

Lift & Learn Weight sensor Demo kit

Showcase Lift & Learn Weight sensor applications in real-life with the DM-LL2 demo kit. It comes pre-assembled in a stylish casing, making it a plug and play solution. Simply connect the demo kit to a Digital Signage player, and convince your customer of the benefits of a Lift & Learn experience.



The kit is ideal for showroom presentations and can also serve as a portable demo for sales presentations. The integrated presence sensor and LED light make for a complete and compelling customer journey. Start demonstrating Lift & Learn experiences with no required upfront involvement from your technical team regarding sensor integration.

Lift & Learn

Lift & Learn applications are typically applied in retail environments. They facilitate consistent storytelling by starting a product video when a customer lifts a product. As a result, the engagement and product understanding of the customer is increased. Overall, a Lift & Learn application is a memorable brand experience that creates a connection between the product and the customer.

Well-executed Lift & Learn applications can generate a sales uplift between 15-30%. It also allows for implementation of effective sales methods such as cross-selling and endless-aisle applications.

In combination with Data Analytics solutions, the data collected from a Lift & Learn application is highly valuable in measuring the performance and ROI of a retail installation.

Weight sensor (bar type)

The bar-type weight sensor measures the weight of the shelf installed on top of it, and detects when a product is lifted or placed back. In scenarios where multiple distinct products populate the shelf, the sensor distinguishes the lifted product by analyzing detected weight differences, even in cases of subtle variations between items.

Due to the nature of this technology, it is suitable for Lift & Learn setups in which a selected number of products of various weights are highlighted and promoted. Typically it is applied for luxury goods such as eyewear, footwear or small consumer electronics.

For Lift & Learn scenarios with stocked shelves (such as in FMCG retail) Nexmosphere has an alternative shelf-type weight sensor available, specifically designed for installation in large retail shelving

Included Elements

The demo kit comes pre-assembled. It includes:

- 1x **XZ-W21** Weight sensor bar type
- 1x **XY-241** Presence sensor
- 1x **RGB COB LED strip** illuminating the product area
- 1x **XC-820** controller
- USB cable and power supply

Additional equipment

The DM-LL2 demo kit is designed to be connected to a compatible media player. To make the demo complete, you need the following additional items:

- 1x **3rd party media player** (such as a BrightSign player)
- 1x **display** (connected to the media player)
- 1x **sunglasses set** (optional)

Demo content and presentation

Demo content for sunglasses is available on request.



The sunglasses are not included in the kit.

Ready-to-use demo presentations are available for selected players, such as BrightSign.

Dimensions and weight

- Weight: 2100 gram
- Dimensions: 400 x 206 x 55mm