



DIGITAL RETAIL SIGNAGE



Digital Retail Signage

VuePix Infiled's Digital Retail Series provides the next generation platform to revolutionise the retail experience.

The latest digital technology combined with the most advanced information management system, provides the perfect platform to transform the interaction between consumer and retail stores, bringing the retail experience in line with today's digital information age.

The explosion of digital advertising in the retail sector has led VuePix Infiled to take a contemporary approach to traditional retail shelf edge displays, transforming static signage into interactive point-of-sale devices, with the ability to instantaneously deliver real-time marketing to targeted consumer groups.

VuePix Infiled offers a range of digital displays which provide real time information and marketing messages in a smaller format, while still delivering engaging and crystal-clear content. These include Digital Shelf Edge displays, Digital Shelf Toppers and traditional LCD & LED displays, encouraging customer engagement right at the point of sale.

DSE - Digital Shelf Edge

The Digital Shelf Edge system was specifically designed to replace the current static shelf edge signage. The system delivers real-time information on the displayed products - branding, pricing, specials, etc - in digital format, right on the edge of the shelving display.

Powered by a CMS platform, the system allows both animated and static content to be scheduled locally or remotely and changed instantaneously when required.

Featuring high-resolution LCD displays, each unit is suitable to display any kind of content in the highest detail and clarity, including video, barcodes, QR codes, etc. The units come with options for Linux / Android on board or local HDMI input. Power over ethernet is also available if this a requirement for the installation type.

The units feature toughened glass on the front, which can be easily replaced, making them suitable for collision prone environment. The standard mounting system allows for a quick installation & easy access for maintenance.

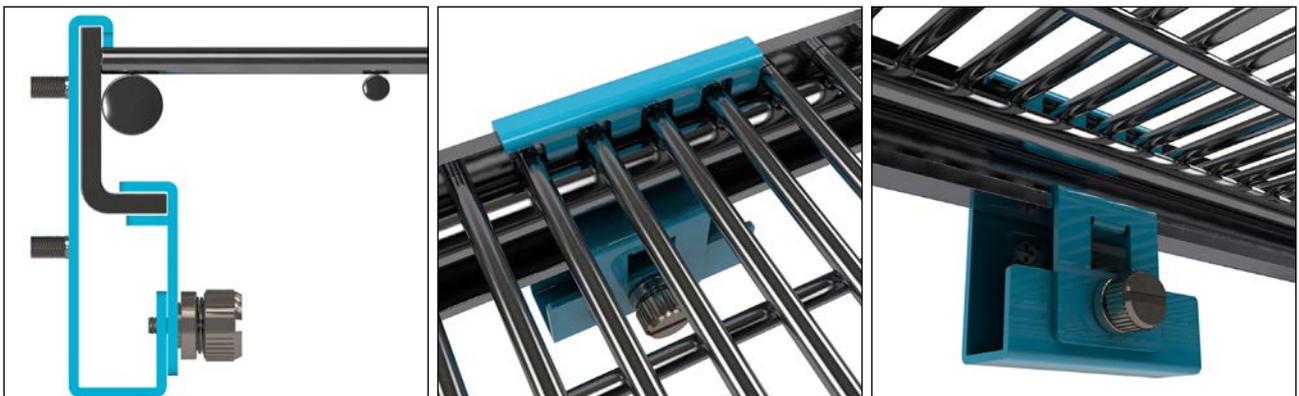
The units can be fully customized, offering a solution for cold version shelving, which can be used in fridges & freezers.



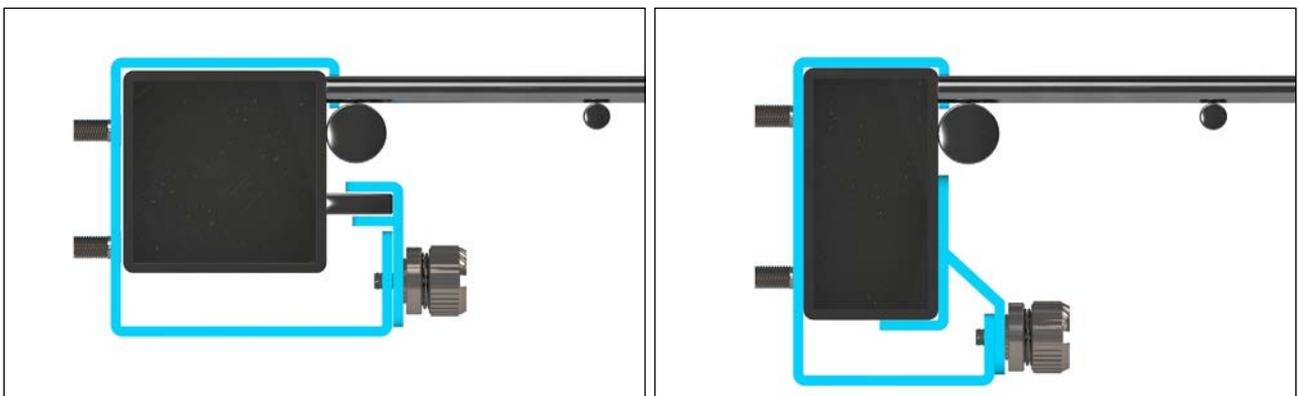
Mounting System

The Digital Shelf Edge system has been designed to work with a variety of different shelf systems, lengths and sizes.

The mounting system is designed to be installed without the need to drill into the shelf bays, and is secured by our mounting hardware. This allows for a rapid install and quick removal of the product.

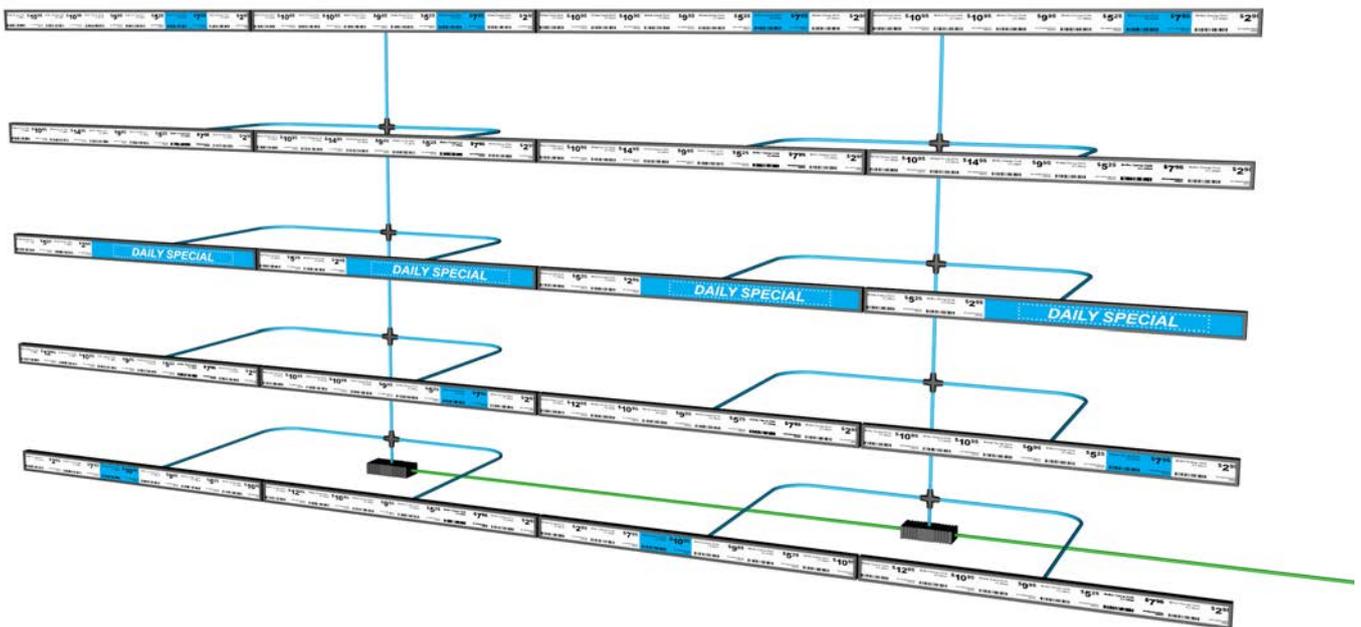


Alternative Mounting Systems



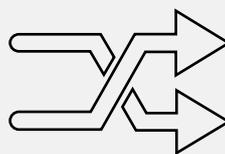
Cable Management / Connectivity

The Digital Shelf Edge units are designed to run on a distributed power system, that comprises of a mains supply box (240V) with 12V tails out to the shelf edge units. The power boxes are designed to run up to 20 units.



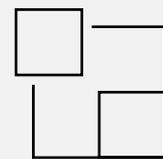
Low Voltage

The units run on 12V.
The low voltage makes them safe for any kind of retail environment.



Hot Swappable

The units can be easily swapped out, without interrupting the system. The power and data units are easily replaceable with quick lock connectors in place.

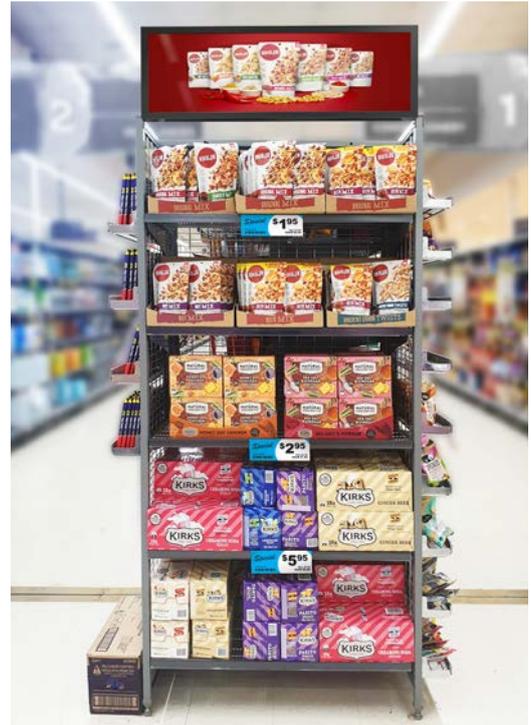


Modularity

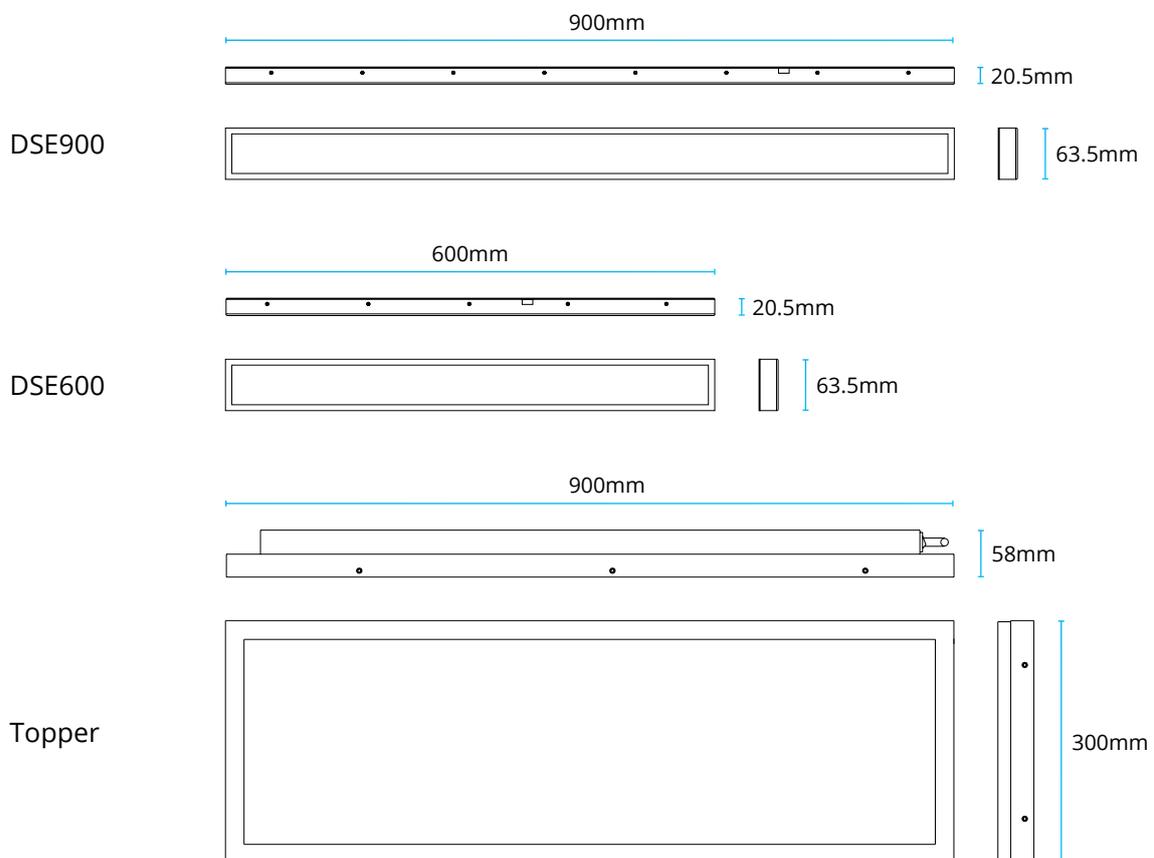
All the units run on Wi-fi, so there is no need for any additional infrastructure other than power supply.

Shelf Topper

The Shelf Topper system is designed to perfectly fit into the stock bays where highlighting additional information is required. The units feature a high resolution digital display of high brightness, that will make an impact and deliver your marketing message in a form of sharp visuals that the targeted audience just cannot miss.



Dimensions



Specifications

Model Number	DSE 900	DSE 600	Topper 900
Dimensions	900 x 63.5 x 20.5mm	600 x 63.5 x 20.5mm	900 x 300 x 58mm
Resolution	2880 x 158px	1920 x 158px	1920 x 340px
Active Display Area	893 x 48.2mm	585.6 x 48.2mm	853 x 253mm
Front Protection	Toughened glass	Toughened glass	NA
Backlight Lifespan	50,000 hr	50,000 hr	50,000 hr
Power Source	12V via USB-C connector	12V via USB-C connector	12V via USB-C connector
Power Consumption	13W / Unit	11W / Unit	21W / Unit
Heat Output	3.4 Btu / Unit	3.2 Btu / Unit	8 Btu / Unit
Brightness	700 Nits	700 Nits	700 Nits
Connectivity	Dual band Wifi	Dual band Wifi	Dual band Wifi
CPU	S700 SOC - 4-core ARM Cortex A53Smp4 64-bit	S500 SOC - 4-core ARM Cortex-A9 R4,28NM	S700 SOC - 4-core ARM Cortex A53Smp4 64-bit
GPU	Mali-450 MP	Mali-450 MP	Mali-450 MP
Memory	1gb RAM	1gb RAM	1gb RAM
Storage	8gb eMMC storage	8gb eMMC storage	8gb eMMC storage
OS	Linux OS	Linux OS	Linux OS
<ul style="list-style-type: none"> • Display and web ready content: videos, images, barcodes, text etc • Broadcom AP6255 wireless module 			

Design and specifications subject to change.





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