Catalyst RFID Smart Tray

Catalyst RFID Smart Tray allows customers to interact and engage with a simple touch-screen. Simply bring product(s) to the unit and it will automatically display additional information, features and benefits via different types of content – images, video, audio.

Features & benefits:

- Innovative interactive experience of products that enables the brand to talk directly to the customer.

- Enables the customer to quickly learn about the product features and benefits using different types of content – images, text, video, audio.

- Delivers consistent brand and product messages across all outlets.

- Customers can share their experience and product selections on social media platforms and via email.

- 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.

Technical Specifications

Screen size	Standard size: 26 inches. Larger sizes available
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
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
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	Audio enabled
Dashboard	All usage data collected by each device can be viewed in real time in a custom online dashboard, providing management access to business critical information. Personal data is not retained.

Dimensions

Catalyst RFID Smart Tray Mini: 26" x 12" screen. Base unit: 11" x 10" + metal surround (variable)