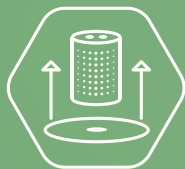# Interactive Collection.

PRODUCT CATALOG 2020

OUTFORM™
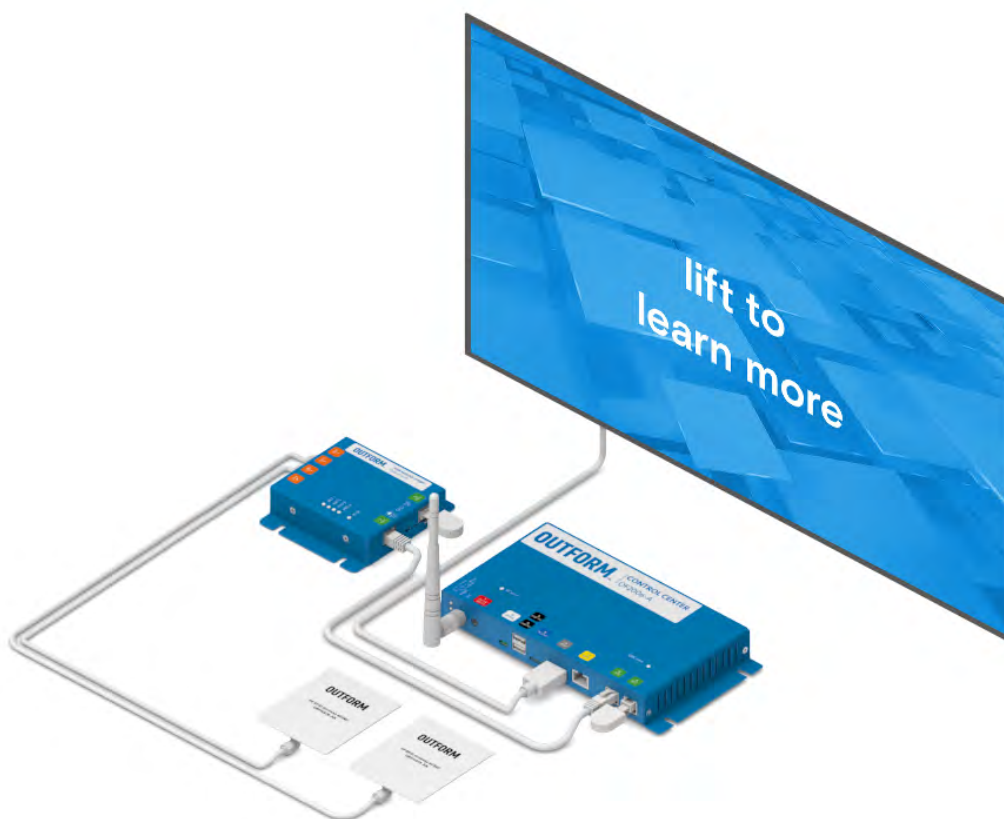
LIFT & LEARN EXPERIENCE

A UNIQUE PRODUCT DISCOVERY EXPERIENCE

With Lift & Learn, we considered how shoppers naturally interact with products. In this case, simply picking up the product adds a new layer of interaction to the shopper's journey. By simply lifting merchandise, users trigger on-screen information to display relevant content about the product they are holding. Product information can be customized to emphasize any key features such as price, size, calories, similar products, etc. The experience also creates opportunities to gain additional shopper engagement metrics by capturing relevant data such as popular merchandise.
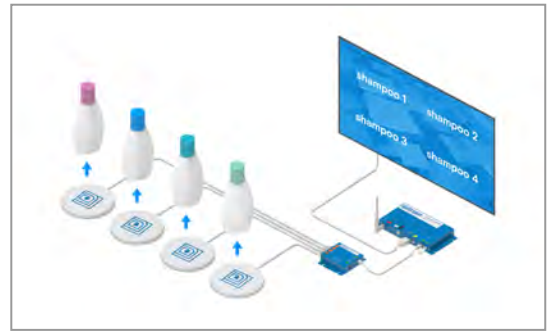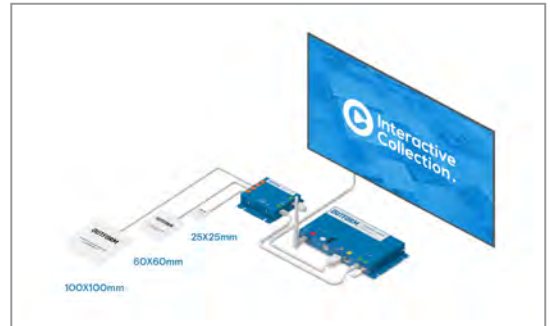
LIFT & LEARN EXPERIENCE

4 TAG SIMULTANEOUS DETECTION

The RFID reader can recognize up to four items lifted and placed at the same time. This feature allows for multiple users to engage with the experience at once, and also facilitates product comparison.

AVAILABLE IN THREE SIZES

Our RFID Receivers make adding, removing, and rearranging product displays easier than ever before. To meet the changing requirements of dynamic displays, Lift and Learn is available is 3 standard sizes: 100 x 100mm, 60 x 60mm and 25 x 25mm.

COMPATIBLE WITH MOST SURFACES

Our state of the art RFID module was built to broadcast through the most commonly used materials and surfaces (with the exception of metallic materials).
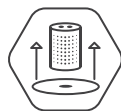
MODULAR

Periodic updates are key in keeping shoppers engaged and excited about your product. For this reason, we designed Lift & Learn to be adaptable to simple upgrades and experience developments.

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.

LIFT & LEARN
Advanced offline speech processing to deliver optimal retail experiences.

RESPONSIVE PRODUCT RECOGNITION
Because the product is tagged with a specific RFID tag, the product can be lifted and placed on any pedestal and will be correctly recognized.
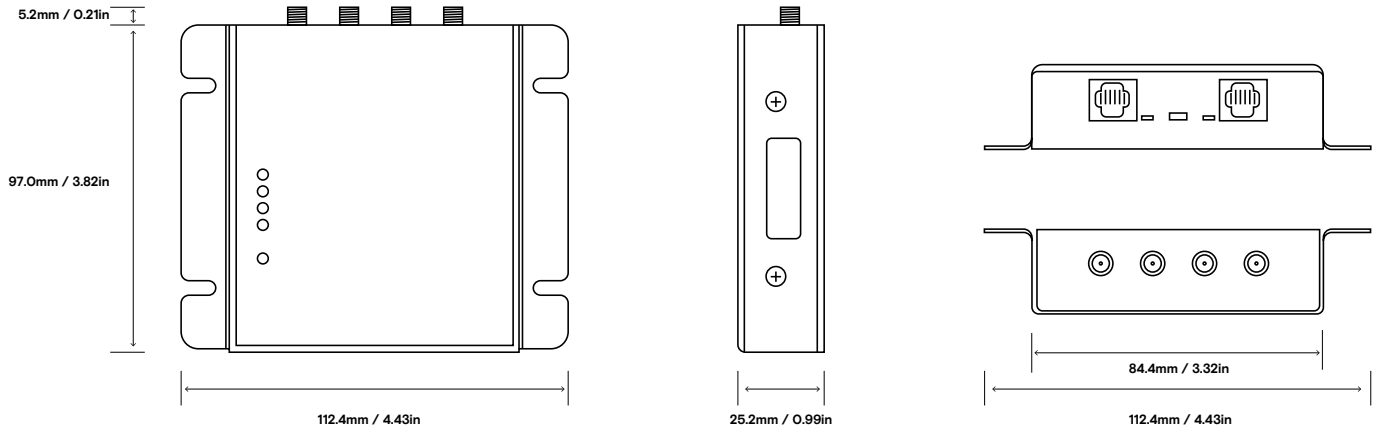
RFID TAGS
The system supports up to 1000 tag ID's.

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

PRODUCT SIZE

FREQUENCY RANGE	
	13.56MHZ (HF RFID)

CHANNEL (ANTENNA) QUANTITY	
	4; CONFIGURATION OF ACTIVE ANTENNAS IN ANY ORDER

SUPPORTED TAG PROTOCOLS	
	ISO15693
	ISO14443A/B

ANTENNA SIZES	
	25X25MM
	60X60MM
	100X100MM

INTERNAL MEMORY	
	16000BYTES (128KBIT)

ODC POWER	
	VOLTAGE RANGE: DC 10-20V
	MAX UNIT POWER CONSUMPTION: 1.3W

EDS PROTECTION	
	ODC DATA LINES: IEC 61000-4-2, LEVEL 4 (ESD)
	ANTENNA PORTS: MIL-STD-883 METHOD 3015.7
	ODC POWER LINE: IEC61000-4-2
	ODC POWER LINE: IEC61000-4-2 3015.7

FAQ

HOW CAN RFID COMMANDS BE CHANGED?
RFID interactivity can be designed and updated using the Outform Interactive Editor.

HOW MANY RFID TAGS CAN ONE LIFT & LEARN SYSTEM READ?
The Lift & Learn Experience is designed to support up to 1000 tags.

HOW MANY RFID TAGS CAN ONE RFID RECEIVER READ AT A TIME?
One RFID Receiver can read up to four tags at a time.

**WHAT IS THE DIFFERENCE BETWEEN RFID BASED AND MAGNET SENSOR
BASED LIFT & LEARN EXPERIENCES?**
The magnet sensor supports one piece of content in a single location, while the RFID can support a variety of content in more than one location.
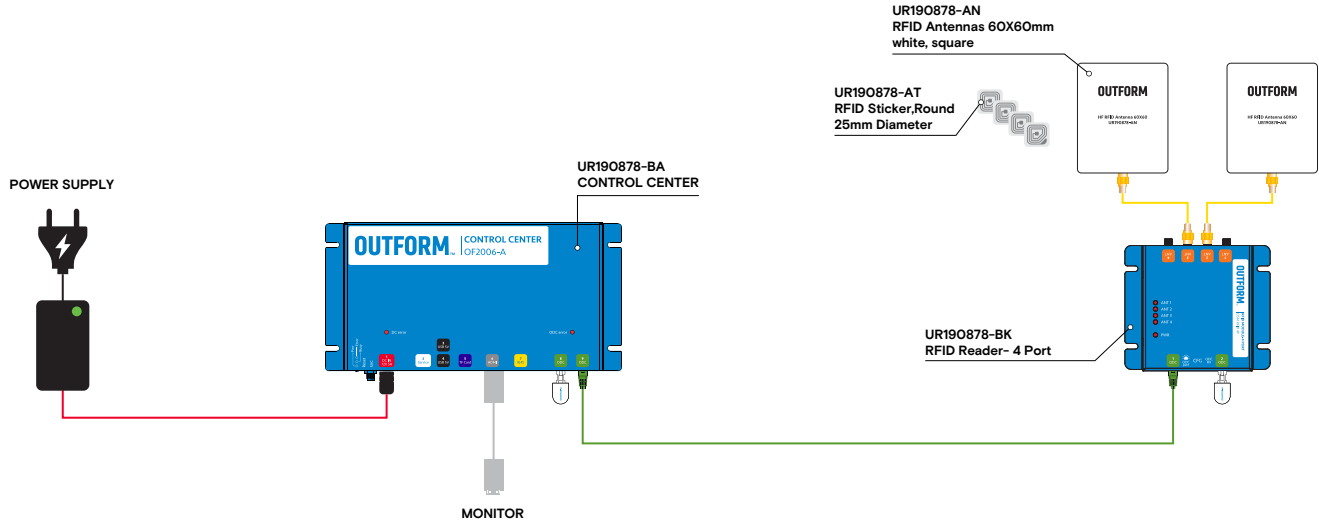
RFID CONTROLLER + 2 ANTENNAS

UIC3001-01

The RFID Kit with 2 antennas allows for 2 products to be lifted at the same time.

Click here to watch the system build tutorial.

Click here to watch the OIE build tutorial.

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker, Round
25mm Diameter

POWER SUPPLY

UR190878-BA
CONTROL CENTER

OUTFORM | CONTROL CENTER
OF2006-A

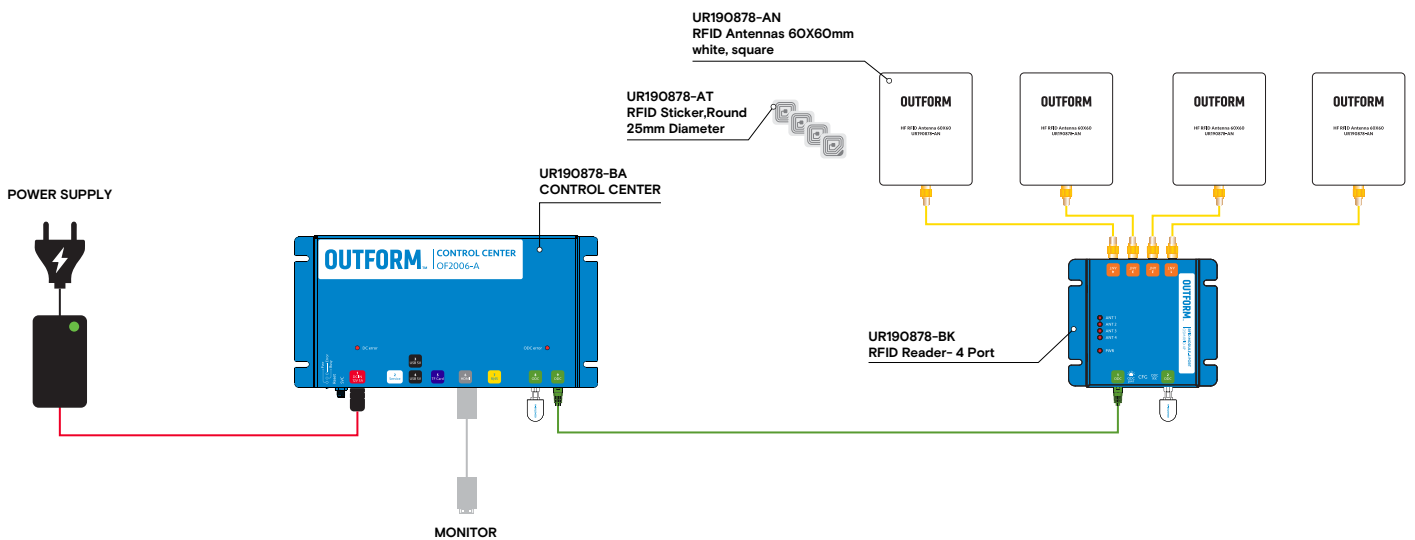OUTFORM

OUTFORM

UR190878-BK
RFID Reader- 4 Port

MONITOR

RFID CONTROLLER + 4 ANTENNAS

UIC3002-01

The RFID Kit with 4 antennas allows for 4 products to be lifted at the same time.

Click here to watch the system build tutorial.

Click here to watch the OIE build tutorial.

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker, Round
25mm Diameter

POWER SUPPLY

UR190878-BA
CONTROL CENTER

OUTFORM | CONTROL CENTER
OF2006-A

OUTFORM

OUTFORM

OUTFORM

OUTFORM

UR190878-BK
RFID Reader- 4 Port

MONITOR

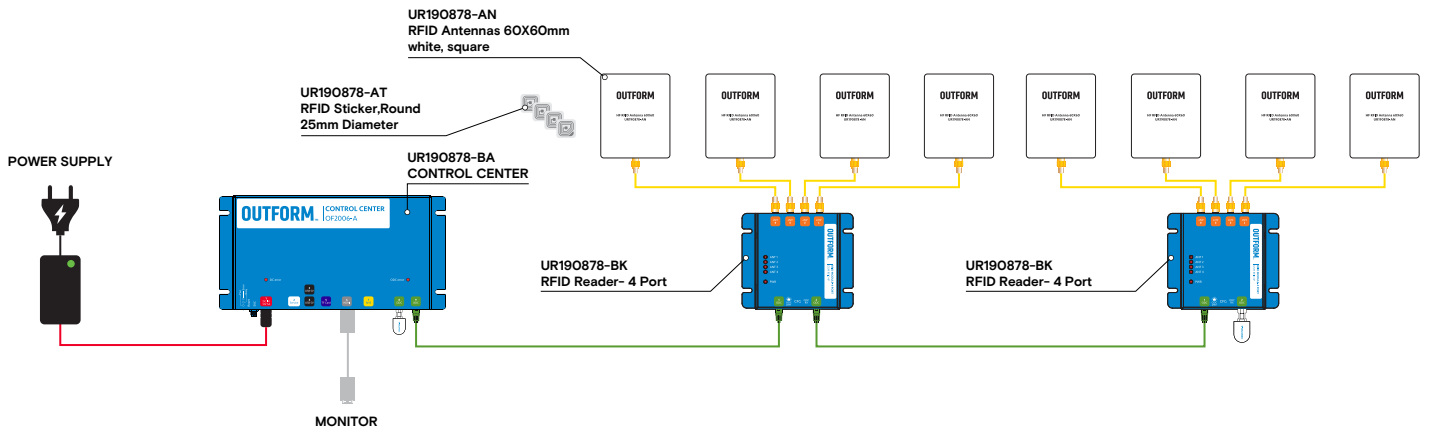|			
■ AC CABLE		■ USB CABLE	
■ 12V DC CABLE		■ HDMI CABLE	
■ ODC RJ25 CABLE		■ GPIO CABLE	
■ AUDIO CABLE		■ RFID CABLE	

RFID CONTROLLER + 8 ANTENNAS

UIC3OO3-O1

The RFID Kit with 8 antennas allows for 8 products to be lifted at the same time.

Click here to watch the system build tutorial.

Click here to watch the OIE build tutorial.

UR19O878-AN
RFID Antennas 6OX6Omm
white, square

UR19O878-AT
RFID Sticker, Round
25mm Diameter

UR19O878-BA
CONTROL CENTER

POWER SUPPLY

UR19O878-BK
RFID Reader- 4 Port

UR19O878-BK
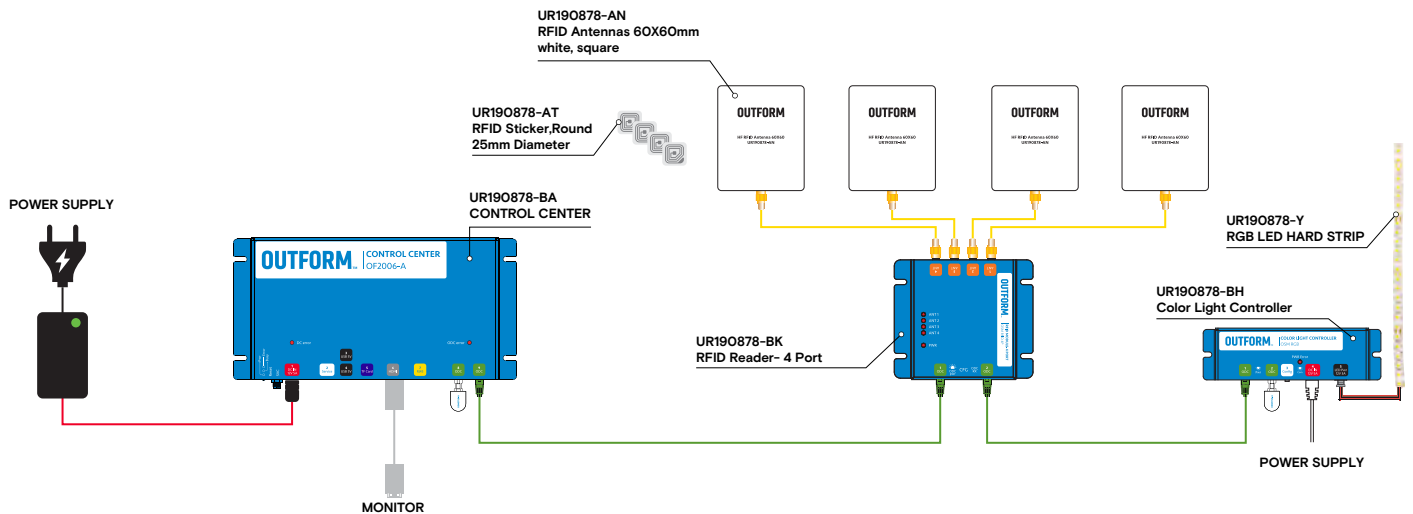RFID Reader- 4 Port

MONITOR

RFID CONTROLLER + 4 ANTENNAS + RGB CONTROLLER

UIC3OO4-O1

The RFID Kit with 4 antennas allows for 4 products to be lifted at the same time. By adding the RGB light controller, retailers can designate corresponding colors for specific products for a more dynamic experience.

Click here to watch the system build tutorial.

Click here to watch the OIE build tutorial.

UR19O878-AN
RFID Antennas 6OX6Omm
white, square

UR19O878-AT
RFID Sticker, Round
25mm Diameter

POWER SUPPLY

UR19O878-BA
CONTROL CENTER

UR19O878-Y
RGB LED HARD STRIP

UR19O878-BH
Color Light Controller

UR19O878-BK
RFID Reader- 4 Port

POWER SUPPLY

MONITOR

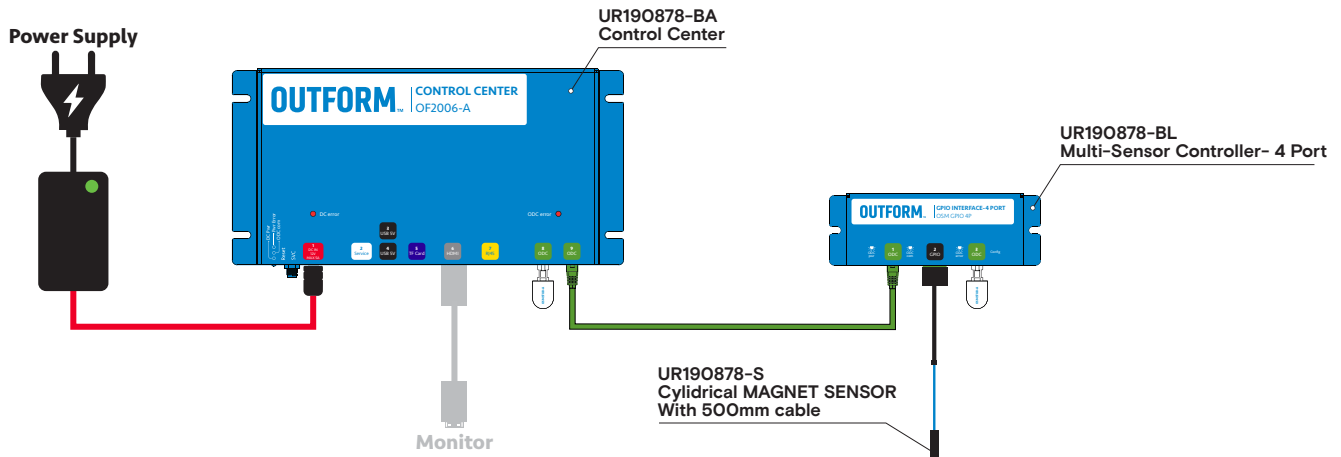|			
■ AC CABLE		■ USB CABLE	
■ 12V DC CABLE		■ HDMI CABLE	
■ ODC RJ25 CABLE		■ GPIO CABLE	
■ AUDIO CABLE		■ RFID CABLE	

MAGNET SENSOR
UIC3OO6-O1

By creating the Lift & Learn experience with magnet sensors, retailers can highlight an individual product without using RFID tags or sensors.
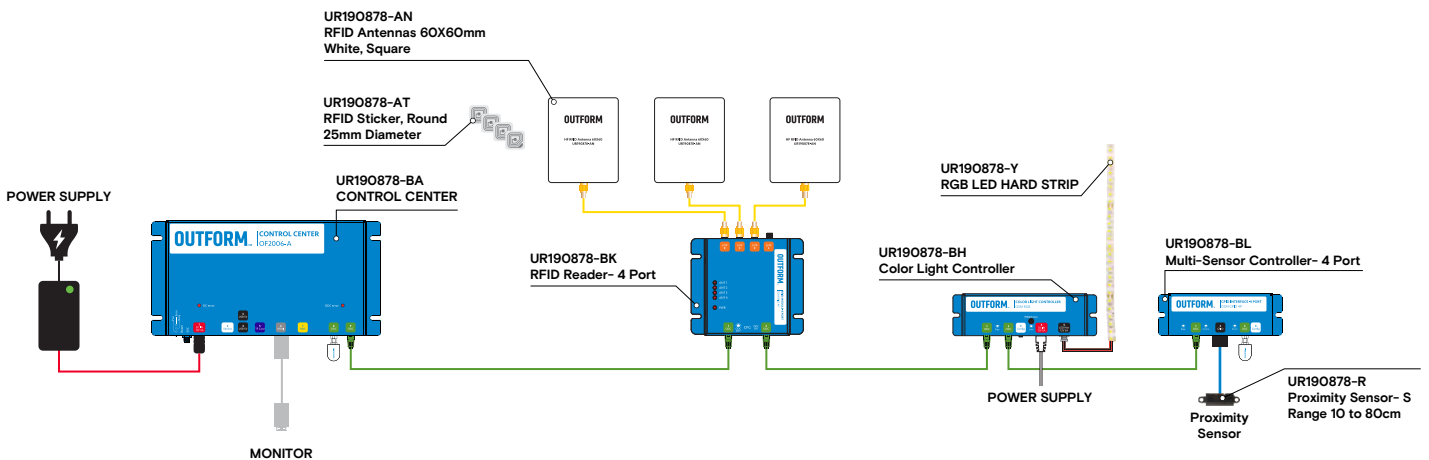
Click here to watch the OIE build tutorial.

RFID CONTROLLER + 3 ANTENNAS + RGB CONTROLLER + MOTION SENSOR
UIC3OO5-O1

The RFID Kit with 3 antennas allows for 3 products to be lifted at the same time. By adding the RGB light controller, and motion sensor retailers can designate corresponding colors and custom triggers for specific products for a more dynamic experience.

Click here to watch the system build tutorial.

Click here to watch the OIE build tutorial.

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