Lift & Learn for Perfumes | with RFID sensors and matching LED lighting

Lift & Learn applications are typically applied in retail environments. They facilitate consistent storytelling by starting a product video when a customer lifts a product. As a result, the engagement and product understanding of the customer is increased. Overall, a Lift & Learn application is a memorable brand experience that creates a connection between the product and the customer.



Well-executed Lift & Learn applications can generate a sales uplift between 15-30%. It also allows 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 a Lift & Learn application is highly valuable in measuring the performance and ROI of a retail installation.

What it does

1. Show brand -or category content when no product is lifted
2. When a person approaches, show a call-to-action to lift a product
3. Provide detailed product info and specfications when a product is lifted
4. Match the LED lighting with the colors of the selected product

Working principle

The RFID pick-up sensors are installed inside the product shelf. An RFID tag is adhered to the bottom of each perfume bottle. When the customer lifts a bottle, the RFID sensor detects that an RFID tag is removed from its detection field and sends a trigger to a base station, facilitating the implementation of a Lift&Learn application.

Benefits

- Increase engagement and product understanding
- Proven sales uplift, typically between 15-30%
- Option for active cross-selling
- Highly suitable for data collection such as # of lifts and engagement time

Other verticals

Footwear

For promoting footwear, the RFID tags can be placed inside the shoe or adhered to the bottom of the sole.

Wine & Liquor

Similar to the perfume bottles, RFID tags can also be placed on the bottom of wine and liquor bottles.

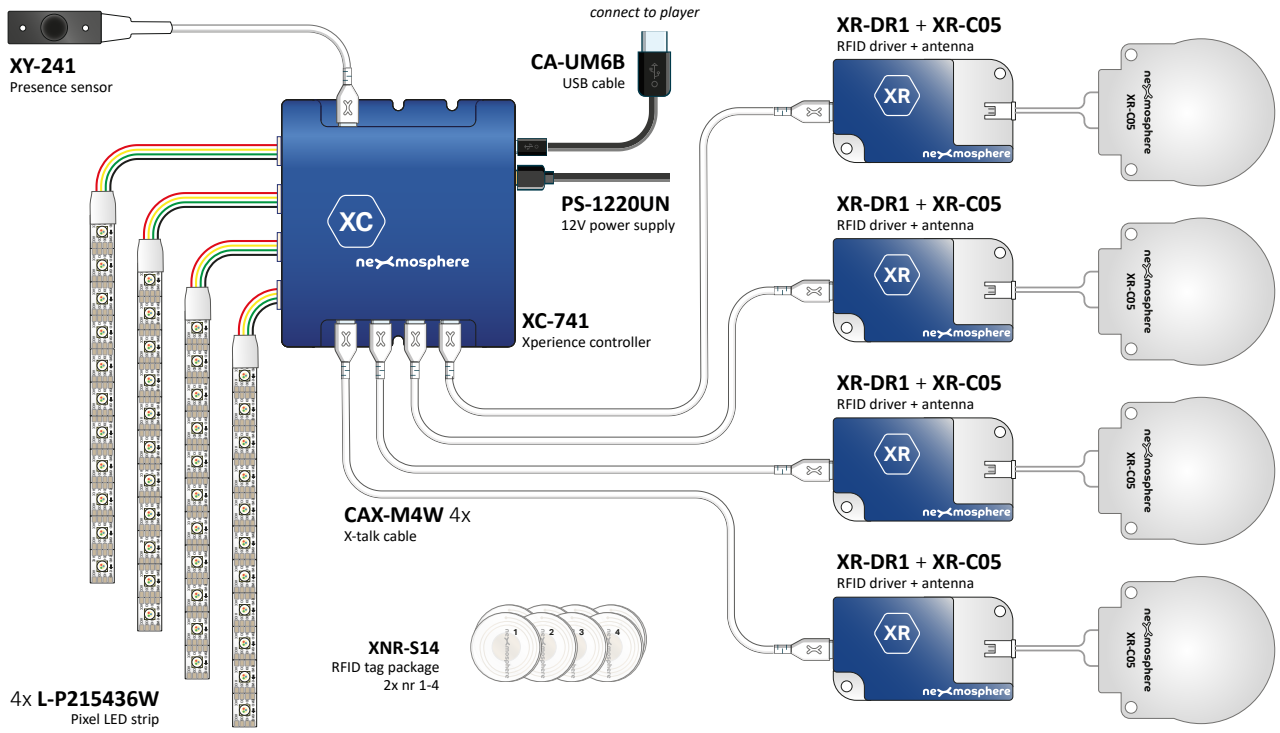
Personal care

Personal care products such as shampoos or skin moisturizers typically work well with RFID as they have non-metal packaging that has enough surface to place the RFID tags.

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Connection schematic



Nexmosphere products

(1x) **XC-741** controller
(4x) **XR-DR1** RFID Driver with **CAX-M4W** X-talk cable
(4x) **XR-C05** RFID antenna
(1x) **XNR-S14** RFID tags nr 1 to 4
(4x) **L-P215436W** Pixel LED strip
(1x) **XY-241** Presence sensor
(1x) **PS-1220UN** power supply and **CA-UM6B** USB cable

3rd party products

(1x) **Bluefin** 21.9" screen
(1x) **BrightSign** HS145 Built-in digital signage player
(1x) **Sensmi** Analytics plug-in (optionally)

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