



CATALYST

A Li & Fung Company



RFID Smart Screen

Catalyst Smart Screen allows customers to interact and engage with a simple touch-screen. Simply bring the garment(s) to the screen and it will automatically display the completed look.

Features & benefits:

- By showing multiple items the retailer has the opportunity to increase average transaction value by selling up and across the complete look and feel of an outfit
- Innovative interactive experience of products that enables the brand and designer to talk directly to the customer
- Customers can share their experience on social media platforms
- Gives the retailers the ability to generate new revenue with branded direct marketing when the screens are inactive
- Creates a personalised experience and drives returning visitor numbers.



Frame finishing

Options:

- Matt lacquer. Colours available: the whole RAL palette;
- Wood veneer in natural wood, standard colours;
- Vinyl sticker;
- Personalised brand option;

Default finish: Matt lacquer painted in RAL 9010 (off white).

Technical Specifications

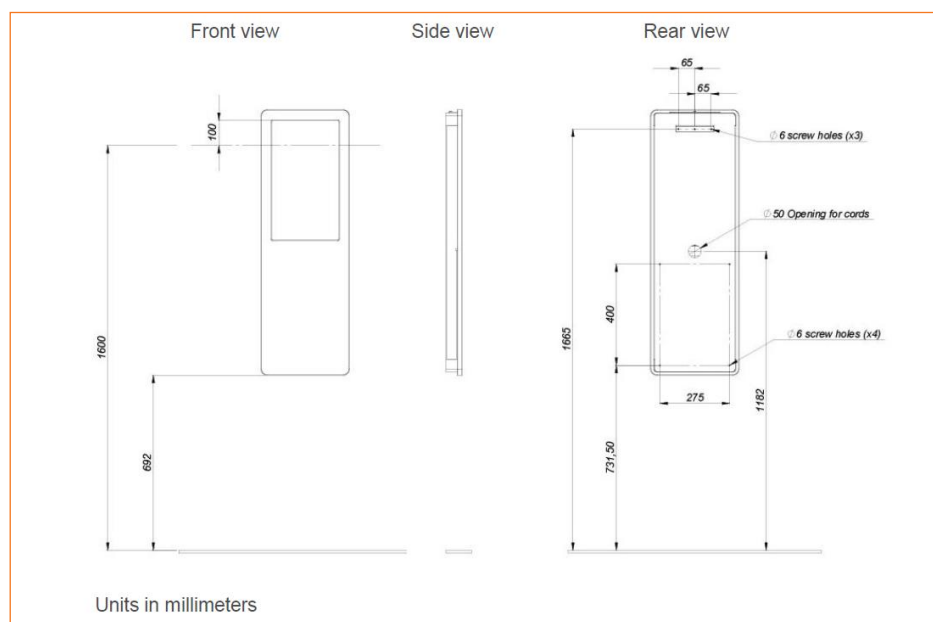
Screen size	Standard sizes are 22 or 46 inches
Touch screen technology	Projected capacitive
RFID frequency EU version	865.6 – 867.6 MHz (ETSI EN 302 208)
RFID frequency US version	902 – 928 MHz (FCC part 15)
RF power output	Programmable from -5 dBm to 30 dBm in 0.5 dBm steps
Standard compliance	EPCglobal Gen2 (ISO 18000-6C)
RFID antennas polarization	Circular
On board sensors	Ultrasound distance / proximity sensor
Sizes	See diagrams below
Weight	Small 14.5 kg , large approx. 130kg
Temperature range	0°C to +40°C
Maximum power consumption	Small: 0.583A, Large: 1.133A

Features

Proximity sensor	The feature can be switched on/off and the range controlled
Content	Content can be managed by the retailer or by the Catalyst team. There is a content management system to allow the content to be easily published online
Language options	The system can cope with any language and have multiple language options available for the user to select
Ads	Ads can be shown once the screen has been inactive for a predefined amount of time
Video	Video enabled
Sound	Not in the standard features but it is an optional extra
Dashboard	All data collected by each device can be viewed in real time in a custom online dashboard, providing management access to business critical information

Dimensions

Catalyst RFID Smart Screen Small version – 22" screen



Dimensions

Catalyst RFID Smart Screen Large version – 46" screen

