



# Interactive Collection.

PRODUCT CATALOG 2020

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## THE INTERACTIVE COLLECTION

The Interactive Collection gives integrators, display builders, retailers, and brands the creative tools and building blocks needed to bring leading retail innovation to life. Catering to the specific needs of the modern day shopper, retailers can develop bespoke solutions with systems as simple as plug and play, or drag and drop.

Outform's Interactive Editor is a software that can be thought of like a foundation, and the Standard Modules like building blocks. The main standard module, or the Control Center acts like a brain, connecting the different Standard Modules needed to create the experience. By dragging and dropping the desired retail display functions into the Interactive Editor, a custom interaction is created which can be downloaded to a USB and connected to the Control Center.

No matter the pairing between Standard Modules, the Interactive Collection will deliver seamless, and customized experiences. The unique configurations that can be created will engage the shopper and open the door for further product discovery. By adapting to the new normal of retail, the Interactive Collection accommodates several opportunities for hands-free product discovery. The Interactive Collection is exciting, encourages play and curiosity, and couples technology with retail experiences that shoppers now demand.





# GESTURE EXPERIENCE



## AN INTERACTIVE HANDS-FREE EXPERIENCE

By simply waving their hand, shoppers can control the entire display experience. By re-thinking how a shopper can interact with products, we have created a touch free option that integrates hand gestures as a new command language. To draw users in, the experience features a responsive illumination tool that gets brighter as users approach the gesture sensor. Users can lower their hand over the sensor to activate, left to right to raise or lower volume, or front to back to change tracks. Catering to the modern day shopper, this experience eliminates concern about touching public surfaces, while still providing an interactive retail experience.





# GESTURE EXPERIENCE

## HANDS- FREE TECHNOLOGY

The Gesture Experience gives shoppers the opportunity to learn about products without the need to touch the display surface.



## SAFE RETAIL

To adapt to an evolving retail landscape, users can avoid touching public surfaces by simply waving their hand to trigger any interaction.



## CUSTOMIZABILITY

Gestures can be customized and modified during the display development.



## MODULAR

The Interactive Collection is comprised of a variety of Outform Standard Modules (OSM) which communicate by way of ODC protocol. ODC protocol enables a dynamic eco-system by which multiple OSMs can interact and trigger relevant experiences.



## INTERACTIVITY

By combining this experience with different sensors and triggers, this experience can support a combination of user interactions such as touch, voice, motion, and many more.



## WOW EFFECT

Surprise shoppers by detecting their movements.



## HANDS-FREE

The Gesture Experience gives shoppers the opportunity to learn about products without touching display surface.



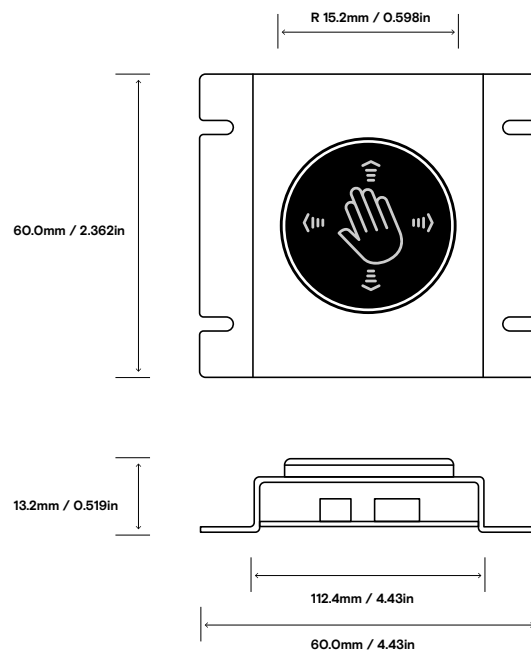
## OIE

Outform Interactive Editor gives you the tools to create your own experiences with ease using Control Center configuration



# GESTURE EXPERIENCE TECHNICAL SPECIFICATIONS

## PRODUCT SIZE



### DETECTION RANGE

5-20CM

### NUMBER OF RECOGNIZABLE GESTURES

6

### VISUAL FEEDBACK

RGB LED LIGHT

### INTERFACE

4 PIN SERIAL CONNECTOR

### OPERATING TEMPERATURE

-20-70C

### OPERATING VOLTAGE

12V

### POWER CONSUMPTION

2.81MA

### CABLE LENGTH

0.7 METER

### CERTIFICATIONS

CE, FCC, ROHS



# GESTURE EXPERIENCE FAQ

## FAQ

### HOW MANY GESTURES CAN THE GESTURE EXPERIENCE SUPPORT?

The Gesture sensor can support up to 6 different gestures: Left / Right, Back/Forth, Up / Down

### WHAT IS THE DETECTION RANGE OF THE GESTURE SENSOR?

The detection range is 20cm – 80cm.

### HOW MANY GESTURE SENSORS CAN 1 SYSTEM SUPPORT?

As many as needed. The Interactive Collection is designed to add any number of sensors and triggers to any experience.

### CAN THE GESTURE EXPERIENCE HELP TO SAVE ENERGY?

Yes, we can program the Gesture Experience to switch on and off any screen or adjust to a product that does not need to work when there is no interactivity.

### CAN THE GESTURE SENSOR REPLACE AN EXISTING PHYSICAL BUTTON ON AN EXISTING SYSTEM?

Yes, since the system is modular and updatable, gesture sensors can replace existing triggers, or be added to an existing system.

### CAN THE MOTION SENSOR AND THE GESTURE SENSOR WORK TOGETHER ON THE SAME SYSTEM?

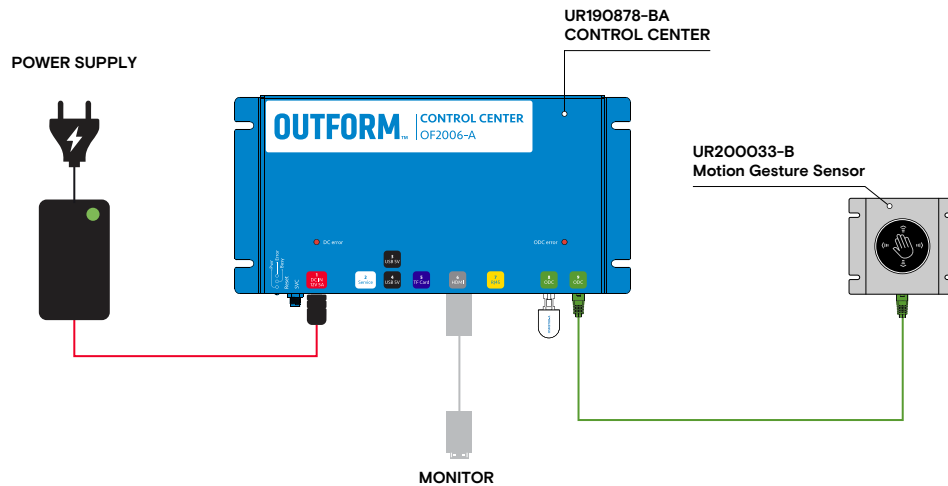
Yes, add as many sensors as you need to one system.



# GESTURE EXPERIENCE EXPERIENCE KITS

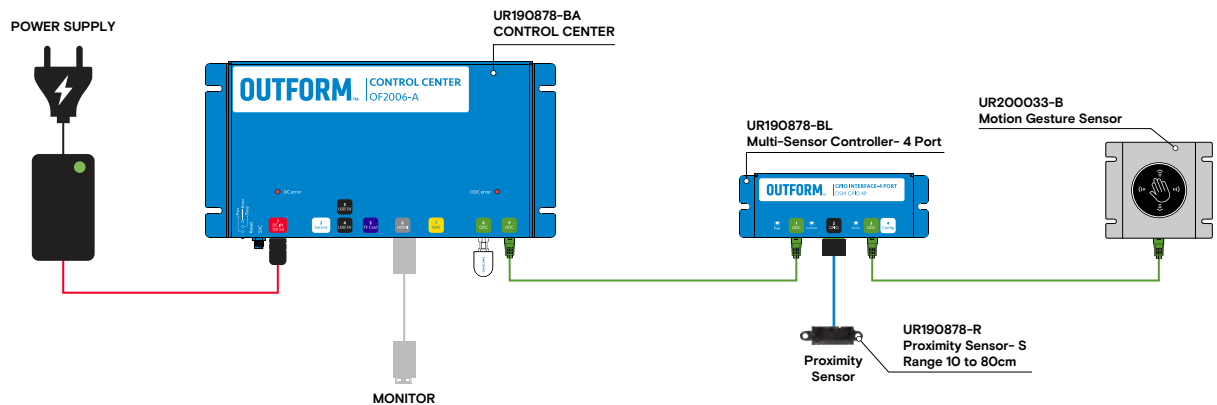
## GESTURE SENSOR

Use the gesture sensor to create a hands-free experience that can capture and interpret up to 6 custom hand gestures.



## GESTURE SENSOR + MOTION SENSOR

Use the gesture sensor to create a hands-free experience that can capture and interpret up to 6 custom hand gestures. Add the motion sensor to create custom triggers as users approach the display.



AC CABLE	USB CABLE
12V DC CABLE	HDMI CABLE
ODC R.J25 CABLE	GPIO CABLE
AUDIO CABLE	RFID CABLE

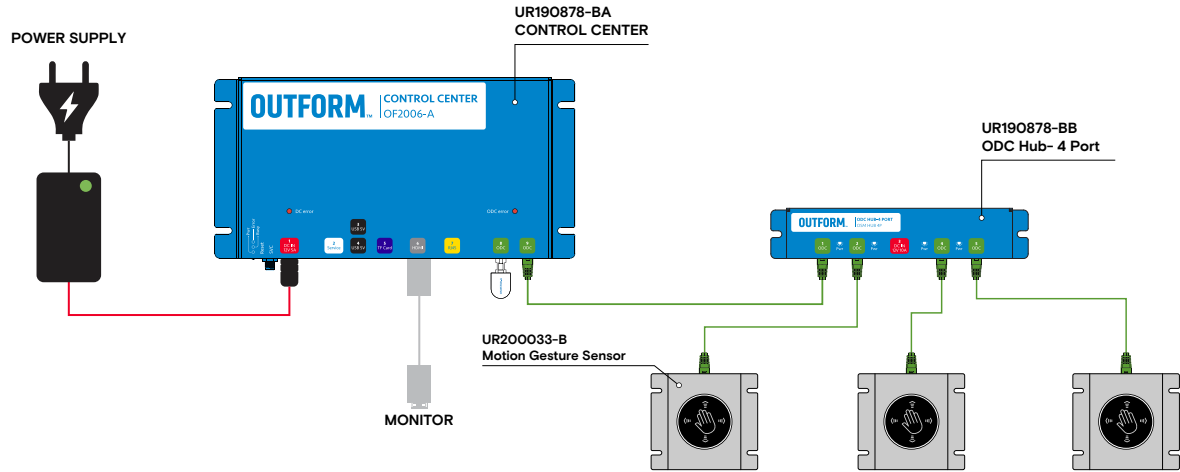




# GESTURE EXPERIENCE EXPERIENCE KITS

## MULTIPLE GESTURE SENSORS

Add multiple gesture sensors to your experience to control various devices within the display.



- |                |            |
|----------------|------------|
| AC CABLE       | USB CABLE  |
| 12V DC CABLE   | HDMI CABLE |
| ODC RJ25 CABLE | GPIO CABLE |
| AUDIO CABLE    | RFID CABLE |