



Interactive Collection.

PRODUCT CATALOG 2020

OUTFORM[™]

©2020 OUTFORM[™] All RIGHTS RESERVED.



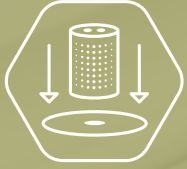
THE INTERACTIVE COLLECTION

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.

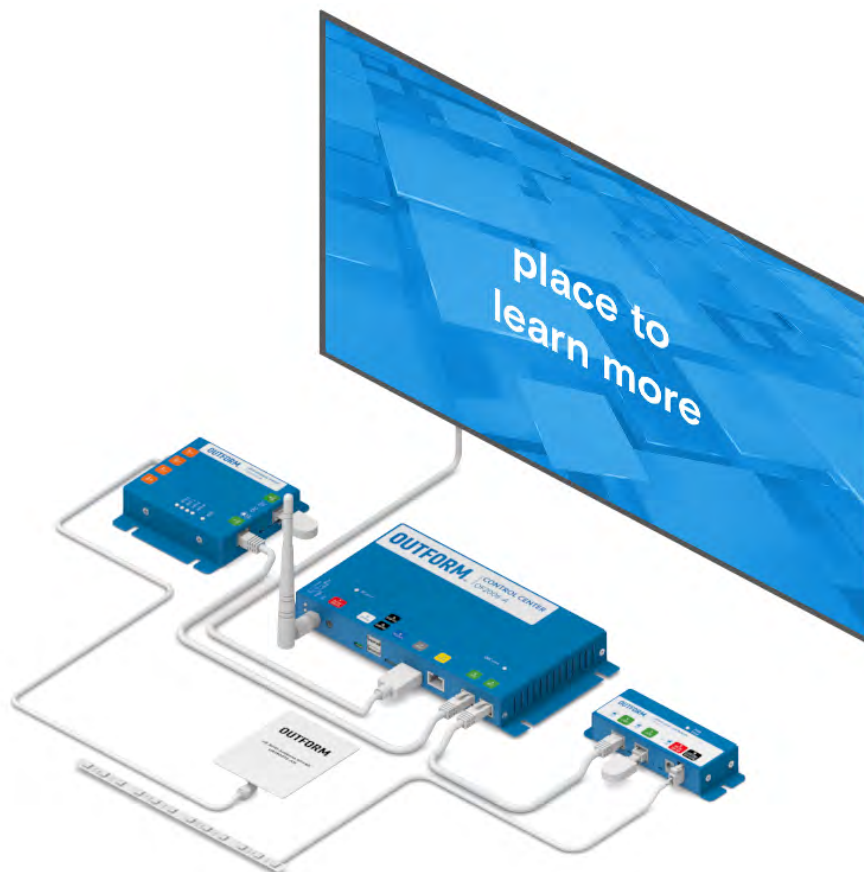
No matter the pairing between Standard Modules, the Interactive Collection will deliver seamless, and customized experiences. The unique configurations that can be created will engage the shopper and open the door for further product discovery. By adapting to the new normal of retail, the Interactive 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.

PLACE & LEARN EXPERIENCE



GROW SHOPPER ENGAGEMENT WITH PRODUCT DISCOVERY

By inviting shoppers to discover and compare products, the Place and Learn experience encourages users to interact with merchandise in a natural way. Upon placing products on the pedestal, on-screen information is triggered. Because the pedestal can recognize up to 4 items lifted and placed at the same time, the experience allows for seamless price and product comparison. It also creates opportunities to gain additional shopper engagement metrics through data analytics.

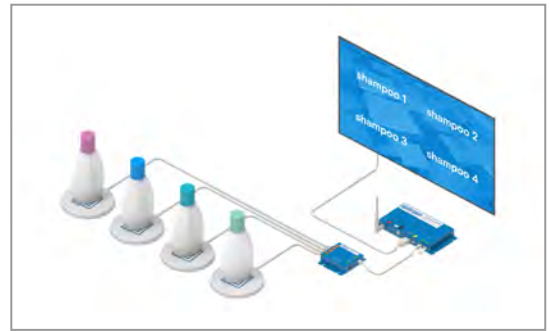




PLACE & LEARN EXPERIENCE

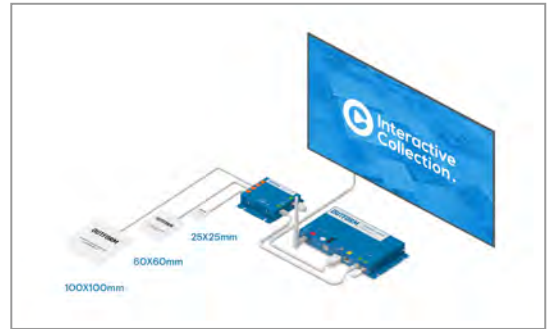
4 TAG SIMULTANEOUS DETECTION

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.



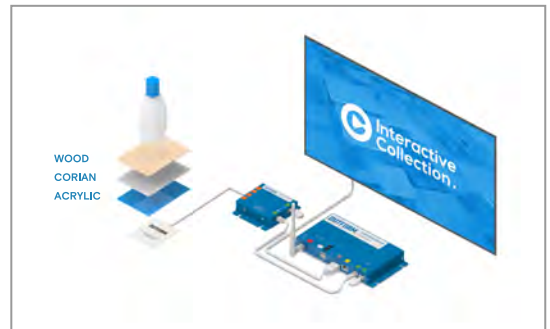
AVAILABLE IN THREE SIZES

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



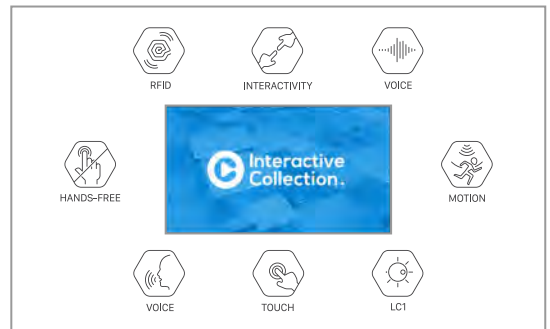
COMPATIBLE WITH MOST SURFACES

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 the Place & 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.



PLACE & LEARN

Upon placing the RFID tagged products on the RFID reader, on-screen information is triggered.



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.

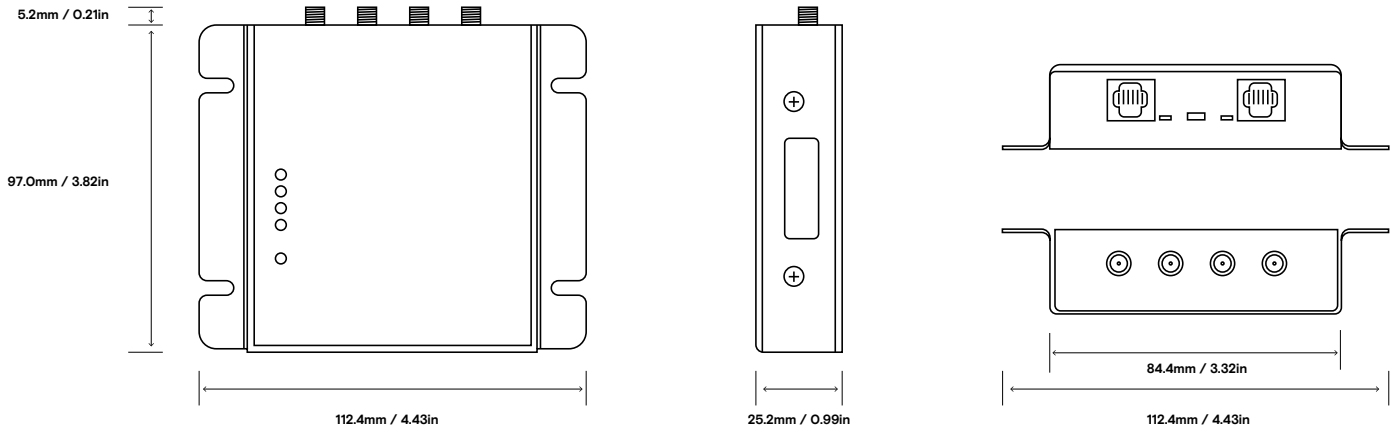


OIE

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 PLACE & LEARN SYSTEM READ?

The Place & Learn Experience is designed to support up to 1000 tags.

HOW MANY RFID TAGS CAN ONE RFID RECEIVER READ AT ONE TIME?

One RFID Experience can read up to four tags at one time.

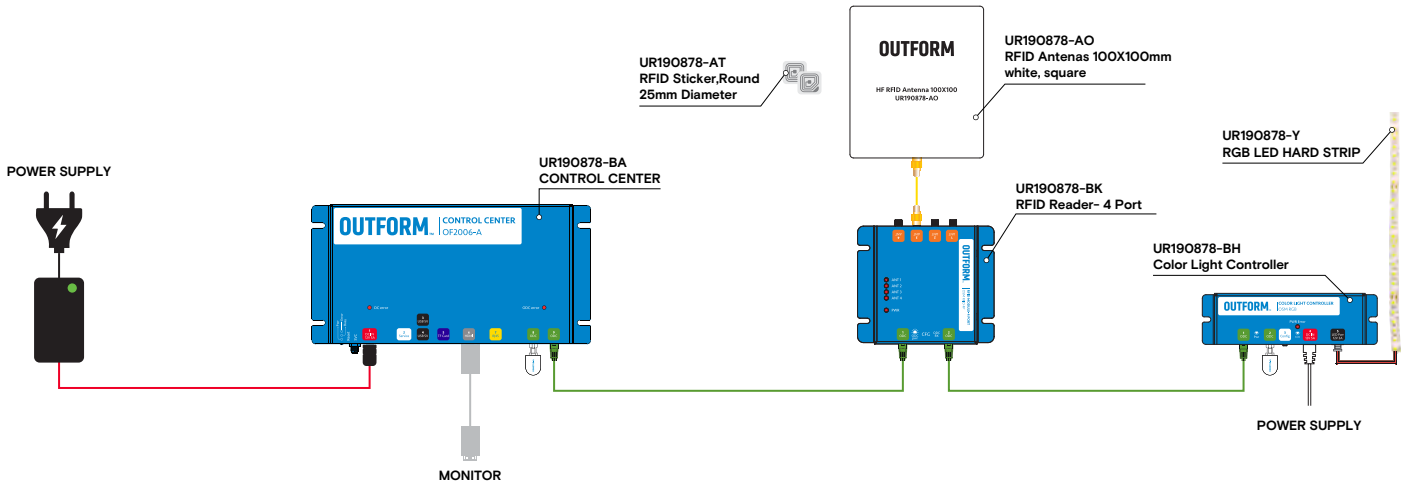
CAN THE PLACE & LEARN EXPERIENCE FACILITATE PRODUCT COMPARISON?

Yes, since the RFID receivers can detect up to 4 RFID tags at a time, multiple product comparisons are achievable.



RFID CONTROLLER + RGB CONTROLLER + ANTENNA

Create the Place & Learn Experience with a single antenna, and add the RGB light controller for a more dynamic experience.



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