Audio switching for Soundbar comparison | with UI elements

Before shoppers purchase audio devices such as soundbars, speakers or headphones, most want to try the product in real life and experience the quality of the audio first-hand. As such, audio devices are not just a product category with one of the highest numbers of interactive retail displays, but also a category in which the retail display has a big influence on the shopper's decision.



Combining intuitive controls with seamless audio switching between multiple devices ensures an optimal brand -and product experience for the customer, ultimately leading to increased sales. In combination with Data Analytics solutions, the data collected from an Audio comparison application is highly valuable in measuring the performance and ROI of a retail installation.

What it does

1. In an idle state, the audio devices are not playing content. Optionally, show brand -or category content on the display(s)
2. When the customer presses the play button for a specific speaker, audio starts to play on the corresponding speaker. Optionally, provide detailed product info on the selected speaker.
3. Use controls such as touch buttons, air swipes or push buttons to switch audio to a different speaker, select a different song, or control the volume

Working principle

Capacitive touch buttons are integrated under the printed top panel, indicating which brands are displayed. When touched, audio starts to play on the connected player and is directed to the corresponding speaker via an Audio Switching controller. An AirGesture sensor, also integrated under the top panel, allows for swiping to another song and adjusting the volume using this sensor's AirWheels feature.

Benefits

- Lower the threshold for the customer to experience the quality of the audio device
- Increase engagement and product understanding
- Boost sales with a high-quality interactive demonstration
- Highly suitable for data collection such as # of demos per product

Other verticals

Introduction of new product series

Offer the customer the option to compare and/or combine all models in a new series of audio products such as a soundbar, subwoofer, portable speaker etc.

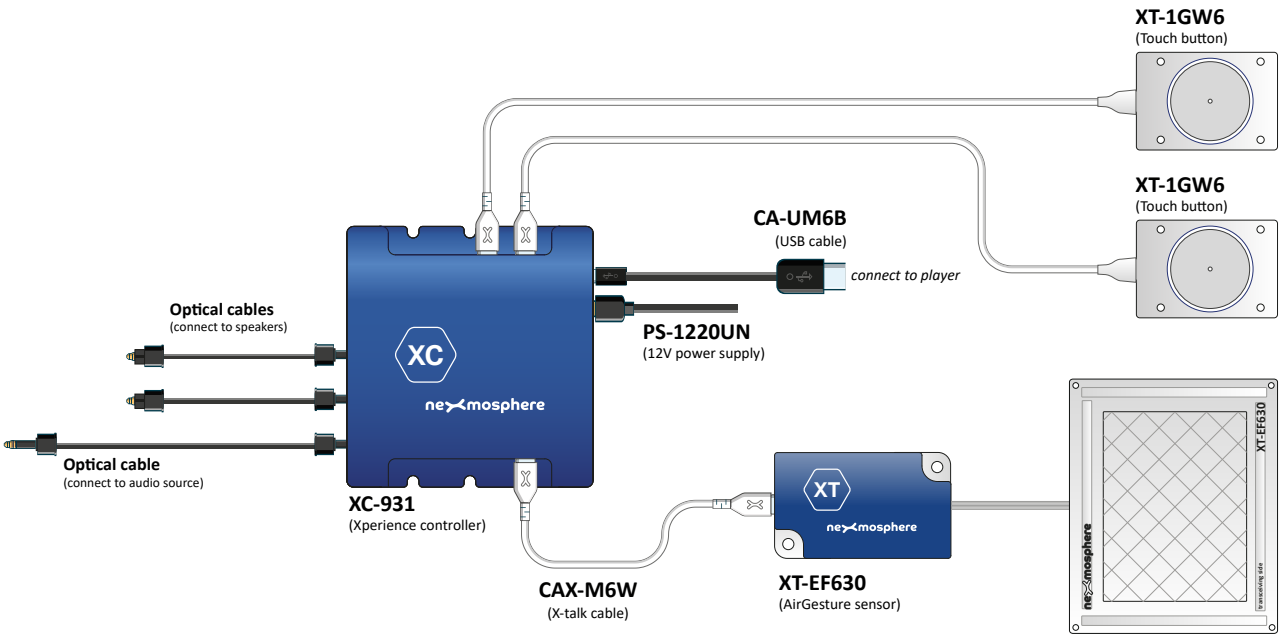
Museums and art installations

Audio switching can be applied in museums and art installations to change the source direction of the audio, creating immersive (audio) experiences.

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Connection schematic



Nexmosphere products

(1x) **XC-931** controller
(2x) **XT-1GW6** Touch button
(1x) **XT-EF630** Airgesture sensor with **CAX-M6W** X-talk cable
(1x) **PS-1220EU** power supply and **CA-UM6B** USB cable

3rd party products

(2x) **Bluefin** Shelf-edge Daisy Chain display
(1x) **BrightSign** HD1024 Digital signage player
(3x) **Mini-Toslink** optical audio cable

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