Interactive Fruit & Vegetable section | with a Lidar sensor

Interactive surfaces can be applied in retail environments as an alternative to Lift & Learn applications. They facilitate consistent storytelling by starting a product video when a customer reaches for a product. As a result, the engagement and product understanding of the customer is increased. Overall, interactive surfaces facilitate memorable brand experiences that create a connection between the product and the customer.



Well-executed 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 product is lifted
2. When a person reaches for a product, trigger a new video that shows product info and specifications.

Benefits

- Alternative to Lift & Learn applications
- Increase engagement and product understanding
- Option for active cross-selling
- Highly suitable for data collection such as # of lifts and engagement time

Working principle

The Lidar sensor generates a 2D 360° virtual detection surface around itself, right above the fruit & vegetable baskets. Within this area, Activation Zones are defined which match the positions of the baskets. When somebody reaches for a fruit or vegetable, the lidar sensor detects that an Activation Zone is entered and sends a trigger to the media player to start the corresponding video.

Other verticals

Department stores

As an alternative to Lift&Learn applications for products that can't be lifted, such as Airfryers or vacuum cleaners.

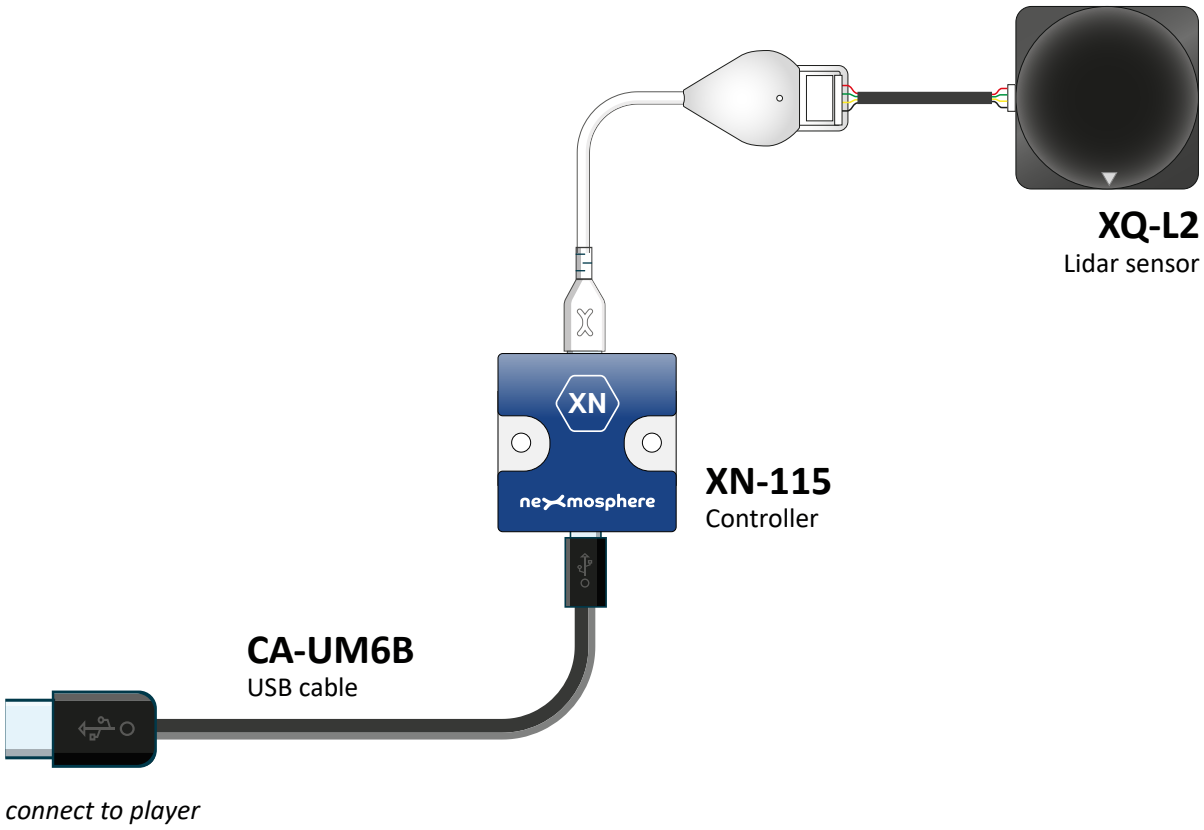
FMCG promotions

Fast-moving goods need a solution that doesn't require any sensor to be attached to the product. As such, the Lidar sensor is a perfect fit.

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Connection schematic



Nexmosphere products
(1x) **XN-115** controller
(1x) **XQ-L2** Lidar sensor
(1x) **CA-UM6B** USB cable

3rd party products
(1x) **Bluefin** 29" screen
(1x) **BrightSign** XC2055 Digital signage player

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