Interactive Collection.

PRODUCT CATALOG 2020

OUTFORM™

Interactive Collection.

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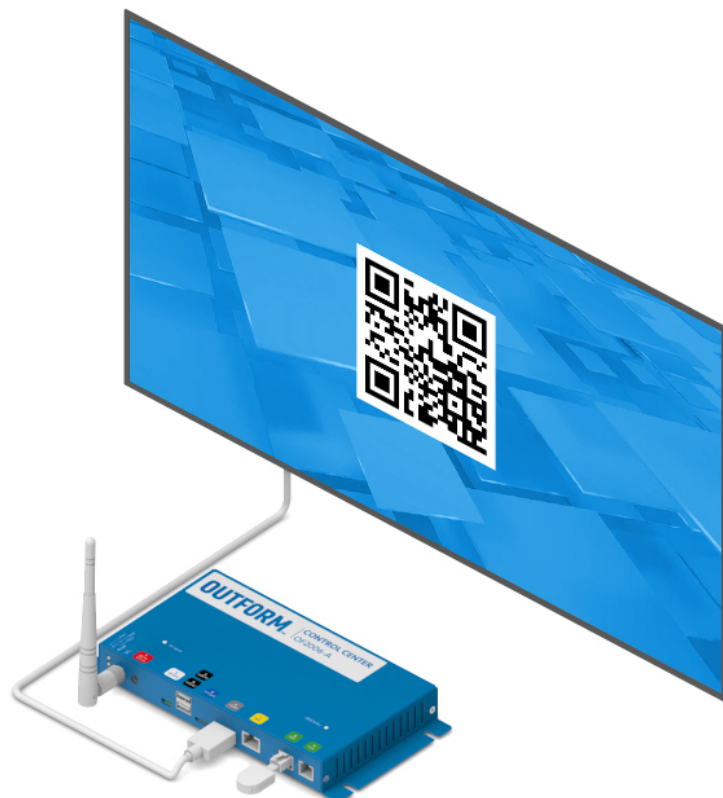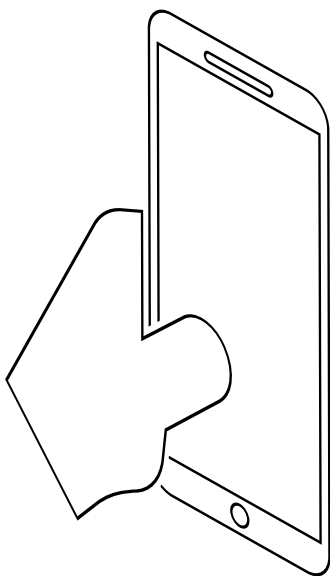
No matter the pairing between Standard Modules, the Interactive Collection will deliver seamless, and customized experiences. The unique configurations that can be created will engage the shopper and open the door for further product discovery. By adapting to the new normal of retail, the Interactive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

QR
EXPERIENCE

PUT THE EXPERIENCE BACK IN THE SHOPPER'S HANDS

As mobile commerce becomes more widely adopted amongst consumers, the QR experience's design brings that familiar shopping habit into brick and mortar retail. The QR experience was created to put control back into the hands of shoppers in the retail environment. By simply scanning a QR code with their mobile device, users' phones are instantly transformed into remote controls that can be used to activate a variety of features on any retail display. This hands-free solution considers the modern retail landscape and allows users to interact with products, and trigger product information without touching any display surfaces.
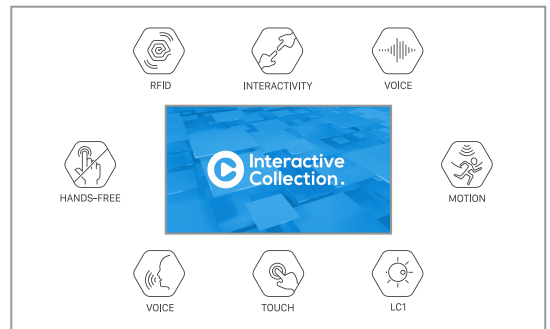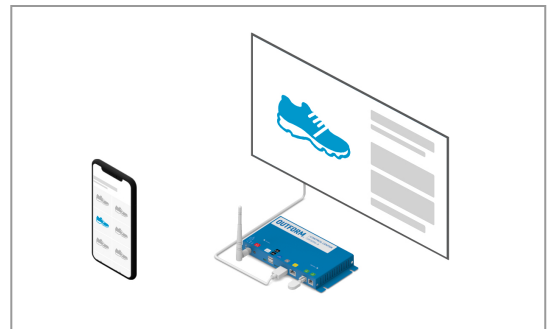
QR EXPERIENCE

SAFE RETAIL

To adapt to an evolving retail landscape, users can avoid touching public surfaces by simply scanning a QR code with their mobile device. Instantly, users' phones are transformed into remote controls.

MOBILE ASSISTED INTERACTION

With the ability to control on screen content, make a contactless payment or simply view product information, this experience allows shoppers to personalize their own retail experience using their mobile devices without downloading an app.

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.

QR CODE

Advanced offline speech processing to deliver optimal retail experiences.

HANDS-FREE

The QR experience gives shoppers the opportunity to learn about products without the need to touch the display surface.

OIE

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

FAQ

DOES IT WORK WITH BOTH ANDROID AND IPHONE?
Yes, the technology supports both systems.

DO I NEED TO BE CONNECTED TO INTERNET TO USE THE QR EXPERIENCE?
No, the experience creates an off-line connection between mobile and the control center, however the mobile WiFi needs to be on.

DO I NEED TO DOWNLOAD ANY APPLICATION TO USE THE QR EXPERIENCE?
No special download is needed.

HOW DO I DISCONNECT FROM THE SERVICE?
The connection will be automatically lost after 10 seconds of no interaction.

QR EXPERIENCE

Instantly transform user's phones into remote controls with the QR Experience.

POWER SUPPLY

UR190878-BA
CONTROL CENTER

OUTFORM™ CONTROL CENTER OF2006-A

Wi-Fi Router

MONITOR

POWER SUPPLY