OUTFORM™

Product

The technology you need to transform retail experience and bring brands to life-instore.

dare to innovate.

TOGETHER WE SHAPE THE FUTURE OF RETAIL

We believe in retail and we exist to create reasons for people to visit stores again and again.

Technology is transforming the way people shop, resetting expectations of experience and creating opportunity for those that dare to innovate.

Our Product collection gives you the technology and components to bring brands to life in-store, transforming experience with sound, vision and interactivity, including movement touch and voice. It includes innovative merchandising, lift and learn technologies, and RFID enabled security solutions. All easily customisable to exceed expectations.

Customizable

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

Innovative

Strategic solutions that optimize the in-store consumer experience.

RETAIL READY PRODUCT

Solution

Inform 360°
Smart Cushion
Smart Wear
Dynamix
RFID
Voice Experience
iDISPLAY

Components

- Control Center
- RFID Module
- Light Controller RGB
- Power Switch International
- Voice Command Controller
- Light Controller S/Channel
- Power Hub 4/8 Port
- ODC Hub 4/8 Port
- GPIO Interface 4/8 Port
- Multi Voltage Power Hub

Versatile

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

Retail Ready

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

Solution
Inform 360°

Visual merchandising, security and interactivity, all in a single solution for mobile devices to deliver impact in-store.

Each pedestal has an embedded projector that acts as an interactive display which can be projected onto a variety of surfaces and triggered by touch, lift or motion. Customers can explore product features and messaging by touching the projected content which can be remotely uploaded and managed.

Equipped with it's own media player and alarm system, or configurable to use existing alarms and other media players, the Inform 360° will transform the presentation of mobile devices in-store.
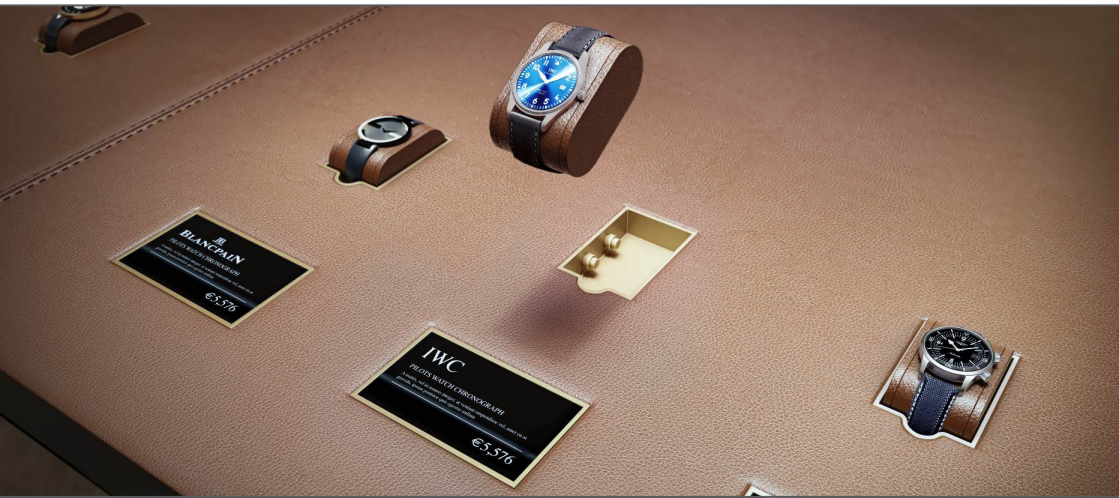
Solution

Smart Cushion

A luxury watch display and security solution that removes the need for intimidating glass cases.

Designed to meet the needs of both customers and associates, the display ensures the watch remains the "Hero".

Security components are hidden within the Smart Cushion, a computerized locking mechanism safely secures the product in place and can only be released using a pre-coded RFID tag.

Designed for commercial-grade durability and premium product showcasing, it ensures an easy try-on process and positive shopper experience, guaranteeing product security and optimal presentation.

Solution

SmartWear™

An innovative solution for showcasing and securing wearable devices. Built for heavy retail traffic, these durable and secure C-Clip holders have a sleek and unobtrusive profile with pull box tether solution that makes trying on the device easy and natural without unnecessary wires or distractions.

Capable of powering a variety of wearables with different charging configurations, SmartWear™ ensures devices are always powered on, no matter how much interaction they receive and guaranteeing beautiful and consistent product presentation.
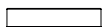
Dynamix

LED animation that transforms the traditional lightbox to create new and impactful retail experiences.

Based on a fixed LED plate, Dynamix is configurable to size and format and can integrate mounted showcase elements such as hangers, shelves or TV brackets.

The creative options are limitless and infinite configurations can be custom made for any retail needs.
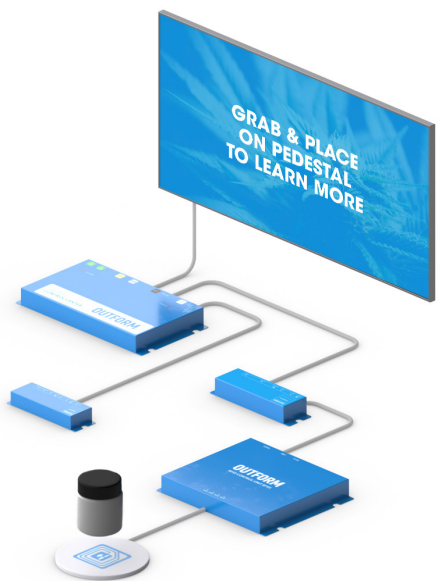

ACCESSORIES

| Shelf | Cube Shelf | Hanger Hook | Peg Hook |

Solution

RFID

Trigger product experiences with RFID driven solutions in-store and open limitless opportunities to showcase product benefits, alternative colors, materials or models.

Experiences, that include 'Lift & Learn', are all customizable with a range of Outform components.

ADDITIONAL USE CASES

| Beauty | Fragrances | Fashion | Beverages | Pharmaceutical |

Solution

VOICE Experience

Voice enabled interaction at fixture, configurable to deliver a variety of product experiences through advanced speech processing and AI.

Configurable to connect to any number of components to create product stories and unique interaction in-store, all delivered without the need for network connectivity to ensure reliability and performance.

A voice - first retail experience.

ADDITIONAL USE CASES

Smart Lighting   Smart Locks   Smart Outlets   Smart Wi-Fi

Solution
iDISPLAY

Touchscreen connectivity to engage and highlight product functionality. Available off-the-shelf in a variety of sizes, with options for bespoke build and configuration.

THE
BACK-END TECHNOLOGY
TO SUPPORT

Interactive experiences brought to life through the use of 'Outform Standard Modules' and triggers. OSMs act as the brain of the operation while triggers initiate a signal that activates interaction.

The Collection is designed to be flexible, working to customise experience and showcase brands and products through innovative engagements and tactile interactions.

Interactive Experience Collection
A multitude of possibilities.
Talk to us to find out how we shape the future
of retail experience together.

Component

Control Center

A multi-experience retail ready platform for easy-to-design in-store experiences. Android driven and supporting both Full HD and 4K resolutions, the brain at the core of any interactive solution features an 8-core processor, 8GB of memory storage and can power and control multiple different controllers to drive even the most complex retail experiences.

Customise experience with connection to a number of high-end controllers to create the next level of retail experience including RFID, voice assistants, AR and VR.

Tech
- Android
- Full HD and 4K resolution
- 8-core processor, 8GB of memory storage
- Built-in Wi-Fi, LAN or USB
- Outform Interactive Editor™

EASY TO SET UP, UPDATE AND SUPPORT.

Outform Interactive Editor™ Software allows users to create multi-functional and complicated retail experiences using a simple drag and drop interface. A simple and easy way to design, schedule, and manage retail experiences and displays, helping you deliver the right message to the right audience at the right time.

Component

RFID module

Receive signals from up to 4 RFID antennas and communicate back to the Outform network, to trigger experiences including Lift & Learn.

Light Controller RGB

A single channel RGB lighting controller which can create and configure millions of color combinations and light intensities.
Using an RGB light strip up to two meters in length, it is the perfect solution for enhancing brand awareness through eye catching color illuminations.

Power Switch International

Used to safely control up to 2 AC devices, with up to ten amps of switching power per outlet. The ETL listed OSM RELAY triggers Display products, enabling them to be turned on and off as desired, to surprise and delight in-store.

Voice Command Controller

Voice interaction made easy. The OSM VOICE brings advanced speech processing and AI to drive retail experience using voice commands with no need for network connectivity.
A voice - first retail experience combined with fantastic reliability.

Component

Light Controller Single Channel

Control a single channel of LED strip with both on/off and infinite dim functions. A great solution to direct shoppers to highlighted products and inspire engagement.

Power Hub 4/8 Port

Power up to 8 Interactive components and/or products on display. The OSM PWR can distribute 12V and 24V powered devices.

ODC Hub 4/8 Port

Data Distributers designed to support up to 8 Interactive devices without having the need to add more Media Players or Control to the interactive system. The OSM HUB can also provide power to many Interactive components.

GPIO Interface 4/8 Port

Delivering flexibility to control your retail display, the GPIO provides outputs or sensor inputs. Available in 4 port and 8 port versions and infinitely programmable. Supports most of the triggers and sensors used in today's retail.

Multi Voltage Power Hub

Power up to 8 Interactive components and/or products on display. The OSM PWR can distribute 5V and 12V powered devices.

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