

Lift & Learn RFID Demo kit

Showcase Lift & Learn RFID applications in real-life with the DM-LL1 demo kit. It comes pre-assembled in a stylish casing, making it a plug and play solution. Simply connect the demo kit to a Digital Signage player, and convince your customer of the benefits of a Lift & Learn experience.

The kit is ideal for showroom presentations and can also serve as a portable demo for sales presentations. The integrated presence sensor and LED lights make it a complete and compelling customer journey. Start demonstrating Lift & Learn experiences with no required upfront involvement from your technical team regarding sensor integration.



Lift & Learn

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 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.

RFID

RFID sensors detect "tag pick-ups" and "tag placements" on the RFID antenna. By installing the RFID sensors below a non-metal panel, and placing the RFID tags on the bottom of the merchandise, compelling Lift & Learn applications can be created easily.

Due to the nature of RFID technology, it is suitable for Lift & Learn setups in which a selected number of non-metal products are highlighted and promoted. Typically it is applied for luxury goods such as perfumes, cosmetics or wines.

For other Lift & Learn scenarios (e.g. stocked shelves in FMCG retail) Nexmosphere has various alternative technologies available such as weight sensors.

Included Elements

The demo kit comes pre-assembled. It includes:

- 4x **XR-DR1** RFID Driver with **XR-C05** antenna
- 8x **RFID tags** 2x number 1 to 4
- 4x **Pixel LED** surrounding the antennas
- 1x **XY-241** Presence sensor
- 1x **XC-741** controller
- USB cable and power supply

Additional equipment

The DM-LL1 demo kit is designed to be connected to a compatible media player. To make the demo complete, you need the following additional items:

- 1x **3rd party media player** (such as a BrightSign player)
- 1x **display** (connected to the media player)
- 1x **perfume set** (optional)

Demo content and presentation

Demo content for perfumes is available on request.



The perfume bottles are not included in the kit.

Ready-to-use demo presentations are available for selected players, such as BrightSign.

Dimensions and weight

- Weight: 2400 gram
- Dimensions: 460 x 145 x 55mm