

BRING

SHELF

EMOTIONS

TO

LIFE



## INTRO : VUSION RAIL

V:Rail is SES-imagotag's new shelf edge interactive display that gives stores the ability to leverage Full High Definition screens to enhance in-store shopper marketing experience and optimize store operations. It lets store staff adjust prices and merchandising in-store with a touch interface located at the bottom of each V:Rail display. Staff can also adjust brightness with a single touch, on all shelves.

**300+**  
RETAILERS

**32,000+**  
STORES

**300M+**  
IOT DEVICES



GROCERY



FRUITS &  
VEGETABLES



ELECTRONICS



COSMETICS



PHARMACY



FASHION



DIY



INDUSTRIAL

Easy wireless configuration

Noise-free and no moving parts

Augmented product  
information

Brand promotions

Dynamic videos at the shelf

V:Cloud Studio Software  
Management

Impact resistant &  
replaceable cover



## PRODUCT FEATURES

### DESIGNED & ENGINEERED FOR RETAIL ENVIRONMENTS



CONNECTED



ATTRACTIVE



EASY TO USE



SECURE



ROBUST



PLATFORM



#### CONNECTED:

- Flexibility & ease of campaigns deployment
- Devices monitoring at all time
- Deployable to Group of Stores / Store / Section(s) / Shelf(s)
- New functions upgrade continuously (OTA)

#### ATTRACTIVE:

- Creating emotions in-store
- Devices synchronization for high impact
- Flexible configurations to fit shelves designs
- Easily adjust ticket position (+ position feedback)
- Shelf-by-shelf customization
- Transparency & animation (PNG/APNG)

#### SECURE:

Physically secure

- No hardware external ports (No USB/SD card ports)

End point secure

- Closed System (No Android backdoors)
- Secure ID for each device (Chipset Level ID)

Network secure

- Military grade encryption: AES 256 bit (NIST EAL4)
- Robust Protocols: PGP signed / TLS handshake
- Microsoft Azure secured managed

#### ROBUST:

- Rugged / Heavy gauged
- Thick & impact resistant
- Cleanable & replaceable cover plate
- No sharp edges
- Adjustable mounting kit

#### EASY TO USE:

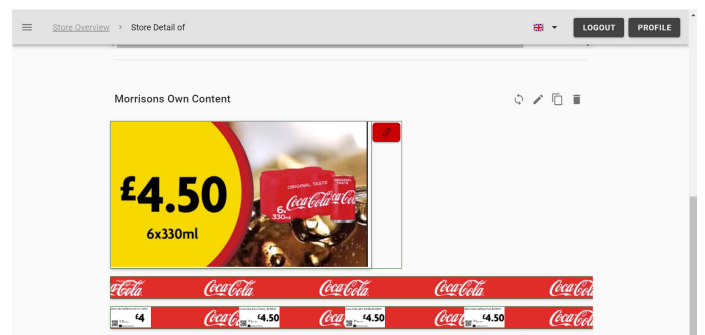
- Intuitive software interface
- V:Rails set-up in a few clicks
- Touch stripe for price tag management



#### PLATFORM:

Content management scenarios

- Publisher only or with V:Cloud
- 3rd party signages operation from Publisher(with V:Player)
- API based platform for 3rd party CMS integration



## TECHNICAL SPECS

### VRAIL SIZING GUIDE:



VR06001

Dimensions (mm)	Active Display Area (mm)	Resolution (pixel)	Weight (kg)
605.2 x 67.53 x 24.07	585.6 x 48.19	1920 x 158	1.038



VR09001

Dimensions (mm)	Active Display Area (mm)	Resolution (pixel)	Weight (kg)
898 x 67.53 x 24.07	878.4 x 48.19	2880 x 158	1.46

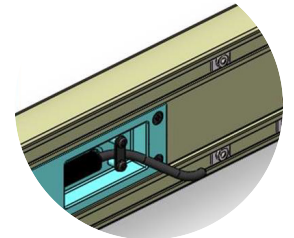


VR012001

Dimensions (mm)	Active Display Area (mm)	Resolution (pixel)	Weight (kg)
1215.4 x 72 x 30.88	1196.16 x 49.84	3840 x 158	2.78

### POWER CONSUMPTION:

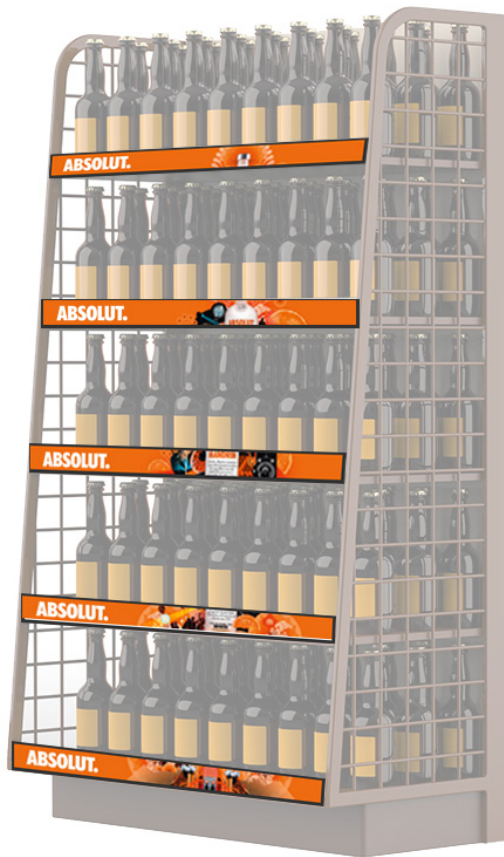
Due to the energy consumption of the Engage Rails we currently offer power supplies with two different wattages that each have multiple configurations to suit power plug requirements of each region. Please note that the power supply should not run above 70% of max power in a 24/7 operation (sum of max power per Engage Rail x 1.3)



Model	Power Consumption (DC measured)	Power Consumption (including PS, average)	Power Plug	Power Supply
<b>Engage Rail 12001</b>	15.84 Watt/Hour	~ 24 Watt/Hour	male barrel jack (2.1mm ID, 5.5mm OD)	12 Volt / 3 Amp = 36 Watt
<b>Engage Rail 09001</b>	11.4 Watt/Hour	~ 15 Watt/Hour	male barrel jack (2.1mm ID, 5.5mm OD)	12 Volt / 2 Amp = 24 Watt
<b>Engage Rail 06001</b>	8.4 Watt/Hour	~ 12 Watt/Hour	male barrel jack (2.1mm ID, 5.5mm OD)	12 Volt / 2 Amp = 24 Watt

Engage Rail and Player allow scheduled Power Save Mode and Dimming option. Power Save Mode can be configured on Store level and additionally per Device level (e.g. during closed hours specific storefront Rails remain active while in store Rails are in powersave). Engage Rails in Power Save will power off the backlight from the display, the device will remain fully connected to IoT hub. Using Vusion Rail Connect app allows to temporary wake up the device (3 minutes) for Rail store operations

## EDG USE CASES



### New in-store advertisement media

- Ease of campaign management
- Advertisement costs savings
- Contents monitoring & Proof-of-Play
- Communication @ the "First moment of truth"
- Attractive & innovative ads capabilities

### Enhanced in-store shopping experience

- Dynamic & Digital stores design
- Offline – Online synchronization
- Rich products information
- Connectivity enablement
- Customized offers

### Win-Win collaboration with your brands

- New advertisement revenue stream
- Increased shopper engagement
- Increased store traffic
- In-store sales uplift

## USE CASES

Increase Store Traffic  
 Promotions Booster  
 New Product Introduction  
 Brand Sponsored Campaigns  
 Loyalty Program Communications  
 In-store services communication  
 Seasonal Activities (eg. Halloween, Christmas)  
 Digital Coupon (Via QR Codes)  
 Food Traceability  
 Food Recipes + QR Code  
 Markdown for Waste Reception  
 Gamification



Front of store / End caps / Regular shelves / Fresh area / Events area / Check-out area



## CASE STUDIES

## CASE STUDY - COSMETICS

# L'ORÉAL PARIS

L'Oréal Paris entrusted SES-imagotag with boosting its brand Revitalift at Monoprix Montparnasse. The store welcomes hundreds of customers daily, serving food and essential products. The test had 12 products and was conducted on a two months period



## KEY METRICS

**+65%**

**Increase in sales**  
(compared to previous period)

**+1626€**

**Incremental Turnover**  
(compared to previous period)

## CASE STUDY - WINE

## Experiment:

Measure the sales impact of 4 Rails with synchronized contents.

## Test products:

13.99€ wines

## Reference products:

11.99€ and 12.99€ wines

## Duration:

31 days



Test Shelf (Left)  
Reference Shelf (Above)

**With Vusion Rails:** 13.99€ Wine ▲ 17% Sales

**Without Vusion Rails:** 12.99€ Wine ▼ 21% Sales

**Without Vusion Rails:** 11.99€ Wine ▼ 15% Sales

(comparison between V:Rail/No Rail)

▲ 38% Sales

▲ 32% Sales

This pilot has proven to be innovative, cost-efficient and beneficial to brands. The labels are managed, monitored and run in the VUSION Cloud platform. They are changed in real time and the videos are/can be synchronized

## TRIAL QUOTATION

Vrail - Trial Package	Quantity	Price Each *	Total Price
WIFI Router - TP-Link MR6500V	1	\$ 266.41	\$ 266.41
VR06001 - 60cm	1	\$ 509.58	\$ 509.58
VR09001 - 90cm	5	\$ 708.05	\$ 3,540.25
VR12001 - 120cm	1	\$ 888.64	\$ 888.64
Universal Fixing	1	\$ 58.36	\$ 58.36
V:Rail Access License.	7	\$ 9.48	\$ 66.36
SIM Card	1	\$ 30.00	\$ 30.00
FREE IMMERSIVE VIDEO	1	\$ 2,000.00	\$ -
<b>Subtotal Trial Package</b>			<b>\$5,359.60</b>

\*\* Pricing is indicative only and offers expires after Metcash expo concludes every quarter.

\*\* Installation Pricing on Request

\*\*Pricing based on USD/AUD 1.49 Rate - Subject to Change.

\*\* Offer expires Sept 01 2023.

# CHANGE THE RETAIL ENVIRONMENT



CONTACT US FOR ENQUIRES

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## THANK YOU

**HUSSmann®**