



# Dynamix Pro

PRODUCT CATALOG 2020-2021

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## THE INNOVATIVE DYNAMIX PRO TECHNOLOGY

This first-to-market innovative technology has been developed to provide shoppers with a unique experience and give brands the ability to personalize their offering in a flexible way. Made up of highly durable, magnetized connected LED panels, the Dynamix Pro by Outform creates an engaging visual merchandising experience at scale.

Our unique magnetized LED panel system allows for quick reconfiguration of display and shelving elements, offering endless opportunities for tailored messaging at the SKU, collection or brand level.

Driven by wireless shelving technology and specific content delivery, Dynamix Pro by Outform is a highly engaging, on-demand and innovative visual merchandising media platform that connects personalized consumer experiences at product level.

Dynamix Pro by Outform becomes the conversion-driving endpoint on the consumer journey that elevates the retail experience by digitizing in-store visual merchandising and bridging the gap from online to in store, making it a truly physical digital experience.





**HIGHLY DYNAMIC DISPLAY** An execution that inspires curiosity and drives connection by way of showstopping LED panels, Dynamix Pro displays powerful, custom visuals to draw attention toward merchandise, and tell impactful brand stories.



**ULTIMATE FLEXIBILITY** Dynamix Pro is the ultimate flexible merchandising solution that offers custom size combinations, as well as a multitude of display options to showcase products in front of the video wall. This tool offers both adaptable infrastructure and content.

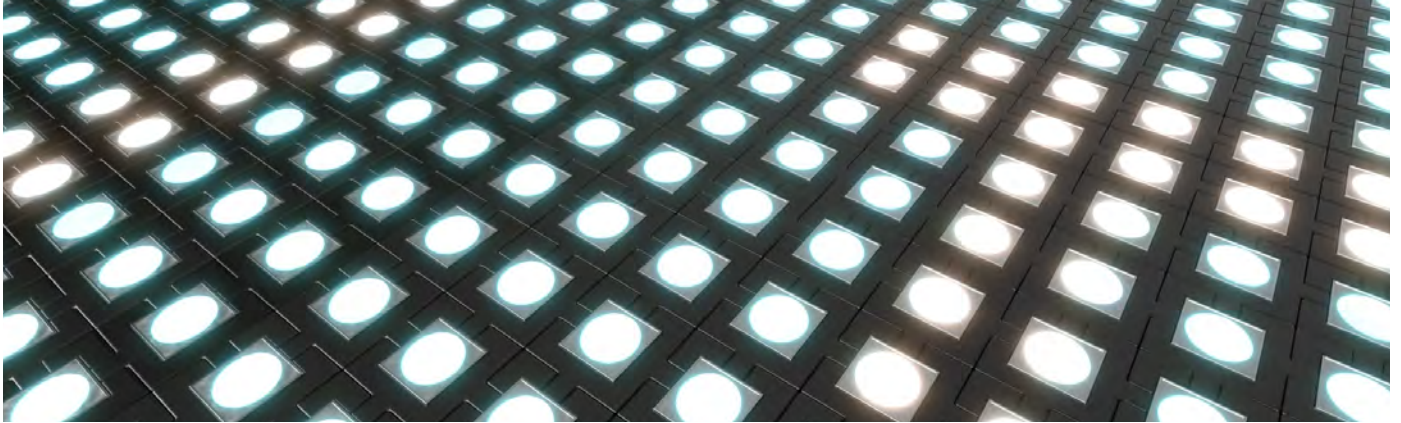


**HIGH DEFINITION** Dynamix Pro's short LED pitch provides a clear view no matter how close or far you stand from the LED panels.





**LED TILES** A collection of interlocked LED wall tiles that are simply snapped into place. Interchangeable LED wall tiles ensure that the wall is easy to update in the case of damaged sections.



**SMART SHELIVING** Magnetic smart shelves and brackets can be integrated throughout the entire display to create custom merchandising solutions.



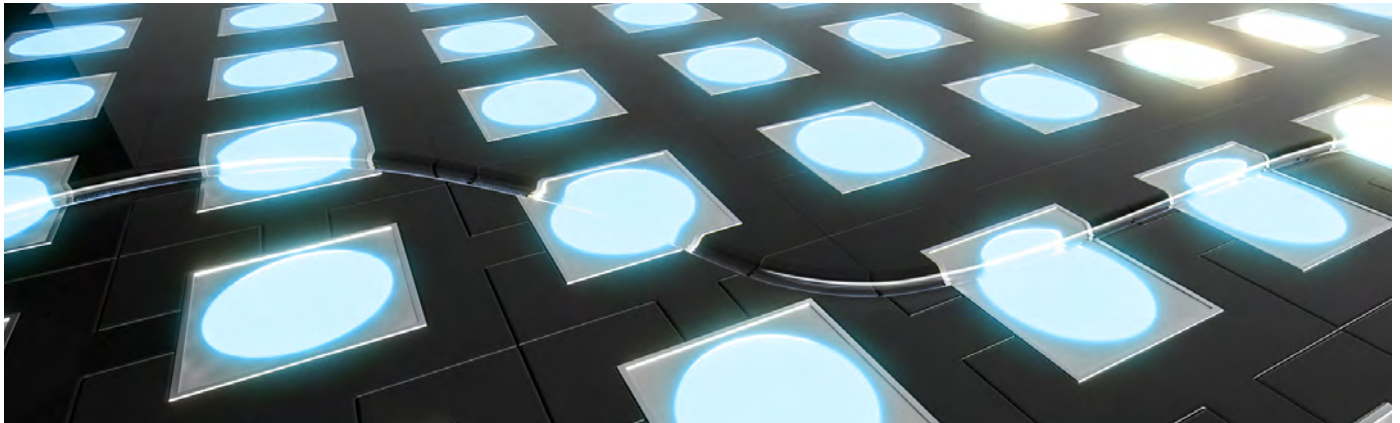
**RESPONSIVE DELIVERY** Content is triggered when a product is lifted. Returning the product will change the content to its' original state.



**VISUAL MERCHANDISING ASSISTANT** Clearly indicates the desired shelf locations ensuring consistent product positioning. Embedded chips within the product tells the wall where to play relevant content. Dynamic and updatable visual merchandising • Simple and easy to implement • Product specific placement



**PROTECTION** A protective film on the face of the LED is used to provide durability for the panels. Made of a sealing spray, the protective film encases the LEDs without affecting the refracting index, light transmission or brightness loss. The film also adds anti-collision, anti-shock, anti-UV, water proofing, dust resistance, and heat dissipation that extends the life span.

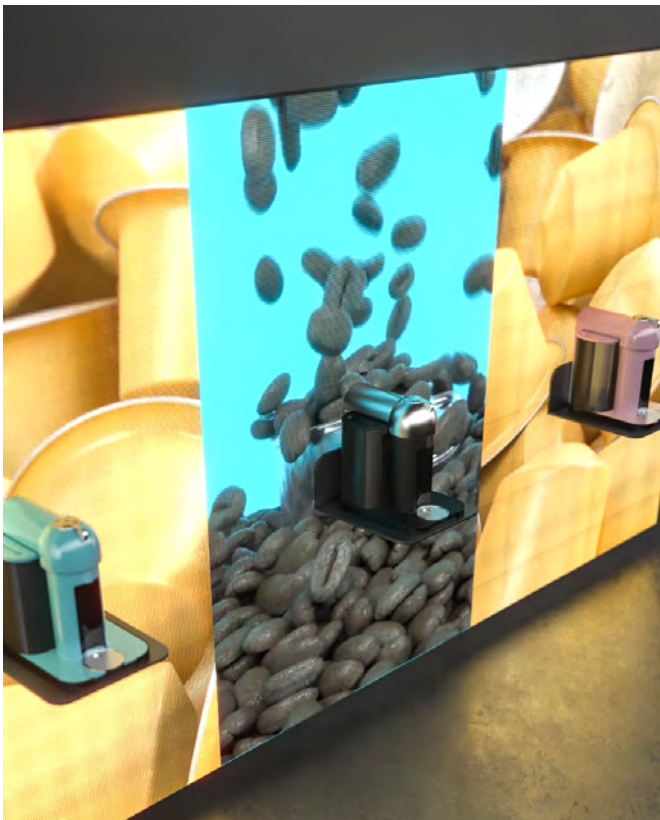


**OPTIMIZATION POSSIBILITIES** Additional technologies, such as gamification, can be leveraged to expand interactivity when launching product campaigns.

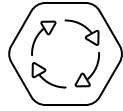




## MULTI SCENARIO APPLICATION



## BENEFITS



### **SUSTAINABILITY CONSCIOUS**

Specify product information and push it to multiple stores remotely and eliminate excess waste caused by traditional print marketing.



### **RESPONSIVE REAL-TIME**

Remote updates allow for current product information and marketing messages to be managed seamlessly.



### **INTELLIGENT RETAIL**

Real-time interaction data and meaningful analytics.



### **PLATFORM INTEGRATION**

The model uses the media player platform to supply and manage content. Both media player and CMS integration are available.



### **WIRELESS COMMUNICATION**

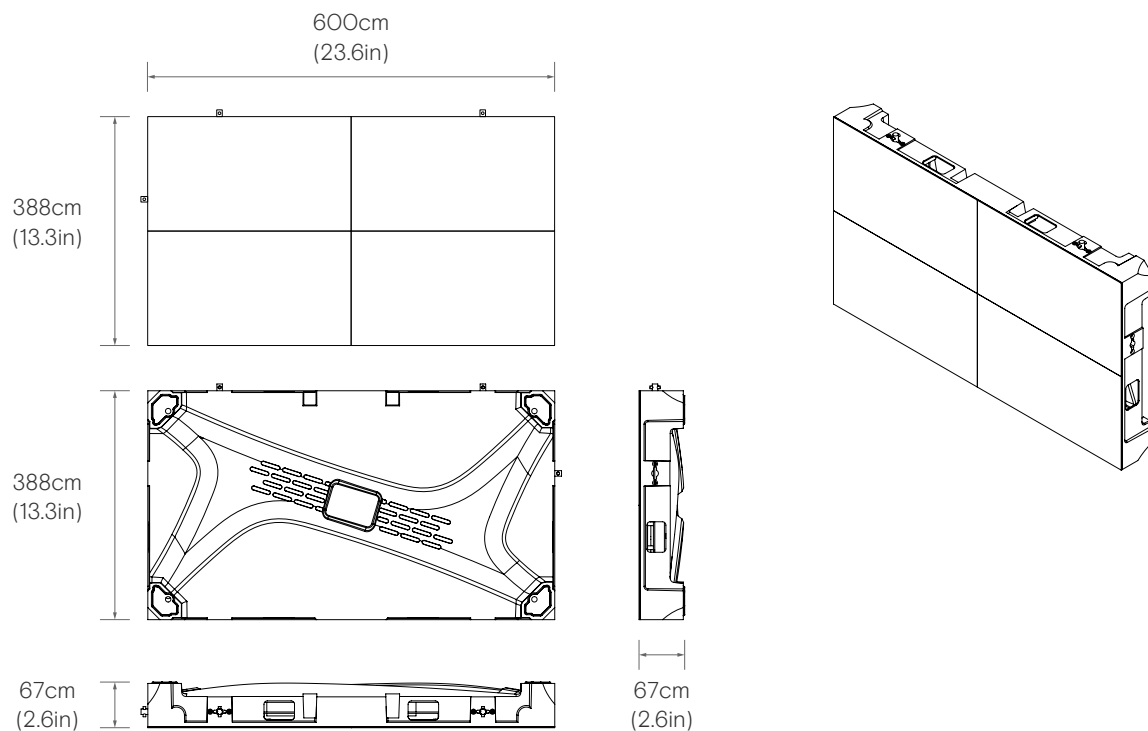
Wireless communication between the brackets or shelves and the LED panels facilitated by smart sensors with low power consumption.

## TECHNICAL SPECIFICATIONS

CABINET CONSTITUTION	PIXEL PITCH (MM)	1.56
	LED TYPE	SMD1010
	CABINET RESOLUTION	384x216
	CABINET SIZE (WxHxD mm)	600x337.5*66
	CABINET AREA (M2)	0.2025
	CABINET WEIGHT (KG)	12
	PIXEL DENSITY (dot/m2)	409600
	FLATNESS (MM)	≤0.12
	MAINTENANCE	Front & Rear
	MATERIAL	Die Casting Aluminum
	DURABILITY	IP43
OPTICAL PARAMETERS	BRIGHTNESS CORRECTION	Available
	COLOR CORRECTION	Available
	BRIGHTNESS (nits)	600-800
	COLOR TEMPERATURE (K)	2000-10000 adjustable
	VIEWING ANGLE (H/V°)	160°
	CENTER POINT DEVIATION	<3%
	BRIGHTNESS/COLOR UNIFORMITY	≥97%
	CONTRAST RATIO	5000:1 w/ GOB
ELECTRICAL PARAMETERS	MAX POWER CONSUMPTION (W/m²)	700 W
	AVERAGE POWER CONSUMPTION	240 W
	VOLTAGE RANG	AC100-240V, 50/60 (Hz)
	SECURITY FEATURES	GB4943/EN60950
PROCESSING PERFORMANCE	FRAME RATE (HZ)	50&60
	DRIVE MODE	Constant Current Drive 1/27 scans
	GRAY SCALE	14 bit
	REFRESH RATE	≥3840
	COLOR FIGURES	16bit
OPERATING PARAMETERS	LIFE TIME (HRS)	500,000 hrs
	OPERATING TEMPERATURE/	-10,-40/10%-80 %
	HUMIDITY RANGE (C°/RH)	(Non-condensing)
	STORAGE TEMPERATURE/	-20,-60/10%-85 %
	HUMIDITY RANGE (C°/RH)	(Non-condensing)



## PRODUCT DIMENSIONS



## PACKAGING SPECIFICATIONS

### PACKAGE SIZE

1220(L)x380(W)x447.5(H)mm, 90kg/case, 6-in-1

