



Interactive Collection.

PRODUCT CATALOG 2020

OUTFORM™

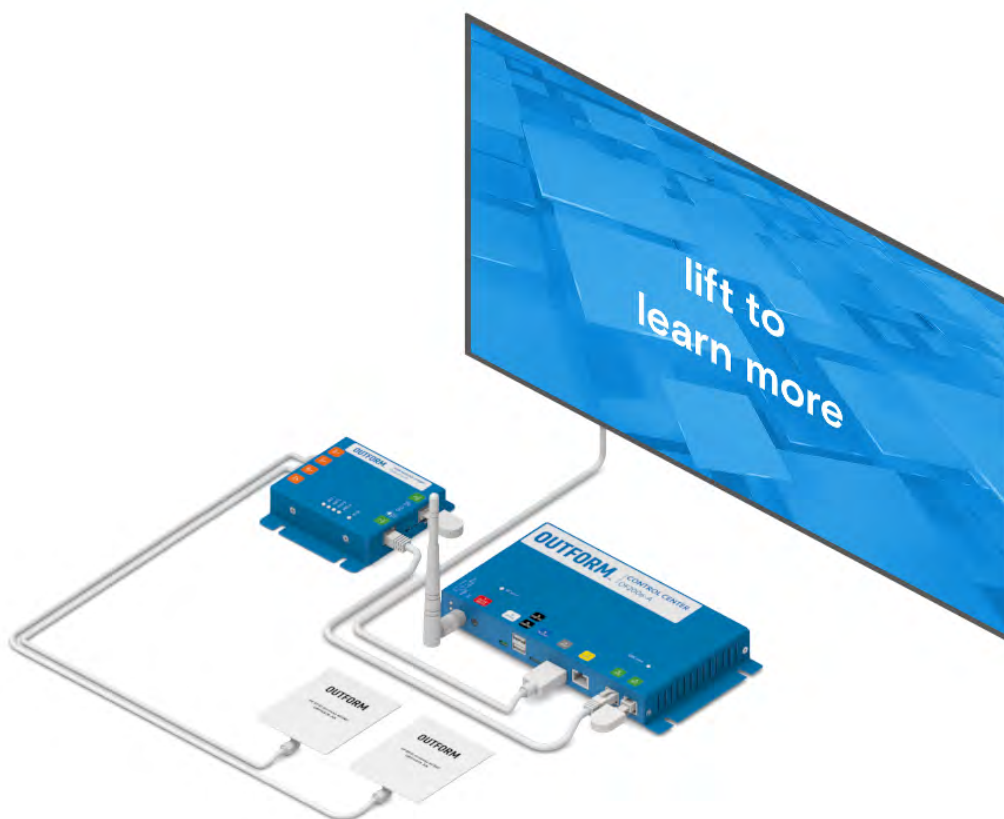
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LIFT & LEARN EXPERIENCE



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

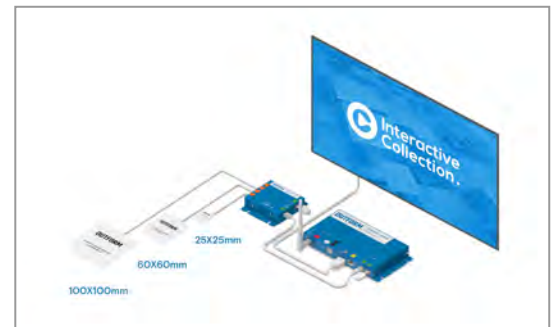
4 TAG SIMULTANEOUS DETECTION

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 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).



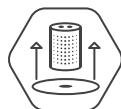
MODULAR

Periodic updates are key in keeping shoppers engaged and excited about your product. For this reason, we designed 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.



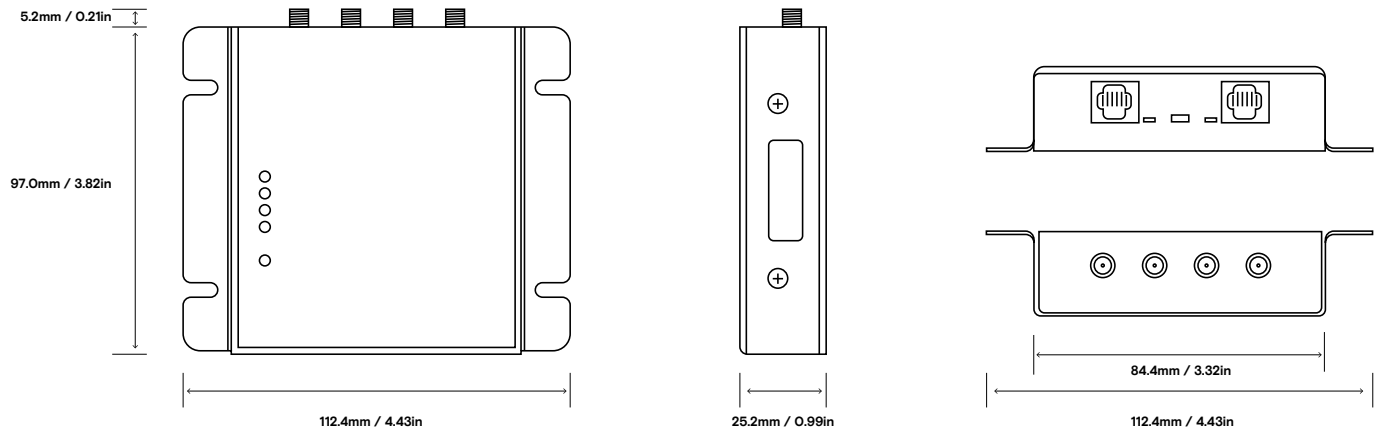
OIE

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



LIFT & LEARN EXPERIENCE TECHNICAL SPECIFICATIONS

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.



LIFT & LEARN EXPERIENCE EXPERIENCE KITS

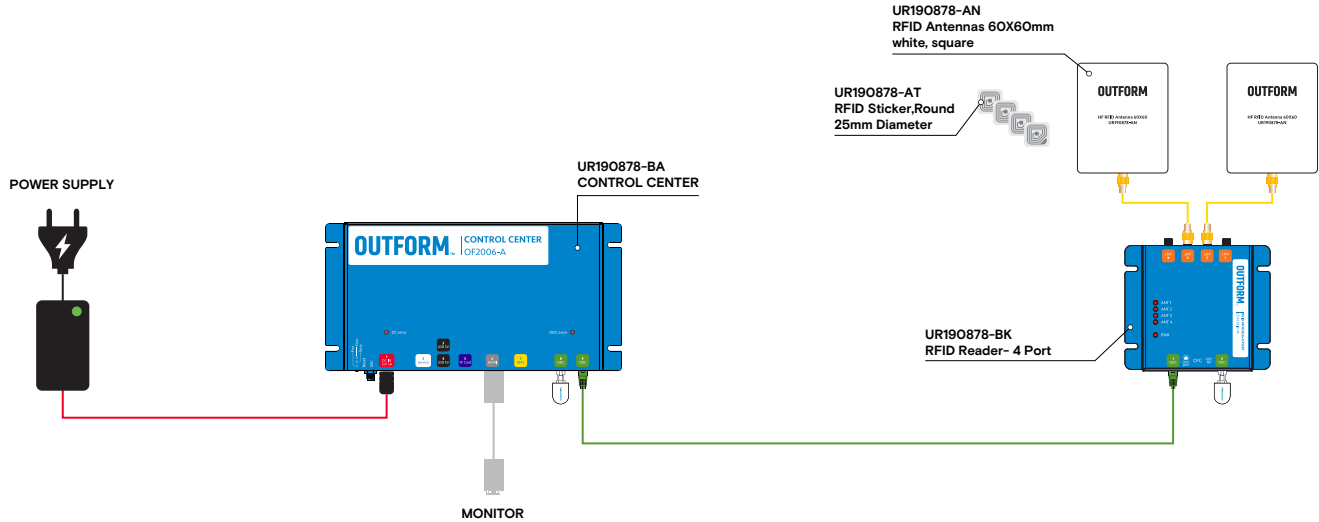
RFID CONTROLLER + 2 ANTENNAS

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.



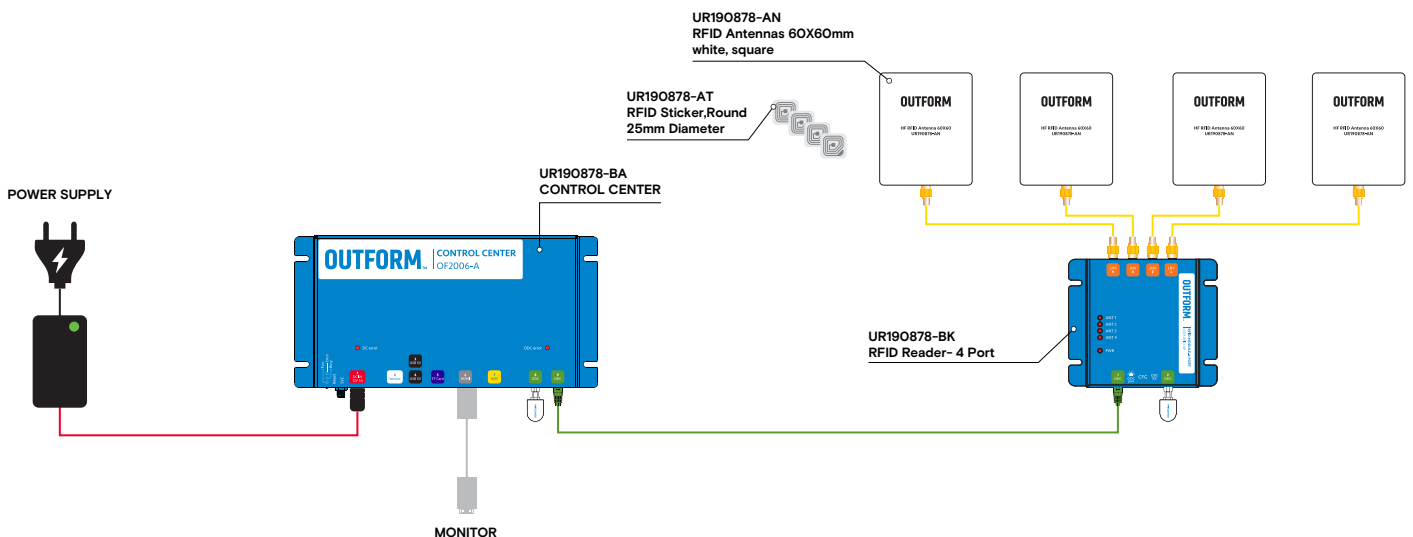
RFID CONTROLLER + 4 ANTENNAS

UIC3001-01

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.



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



LIFT & LEARN EXPERIENCE EXPERIENCE KITS

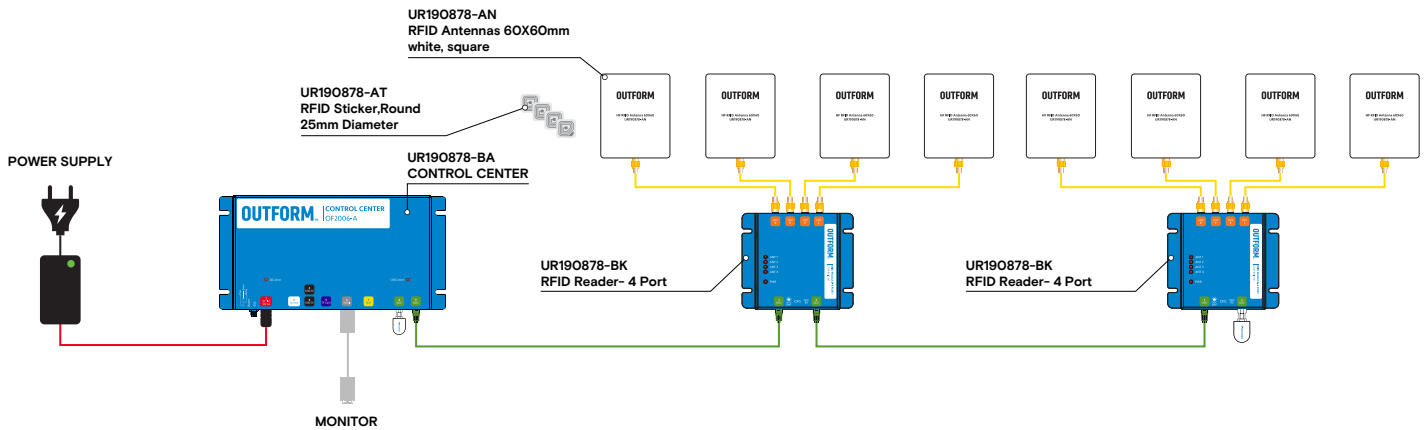
RFID CONTROLLER + 8 ANTENNAS

UIC3003-01

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.



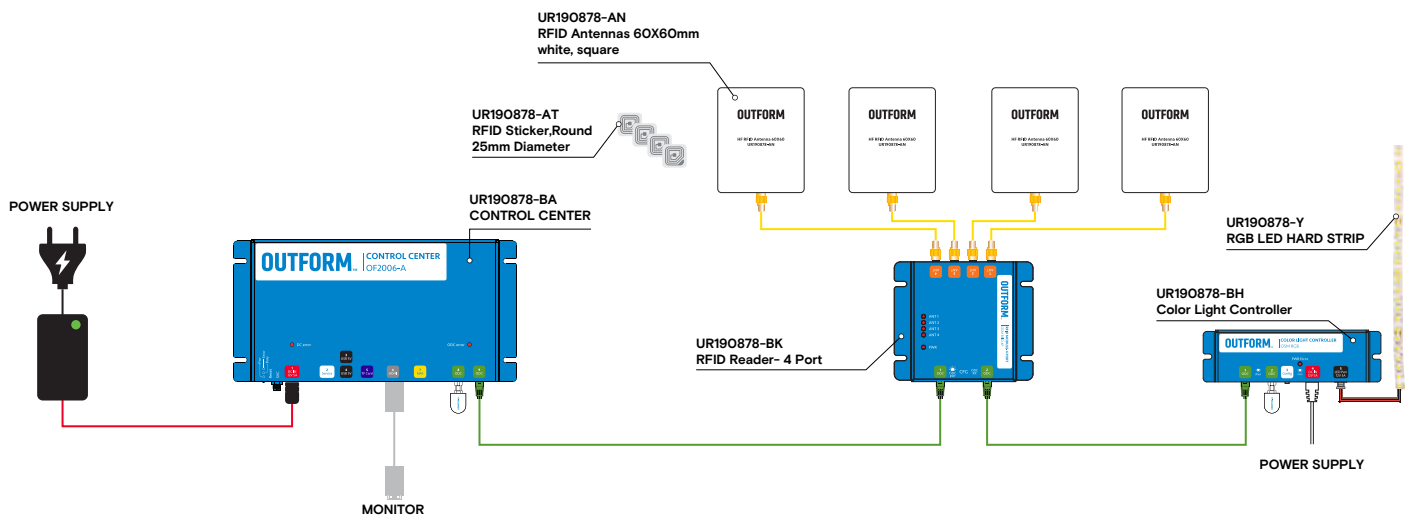
RFID CONTROLLER + 4 ANTENNAS + RGB CONTROLLER

UIC3004-01

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.



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



LIFT & LEARN EXPERIENCE EXPERIENCE KITS

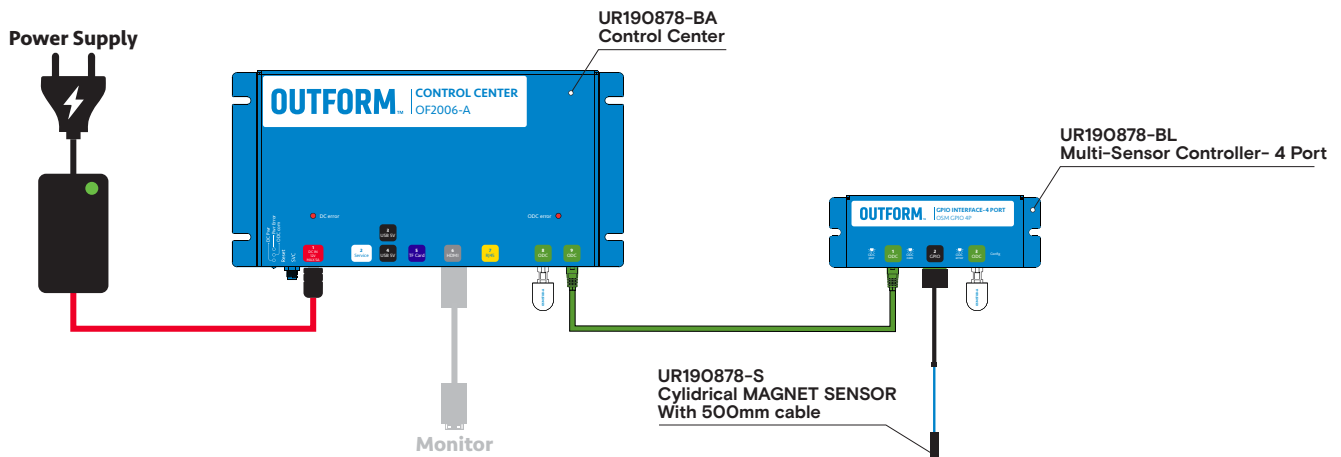
MAGNET SENSOR

UIC3006-01

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.

[Click here](#) to watch the system build tutorial.



RFID CONTROLLER + 3 ANTENNAS + RGB CONTROLLER + MOTION SENSOR

UIC3005-01

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.

