

LIFT & LEARN / PLACE & LEARN

The interactive POS experience - sales promotion in focus

With „Lift or Place & Learn“, product information is just one movement away. Lifting or placing a product triggers the playback of product-specific multimedia content via easescreen. This is the ideal way to showcase your product.



REQUIREMENTS

- easescreen software license with interactivity feature (see software price list)
- (easescreen) player hardware from silver class upward that has an RS232 interface or USB/RS232 adapter
- Lift & Learn or Place & Learn hardware, RFID tags

SOLUTION OVERVIEW

- Identification of products by means of RFID tags (adhesive labels)
- One player can manage up to 8 platforms with up to 50 differently programmed RFID tags on each platform
- When used with two or more products, it gives the customer a product comparison to support the purchasing decision
- Interactive, digital customer advice supports the shop assistants

