Interactive Collection.

PRODUCT CATALOG 2020

OUTFORM™

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.

LIFT & LEARN EXPERIENCE
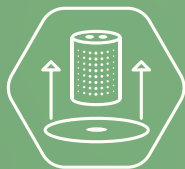
A UNIQUE PRODUCT DISCOVERY EXPERIENCE

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.
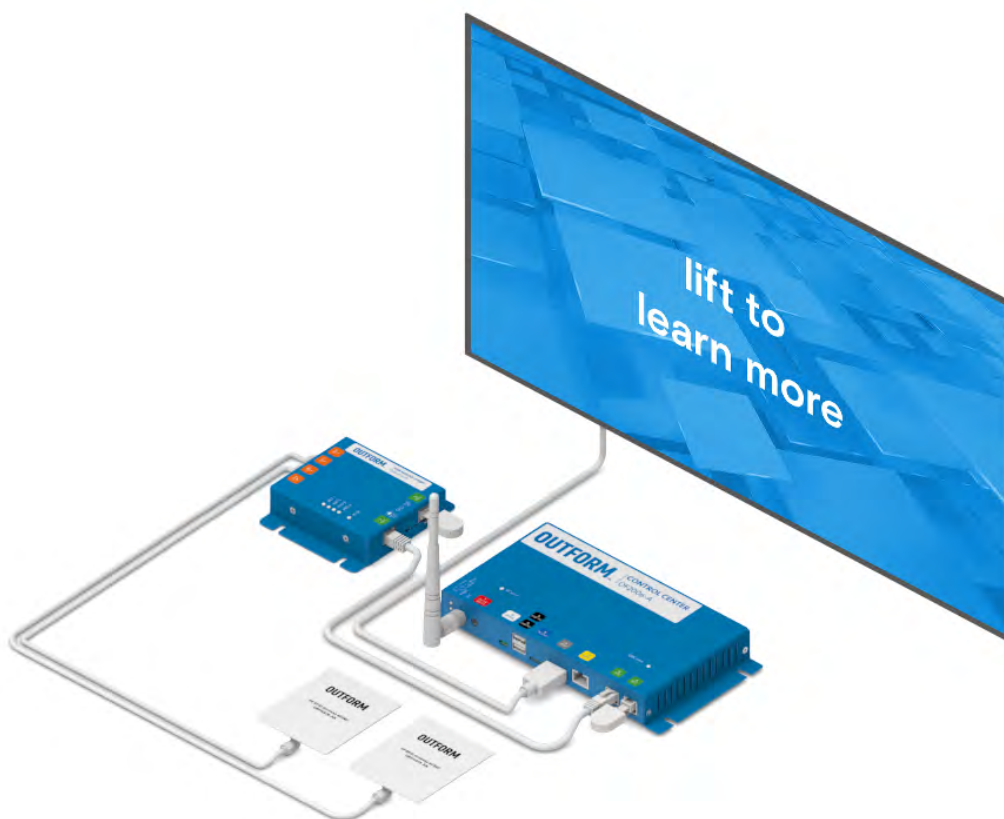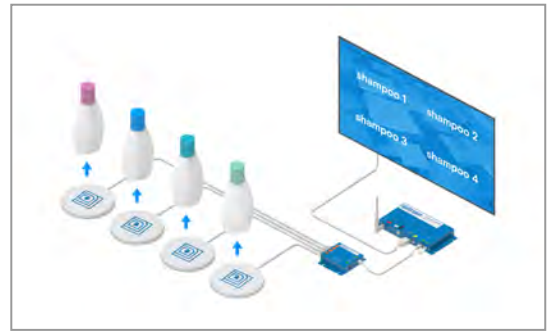
LIFT & LEARN EXPERIENCE

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.
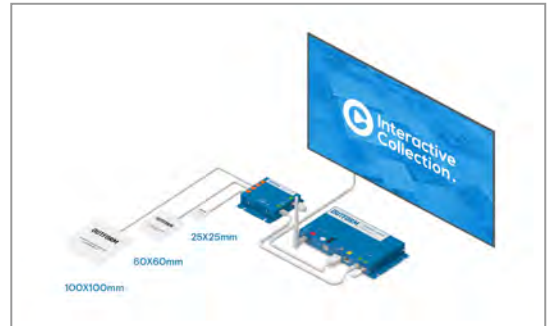
COMPATIBLE WITH MOST SURFACES

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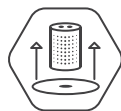
LIFT & LEARN
Advanced offline speech processing to deliver optimal retail experiences.

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.
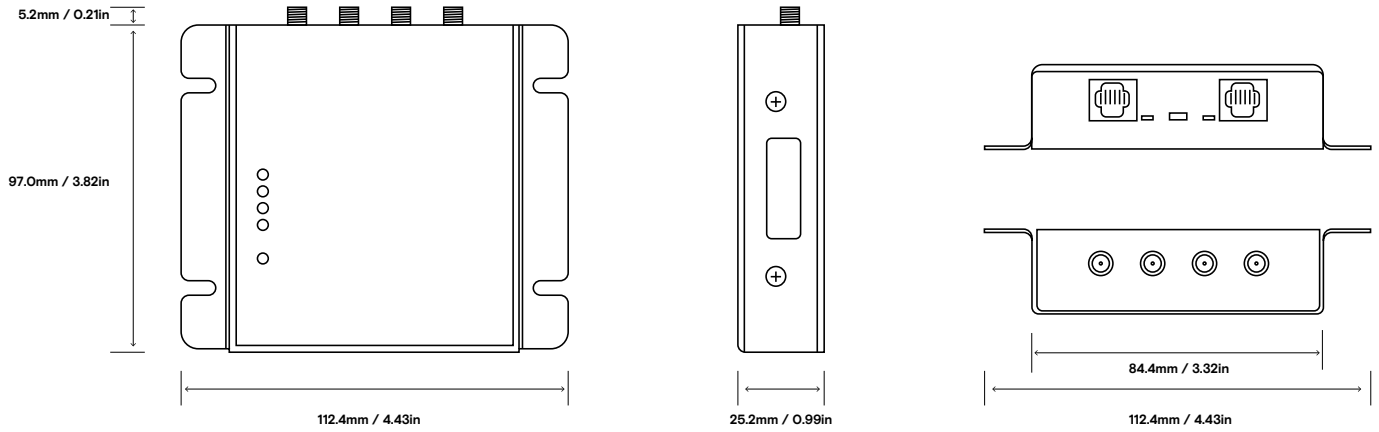
RFID TAGS
The system supports up to 1000 tag ID's.

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?
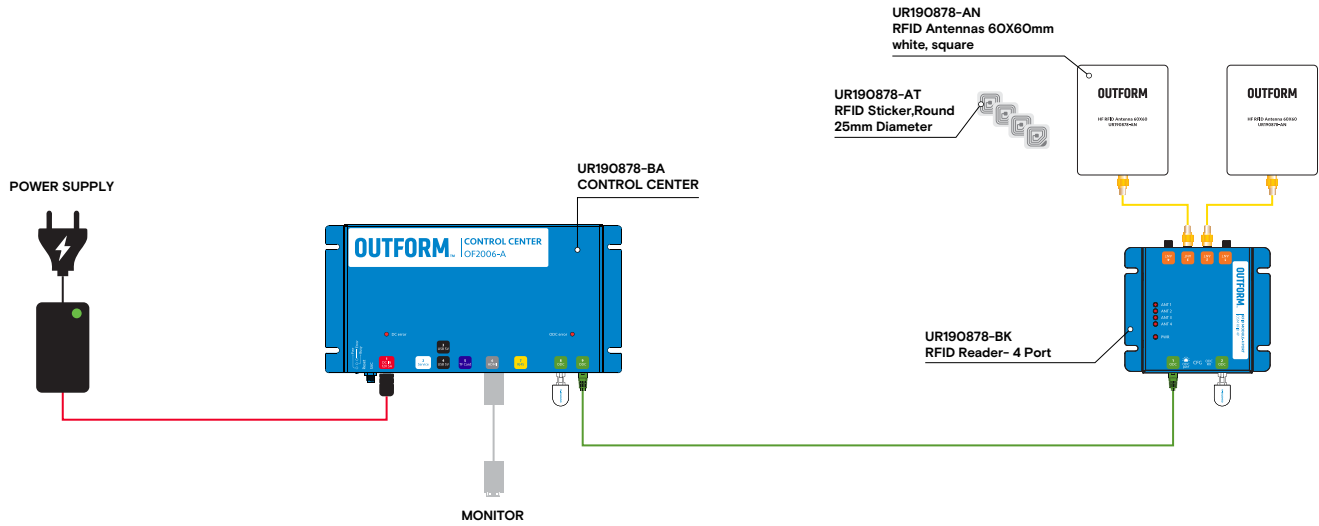One RFID Receiver can read up to four tags at a time.

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

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

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker,Round
25mm Diameter

UR190878-BA
CONTROL CENTER

POWER SUPPLY

OUTFORM | CONTROL CENTER | OF2006-A

UR190878-BK
RFID Reader– 4 Port

MONITOR

RFID CONTROLLER + 4 ANTENNAS

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

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker,Round
25mm Diameter

UR190878-BA
CONTROL CENTER

POWER SUPPLY

OUTFORM | CONTROL CENTER | OF2006-A

UR190878-BK
RFID Reader– 4 Port

MONITOR

TUTORIALS

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

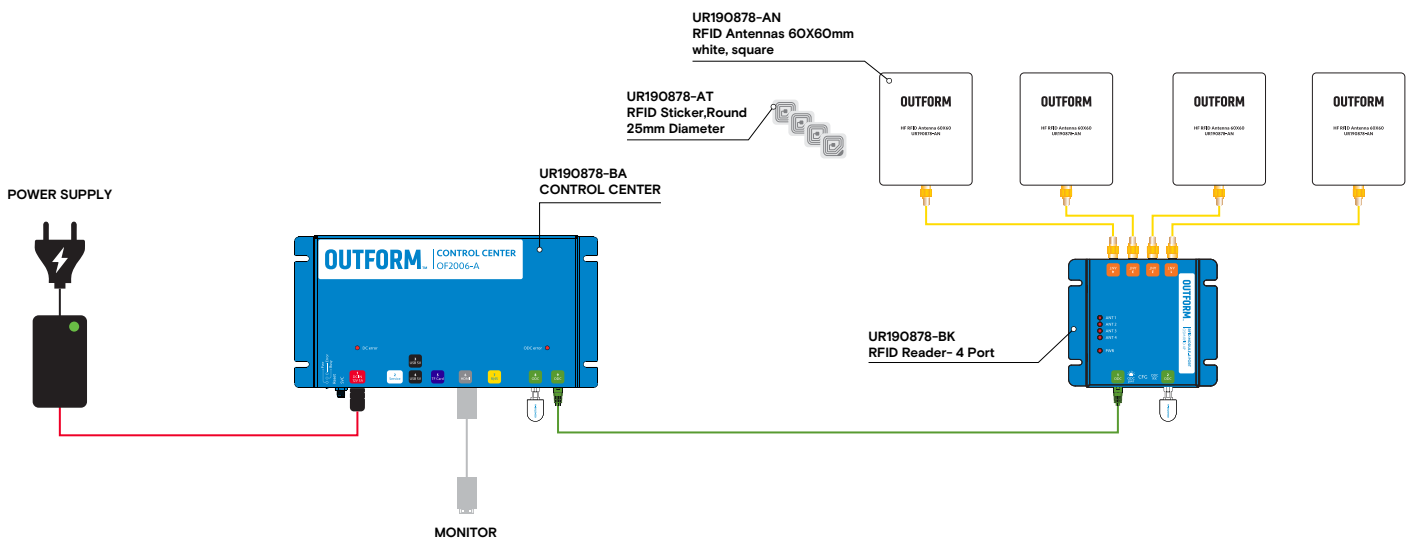**Click here** to watch the system build tutorial.

RFID CONTROLLER + 8 ANTENNAS

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

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker,Round
25mm Diameter

UR190878-BA
CONTROL CENTER

POWER SUPPLY

UR190878-BK
RFID Reader- 4 Port

UR190878-BK
RFID Reader- 4 Port

MONITOR
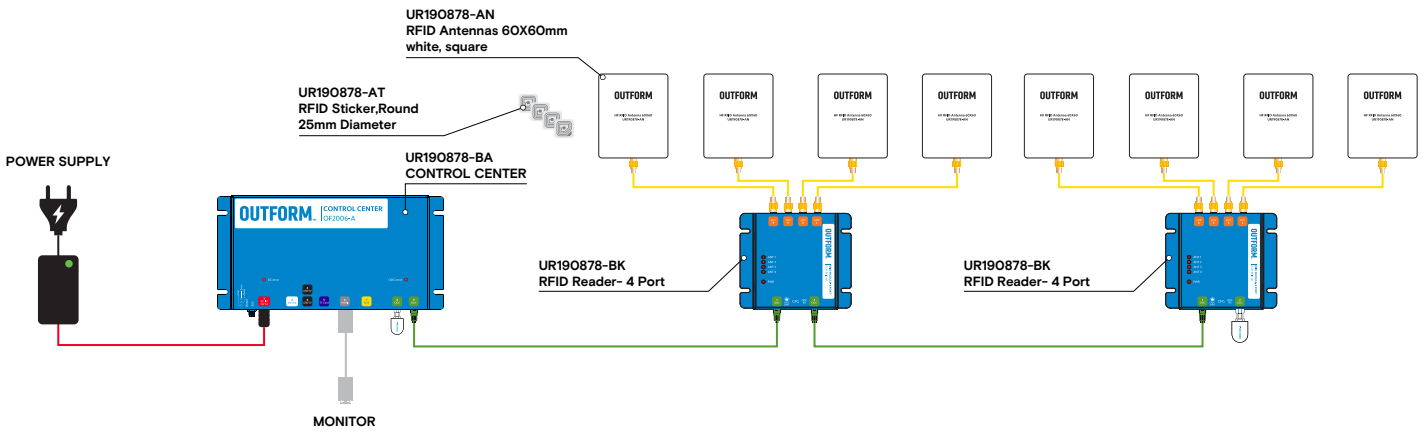
RFID CONTROLLER + 4 ANTENNAS + RGB CONTROLLER

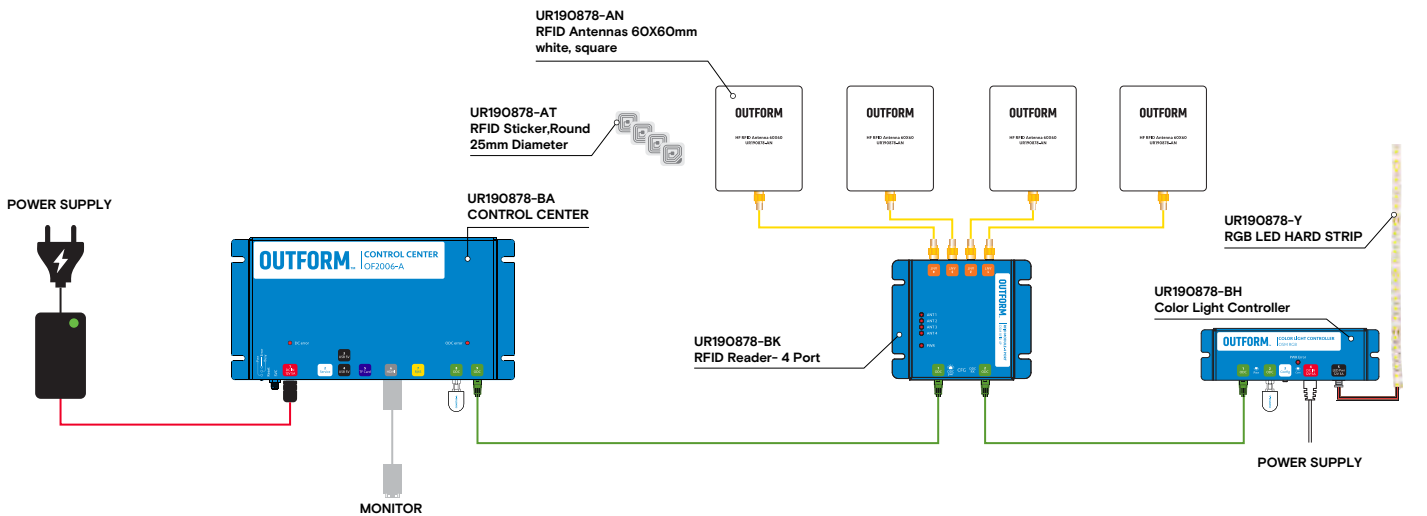The RFID Kit with 4 antennas allows for 4 products to be lifted and placed at the same time. By adding the RGB light controller, retailers can designate corresponding colors for specific products for a more dynamic experience.

UR190878-AN
RFID Antennas 60X60mm
white, square

UR190878-AT
RFID Sticker,Round
25mm Diameter

UR190878-BA
CONTROL CENTER

POWER SUPPLY

UR190878-Y
RGB LED HARD STRIP

UR190878-BH
Color Light Controller

UR190878-BK
RFID Reader- 4 Port

MONITOR

POWER SUPPLY

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

MAGNET SENSOR

By creating the lift & learn experience with magnet sensors, retailers can highlight an individual product without using RFID tags or sensors.

POWER SUPPLY

UR190878-BA
CONTROL CENTER

UR190878-BL
Multi- Sensor Controller- 4 Port

CONTROL CENTER
OF2006-A

DC error   ODC error

MONITOR

UR190878-S
Cylindrical MAGNET SENSOR
With 500mm cable
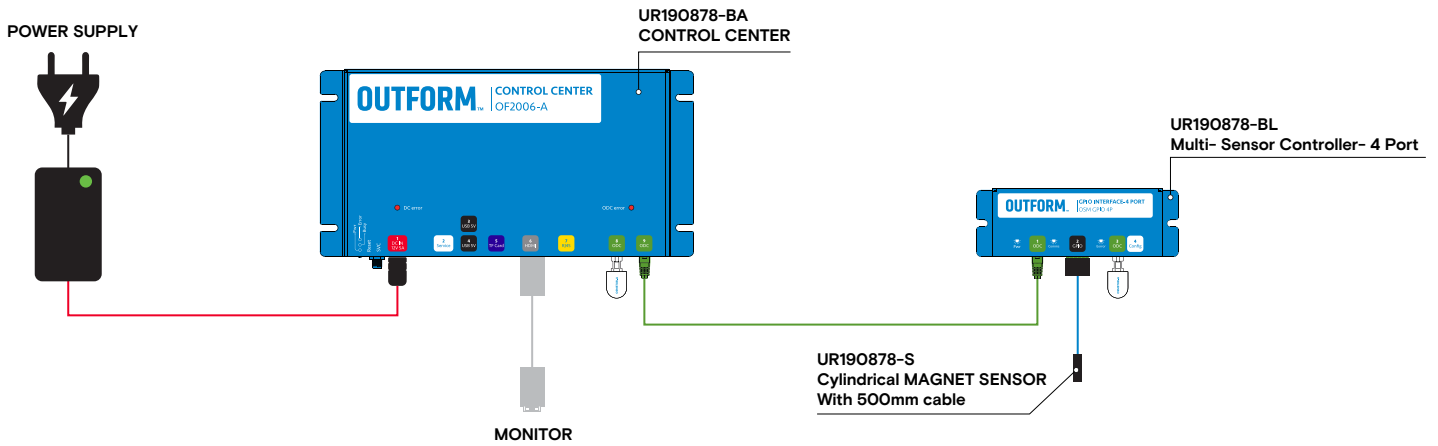
RFID CONTROLLER + 4 ANTENNAS + RGB CONTROLLER + MOTION SENSOR

The RFID Kit with 4 antennas allows for 4 products to be lifted and placed 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.
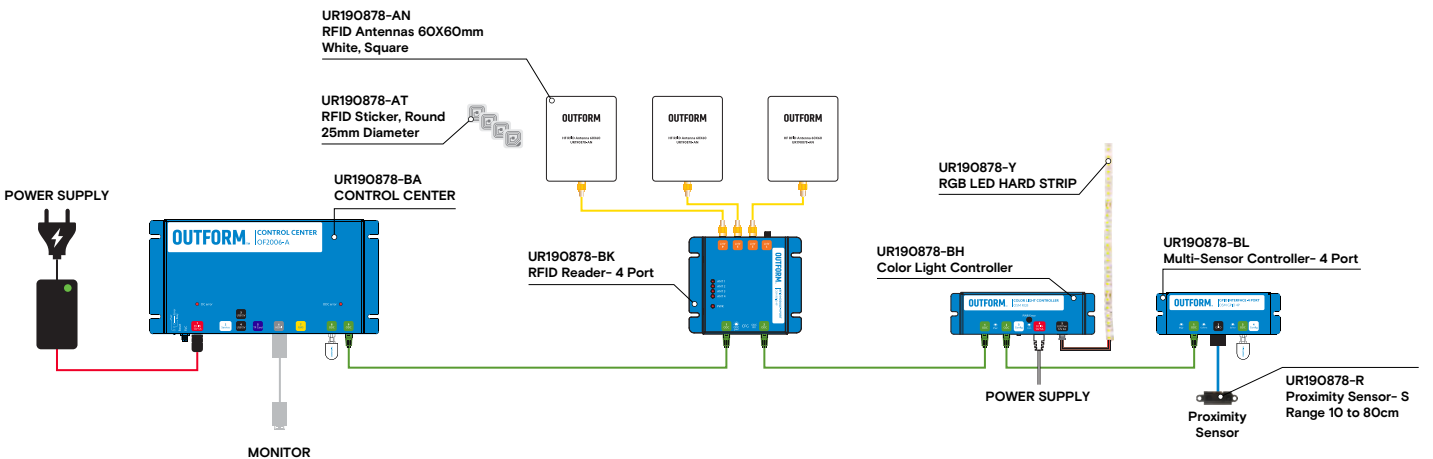
UR190878-AN
RFID Antennas 60X60mm
White, Square

UR190878-AT
RFID Sticker, Round
25mm Diameter

UR190878-Y
RGB LED HARD STRIP

POWER SUPPLY

UR190878-BA
CONTROL CENTER

UR190878-BK
RFID Reader- 4 Port

UR190878-BH
Color Light Controller

UR190878-BL
Multi-Sensor Controller- 4 Port

CONTROL CENTER
OF2006-A

POWER SUPPLY

UR190878-R
Proximity Sensor- S
Range 10 to 80cm

Proximity
Sensor

MONITOR

TUTORIALS

Click here to watch the system build tutorial.

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