Lift & Learn for Eyewear | with wireless pick-up sensors

Endless Aisle applications offer the possibility to place click-and-collect orders while browsing through physical collections. This becomes an intuitive experience when paired with sensors. Each time an item is lifted, the screens show the available options to the shopper, such as size options, alternative colors, or inventory levels.



Well-executed Endless Aisle applications can generate a significant overall sales uplift for an omnichannel brand or store, as they prevent missed sales due to items not being in stock. It also allows for the implementation of effective sales methods such as cross-selling. In combination with Data Analytics solutions, the data collected from Endless Aisle applications is highly valuable in

What it does

1. Show brand -or category content when no product is lifted
2. Provide detailed product info and specifications when a product is lifted
3. Actively show options such as available sizes, alternative colors, inventory levels and delivery options

Working principle

The wireless pick-up sensors are placed in the shoes or attached to the hangers. When a customer lifts a piece of clothing, the sensor attached detects that it is being moved, and sends a wireless signal to a base station, facilitating the implementation of an Endless Aisle application.

Benefits

- Increase engagement and product understanding
- Proven sales uplift, typically between 15-30%
- Prevents missed sales due to items not being in stock
- Option for active cross-selling
- Highly suitable for data collection to optimize instore and online offering

Other verticals

Luxury items
For high-end merchandise where only a showroom model is available instore.

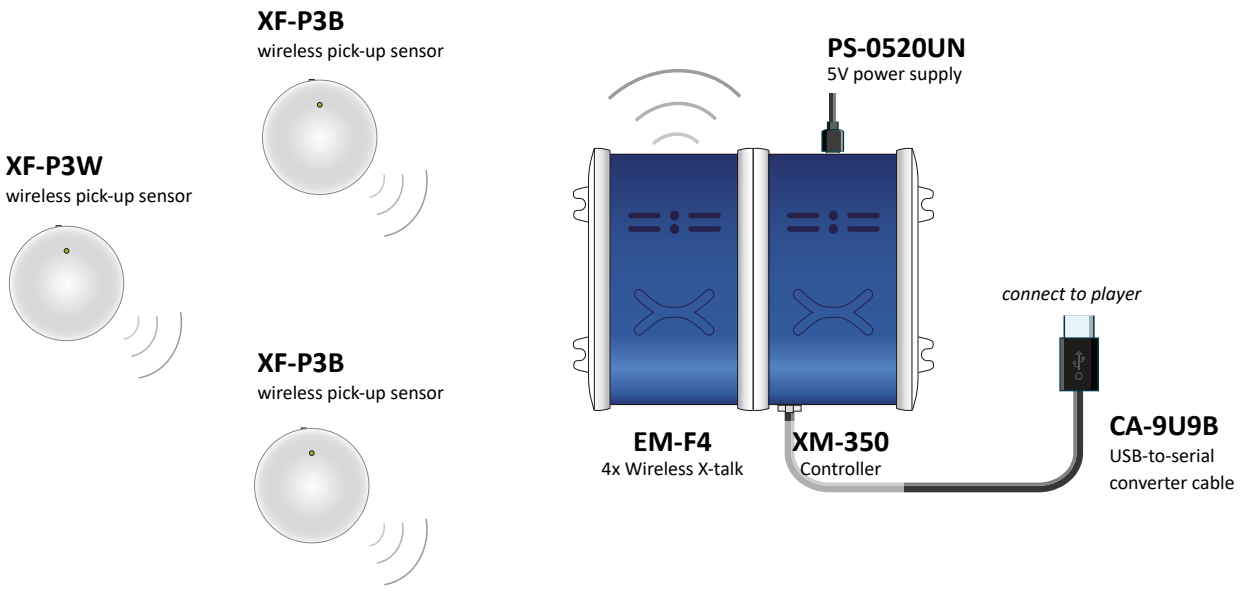
Customized articles
In situations where articles can be customized, such as colors, prints, or engravings.

Urban showrooms
For smaller showrooms and urban stores, where sample merchandise can be browsed by shoppers and orders are exclusively placed for home delivery or pickup-point fulfillment.

Nexmosphere
Le Havre 136
5627 SW Eindhoven • The Netherlands
T +31 40 240 7070
E support@nexmosphere.com

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Connection schematic



Nexmosphere products

(1x) **XM-350** controller
(1x) **EM-F4** Base station 4x Wireless X-talk
(3x) **XF-P3W** Wireless pick-up sensor
(1x) **PS-0520UN** Power supply
(1x) **CA-9U9B** Serial-to-USB converter cable

3rd party products

(1x) **Bluefin** 21.5" screen
(1x) **BrightSign** HS145 Built-in digital signage player

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