Approach & Learn for Jewelry | with a presence sensor and LED spotlights

Approach & Learn applications are typically applied in retail environments as an alternative to Lift & Learn applications, in scenarios where the merchandise can't be lifted. They facilitate consistent storytelling by starting a product video when a customer approaches a product. As a result, the engagement and product understanding of the customer is increased. Overall, Approach & Learn is a memorable brand experience that creates a connection between the product and the customer.



Well-executed Approach & Learn applications can generate a significant sales uplift and allow for the implementation of effective sales methods such as cross-selling and endless-aisle applications. In combination with Data Analytics solutions, the data collected from Approach & Learn applications is highly valuable in measuring the performance and ROI of a retail setup.

What it does

1. Show brand -or category content when no person is near the product
2. When a person approaches, start a new video that shows detailed product info
3. Simultaneously, active LED spotlights to highlight the product on display
4. Optionally, add suggestions for matching products to increase cross-selling

Working principle

The presence sensor is installed unintrusively inside the retail display. As soon as a person enters the sensor's field of view, a message is sent to the connected media player to trigger new content. The detection range can dynamically be adjusted to trigger at the desired range, or even trigger different content at different distances.

Benefits

- Alternative to Lift & Learn in scenarios where the product can't be lifted
- Increase engagement and product understanding
- Option for active cross-selling
- Highly suitable for data collection such as # of lifts and engagement time

Other verticals

Home appliances
Such as Airfryers or vacuum cleaners.

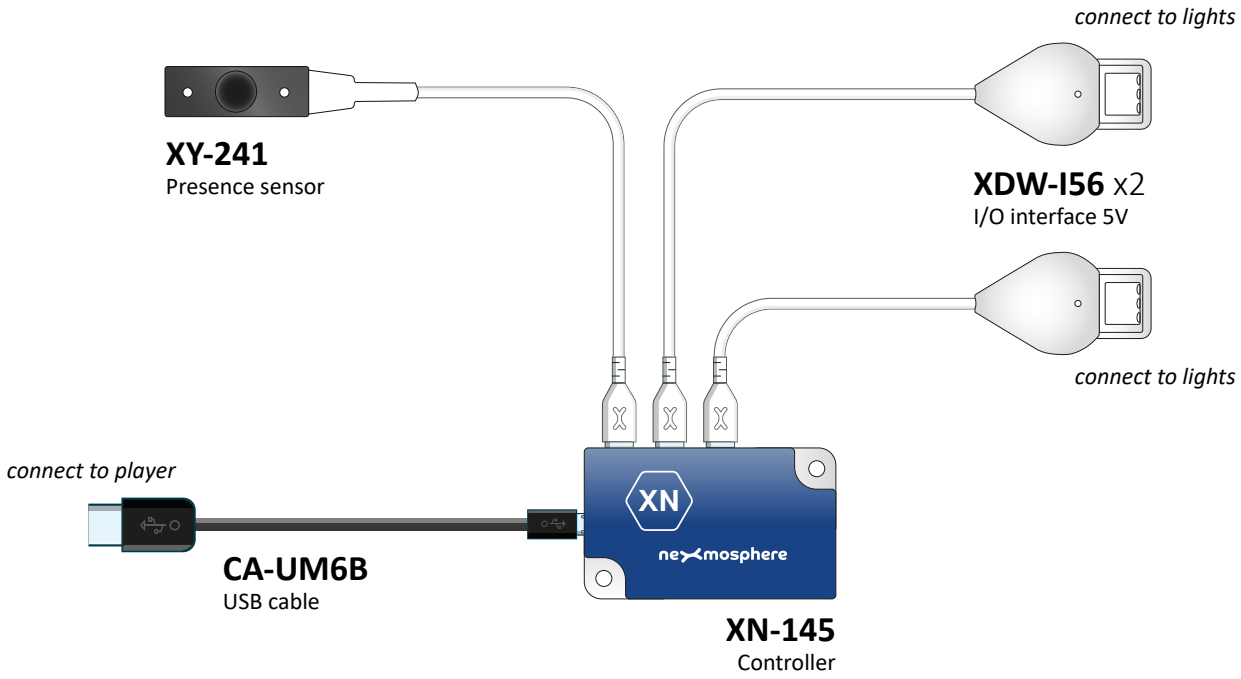
Fragile merchandise
Such as glassware or TVs

Large merchandise
Such as bikes or furniture

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Connection schematic



Nexmosphere products

(1x) **XN-145** controller
(1x) **XY-241** Presence sensor
(2x) **XDW-I56** I/O interface 5V
(1x) **CA-UM6B** USB cable

3rd party products

(1x) **Bluefin** 21.5" screen
(1x) **BrightSign** HS145 Built-in digital signage player
(1x) **3rd party** LED spotlights

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