

AdvanLook-LT™

Interactive recommendation system with tray

Watch a video of AdvanLook-LT on [Youtube](#)

Product overview

AdvanLook-LT is a **product recommendation** and **cross-selling** system with tray ideal for cosmetics, footwear, wine, etc.

AdvanLook-LT uses RFID technology and an interactive screen to improve the shopping experience of customers at retail stores.

By simply placing a product on the tray of AdvanLook-LT, customers see benefits, experts' advice, videos of how to use the product, and recommended products.

The **use process** is as follows:

1. The customer picks an item he or she finds interesting
2. The customer places the product on AdvanLook-LT tray, and the RFID subsystem of AdvanLook-LT detects it.
3. The screen of AdvanLook-LT shows images of the product, together with benefits, experts' advice, videos of how to use the product, and recommended products.
4. With AdvanLook-LT touch screen, the customer can browse through other products, request that an employee brings one product, etc.



Benefits:

- Increases sales at retail stores
- Increases conversion rate
- Increases cross-selling
- Improves the customer shopping experience
- Provides recommendations
- Fun to use
- Advertising space
- Generates information about user interests
- The frame colour and material can be chosen
- The content and user interface can be updated remotely

Applications:

- Cosmetic stores
- Drugstores
- Shoes stores
- Gourmet stores



The content and user interface of AdvanLook-LT can be updated remotely very easily, by means of the **AdvanCloud cloud-based software**.

All the events are registered and stored in AdvanCloud. This information can then be analysed for **business intelligence** purposes:

- Number of users that use AdvanLook-LT
- Products that customers place on the tray of AdvanLook-LT
- Recommended products that customers select on the screen
- Products that the customers request to be brought by an employee
- Etc.

AdvanLook-LT **comprises**:

- RFID subsystem, with two antennas
- 22" or 10" touch screen
- Screen frame
- Embedded computer
- Content and user interface management cloud-based software

The colour of the tray and screen frame can be customized.

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Finishing options for the frame:

Options	The colour of the tray and of the screen frame can be customized
Default finish	For 21": Opaque, shiny methacrylate and satin stainless steel For 10": Black shiny methacrylate and RAL 9005 microtextured

Technical specifications

Screen size	21,5 inches 10 inches
Touch screen technology	Projected capacitive
RFID frequency	Dual Band (ETSI and FCC)
RF Power output	For 21": Programmable from -5 dBm to 30 dBm in 0.5 dBm steps For 10": Programmable from 0 dBm to 27 dBm in 0.5 dBm steps
Standard Compliance	EPCglobal Gen2 (ISO 18000-6C)
RFID Antennas polarization	Circular
Size	For 21": 390 mm x 488 mm x 413.5 mm 15.4 inches x 19.2 inches x 16.3 inches For 10": 309 mm x 250 mm x 33.5 mm 12.2 inches x 9.8 inches x 1.3 inches
Weight	For 21": 14,5 Kg For 10": 1,05 Kg
Temperature range	0°C to +40°C



AdvanCloud servers



AdvanCloud GUI



Location1



Location2



...

Location N



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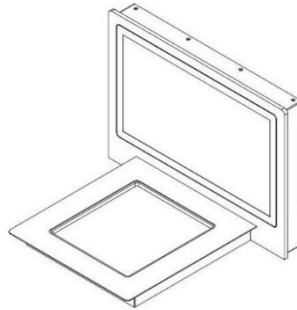
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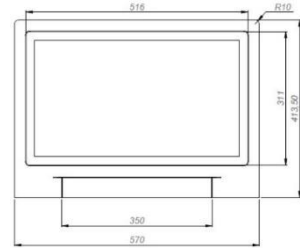
Mechanical specifications for the 21"



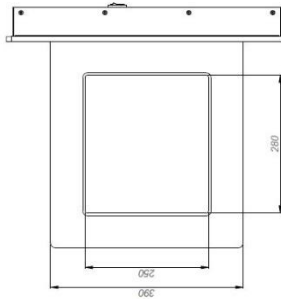
Front view



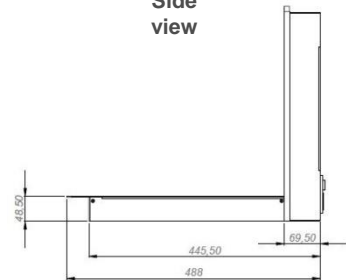
Screen dimensions



View from

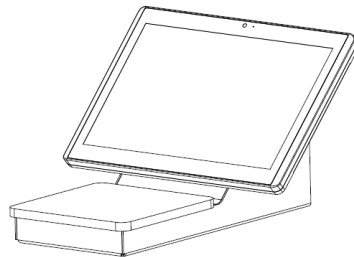


Side view

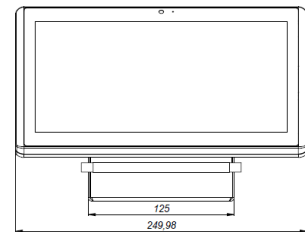


Mechanical specifications for the 10"

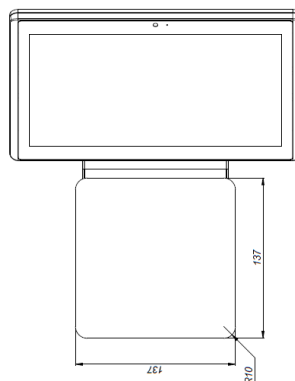
Front view



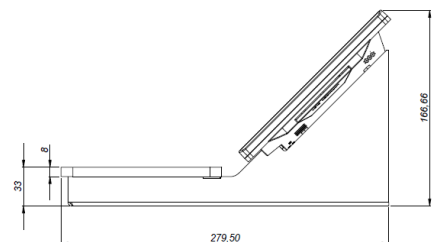
Screen dimensions



View from above



Side view



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Units in millimeters

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Product codes for ordering

ADLK	-	SS	O	-	TT	-	FF	-	mmm	
										SS = Screen size
		10								10 inch
		21								21 inch
										O = Options
			t							touch screen
			tw							touch screen with WiFi
										TT = tray
					LT					with tray
										FF = Frequency Band
							EU			865,6 MHz - 867,6 MHz
							US			902,0 MHz - 928,0 Mhz
							CH			920,5 Mhz – 924,5 Mhz
										Model
									100	Model number

Example:

- **ADLK-21t-LT-US-100:**
 - Advanlook
 - Frequency band : 902,0 MHz - 928,0 Mhz
 - **21"**
 - **Touch** screen
 - With tray
 - Model **100**

