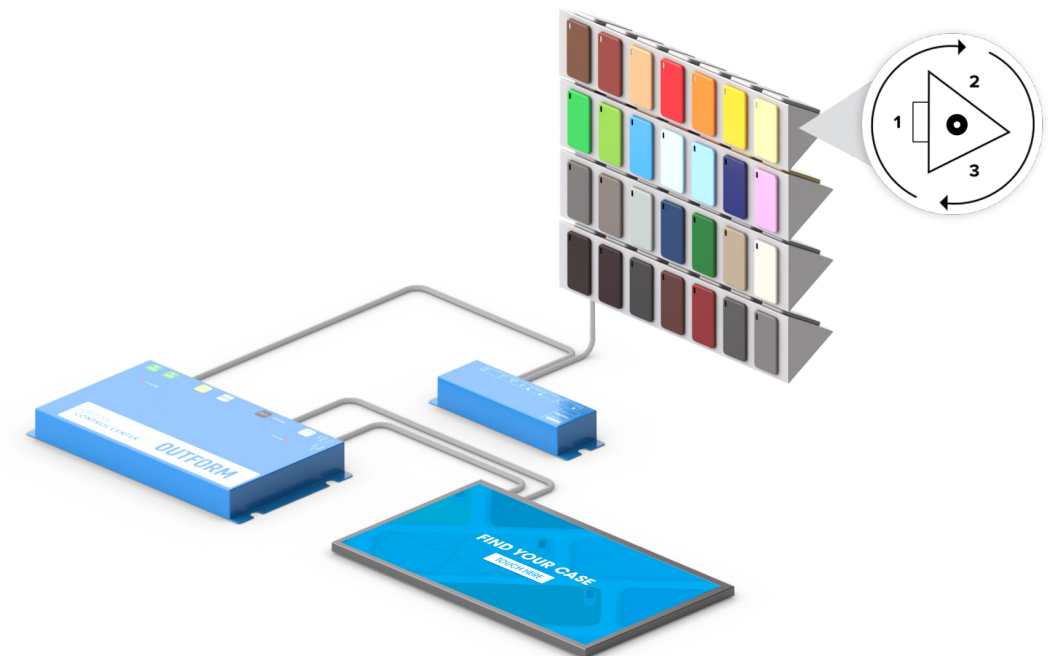


Audio

ROBOTICS EXPERIENCE

To invite product discovery and leverage small retail spaces with large inventory, we created a system that optimizes categorization and exploration.

Consumers use a digital touchscreen to browse categories that correspond to the physical products shown on the display. Each section of the display is comprised of three sides that react with dynamic motion when a user makes an on-screen selection. The Robotics Experience allows a wide range of products to be stored and showcased, all while using infrared sensors that maintain product security.



ADDITIONAL USE CASES



Watches



Paint Colors



Material Finishes



Wallets

VOICE EXPERIENCE

Interactive consumer electronic displays can create a challenge in a retail environment due to the need for an internet connection. Our Voice Experience uses an artificial intelligence engine so that internet connection is no longer necessary to create fast, reliable voice-driven interactions.

Activated with any custom awake word, this first-time retail innovation allows customers to speak to the display, triggering an interaction. A pre-programmed list of spoken commands can show off the ability of the products to simulate real-life application without being affected by background noise even in the busiest of environments.



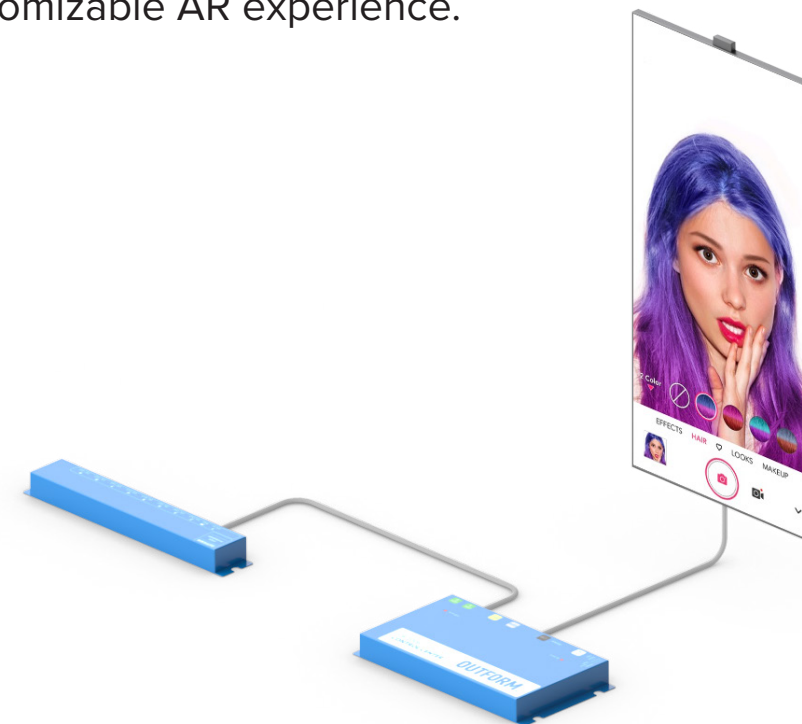
ADDITIONAL USE CASES

- Smart Lighting
- Smart Locks
- Smart Outlets
- Smart Wi-Fi

AR EXPERIENCE

This experience creates instant customer engagement, delivering entertainment and immersion through the use of augmented reality technology.

The Outform control center is at the heart of this experience, implementing a live video camera stream to create digital magic. When users stand in front of the camera, their hair is detected and a multitude of alternative colors is provided to try on digitally. Users can get a virtual makeover in seconds, exploring a wide variety of color styles ranging from the subtle and natural to the extreme and vibrant. Outform can work with your brand to create a customizable AR experience.



ADDITIONAL USE CASES

- Events
- Branded Filters
- Salons
- Beauty Stores

RFID EXPERIENCE

This experience utilizes a placement pad to create interaction and activate a display of information about a selected product.

When a product is lifted and placed on the RFID pedestal a receptor launches the experience, activating custom content on the paired screen. The OSM RGB controls the lighting of the pedestal, allowing each category of product to be programmed with their own set of colors, adding an additional visual layer to the experience.



ADDITIONAL USE CASES



Beauty



Fragrances



Beverages



Pharmaceutical

LIFT & LEARN EXPERIENCE

This experience uses technology to take intuitive in-store actions to a new level, creating learning opportunities for the consumer and data-guided solutions for the brand.

When a product is lifted from the rack or pedestal, the RFID sensor sends a signal to the media player that triggers content relating to the product selected. Customers can explore products in a tactile way while also viewing additional information to help them make a decision, opening opportunities to show alternative colors, materials or models of the selected items.



ADDITIONAL USE CASES



Sports



Leather Goods



Spirits

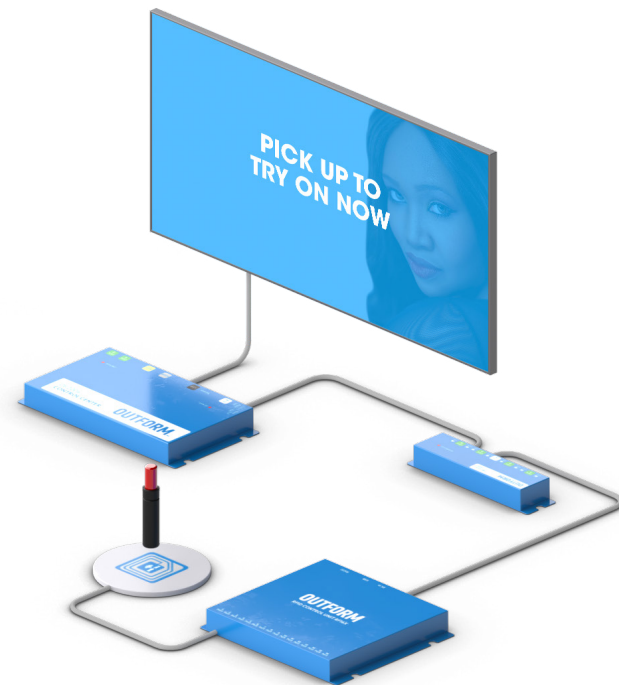


Cameras

AR & RFID EXPERIENCE

This experience combines technologies to build a hybrid solution that can be optimized for branded customization, making the consumer journey different and more exciting.

Combining online and offline, this experience showcases physical products while giving them digital application, creating both immersion and education. When a product is lifted, its affects and applications are virtually applied to the customer's head or face using facial mapping. Users can quickly get a feel for a variety of products while receiving more information on their uses and variations via the associated custom content.



ADDITIONAL USE CASES



Jewelry



Hair Care



Beauty Creams

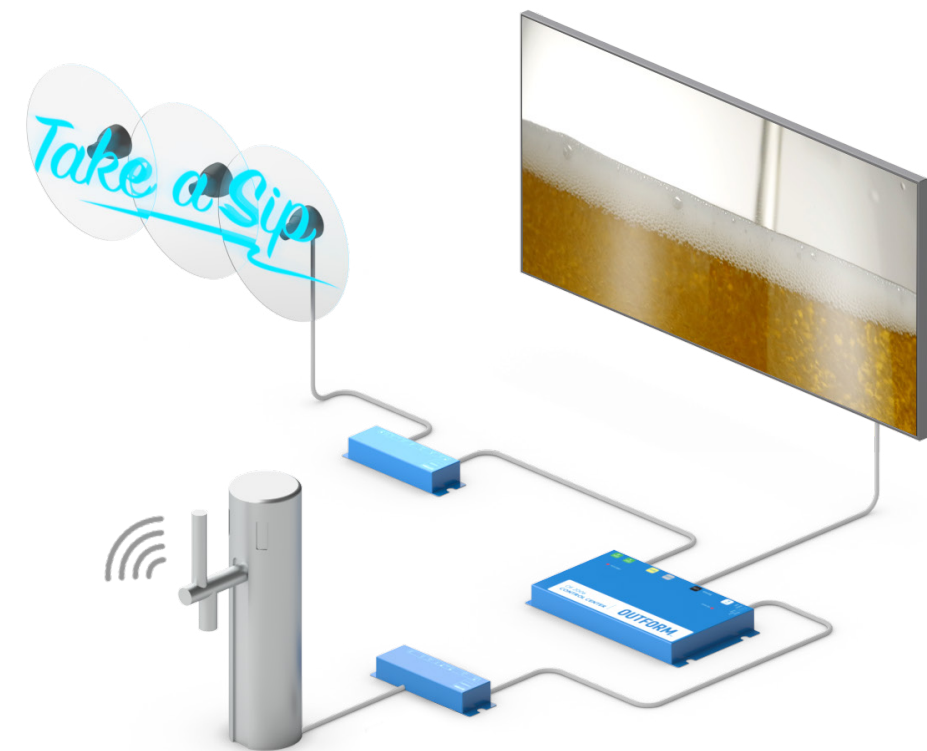


Contact Lenses

HOLOGRAPHIC EXPERIENCE

This experience utilizes holographic technology to make your message stand out in a visually enticing way.

Holographic blades project content that appears as if floating in mid-air, allowing your brand to come to life through dynamic storytelling. This experience is synced with a sensor that changes the displayed content when triggered, keeping your messaging fresh and exciting.



ADDITIONAL USE CASES



Bars



Entertainment Venues



Casinos



Malls

WEARABLE EXPERIENCE

This display enhances the shopping experience for higher-priced products by removing the need for intimidating glass cases, allowing customers to have full and free access to touch and try on. This table features two different options for wearable products, using the patented Smart Cushion and the C-Clip.

The Smart Cushion reinforces security of the merchandise in a non-disruptive way, allowing customers to get up close and personal. Only by using a pre-coded RFID tag can cushions be released to let customers try on the products.

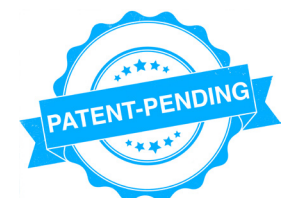
The C-Clip allows customers to simply lift the product off the base without needing the assistance of an associate. The tethered base acts as a security element and snaps into place when the item is put back, ensuring products are always beautifully displayed.



INFORM 360° EXPERIENCE

The Inform 360° blends visual merchandising, security, interactivity, and ever-changing content to create an in-store wow moment that tells a story and excites customers.

Each pedestal has an embedded projector that acts as an interactive display that can be projected onto a variety of surfaces. Customers can explore product features and messaging by actually touching the projected content. When the product is lifted, it stays secure through a tethered attachment while allowing continuous interaction. Picking up the product causes the projected display to respond with updated content, keeping customers interested and engaged.



BACK-END TECHNOLOGY

The interactive experiences are brought to life through the use of the incorporation of OSMs (Outform Standard Modules) and triggers. OSMs act as the brain of the operation while triggers initiate a signal that creates the interactional experience.

The Interactive Experience Collection is designed to be flexible and easily work together to build customizable systems, leveraging a brand's unique set of needs through innovative, engagement, and tactful interactions.

The Interactive Experience Collection provides a multitude of possibilities. Talk to us to find out how we can dare to innovate together.

OSM 2006

The brain of the Outform Interactive Collection. An 8-core processor running Outform software, the OSM2006 has power to spare to drive even the most complex retail experiences.



OSM PWR8P

Getting power to all of your products and interactive collection components doesn't need to be complicated. The OSM PWR8P splits one power supply to up to 8 Interactive components and/or products on display.



OSM RFID

An interface that can receive signals from up to 8 RFID antennas, and communicate those signals back to the Outform network.



OSM RGB

A single channel RGB lighting controller which can create millions of color combinations and light intensities by using an RGB light strip up to two meters in length.



OSM GPIO4P/ GPIO8P

The most versatile of our OSM devices, the GPIO provides outputs or senses inputs, giving you the flexibility to control the real world with your retail display. Available in 4 port and 8 port versions and infinitely programmable.



OSM ROUTER

Build a network within your display to communicate between modules or control a variety of “internet of things” devices within the retail environment. Based on the popular DD-WRT software, the OSM Router delivers the flexibility and power of routers costing many times the price.



OSM RELAY

Control AC devices safely using our ETL listed 2-port AC relay, with up to ten amps of switching power per outlet.



OSM ZBR

Connect to up to 37 Zigbee transmitters, like the Outform Smart Hanger, and create a custom, wirelessly-triggered retail experience that delivers a true “wow” experience to your customers.



OSM VOICE

With an advanced speech processing and AI engine, the OSM Voice can drive an experience using voice commands. By eliminating the need for network connectivity, we’ve created a voice-first retail experience combined with fantastic reliability.



OSM AUDIO

Great demonstrations demand great audio. The Outform Audio Output Module provides the best audio signal to ensure your demonstrations turn into sales.



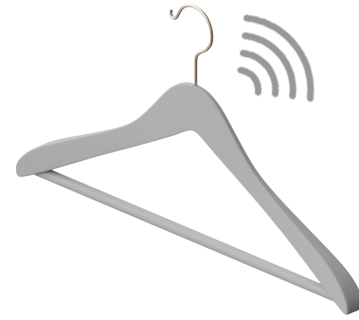
OSM LCT1

Control many meters of LED strips with both on/off and infinite dim functions.



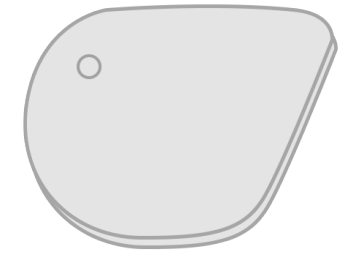
OSM ZBT

By leveraging low-energy ZigBee technology, Outform ZBT trigger modules last months between charges, ensuring fantastic demos while minimizing maintenance for your store environment.



MAGNETIC SENSOR

Secure your product and trigger an experience with a variety of sizes of Outform magnetic sensors.



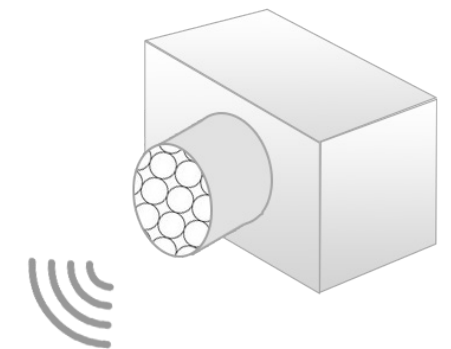
RFID ANTENNAS

Integrate lift-to-learn or place-to-learn functionality in displays of all sizes with a variety of RFID antenna systems.



DISTANCE SENSING

Taylor your in-store experience based on how close the customer is to your display. Attract them with light and sound at just the right moment with the Outform Proximity module.



MECHANICAL PUSH-BUTTONS

Sometimes the simplest solution is the best. Outform push-buttons stand up to the rigors of today's retail environments.



An endless amount of possibilities for triggers are available to tailor your very own experience.

ABOUT OUTFORM

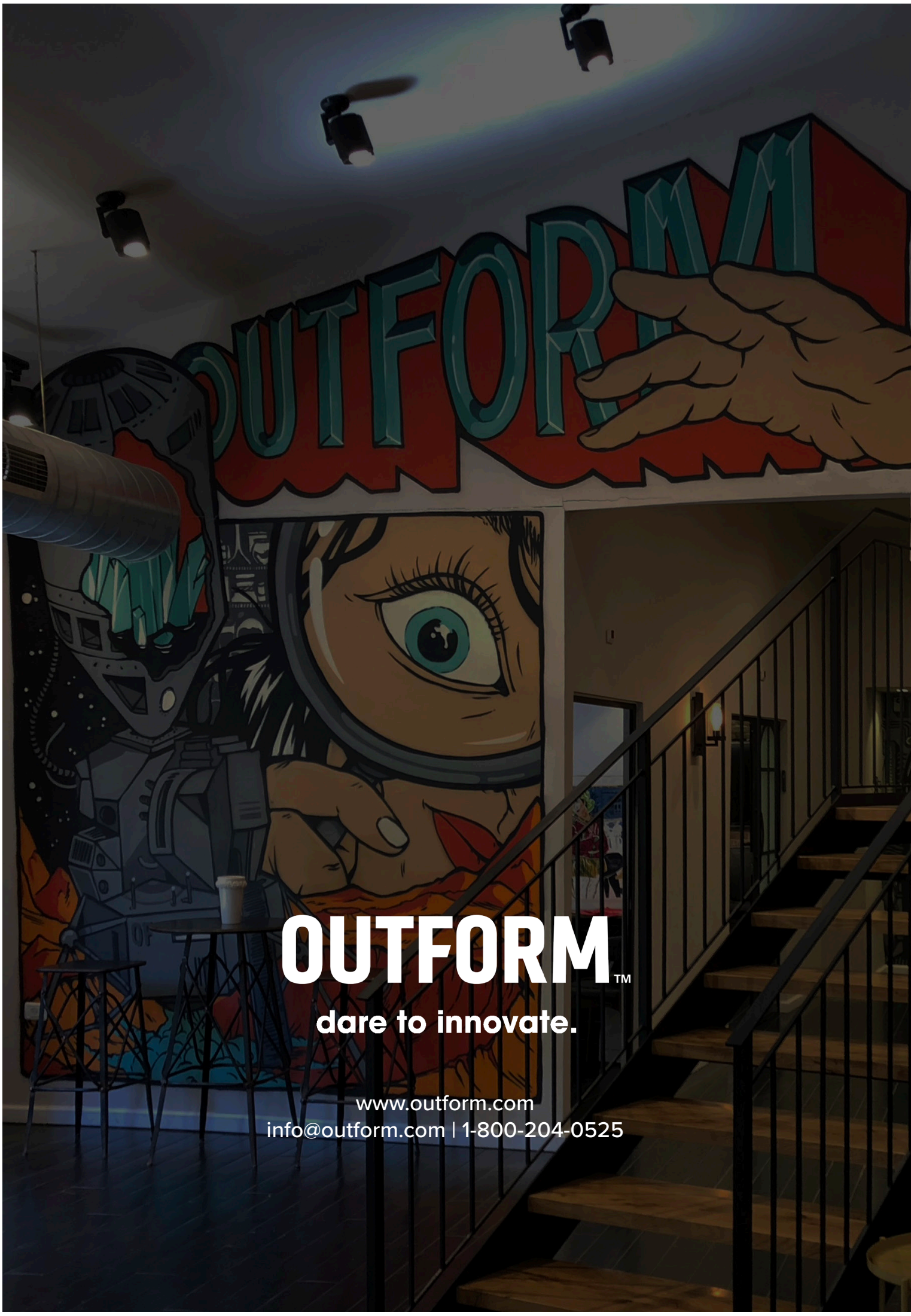
We believe that the only way to succeed is to keep defining, redefining and elevating the way the people connect with brands.

At Outform, we instill this philosophy by constantly pushing the envelope and relentlessly challenging the status quo.

Through our global end-to end-capabilities we shape the future of retail.

dare to innovate.





OUTFORM™

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