

P.O.P DESIGN

AN OFFICIAL PUBLICATION OF THE IN-STORE MARKETING INSTITUTE

6 P-O-P DESIGN • MAY/JUNE 2007

Shelves React to Customers

Embedded sensors trigger screens with product data

By Anne Downes

HILLSBORO, ORE. — MTI created two of its latest products to react when customers interact with displays.

Smart Shelves have pressure-sensitive sensors embedded in display shelves made by MTI, and use MTI's Lift technology. When customers lift a product from its place, it triggers a presentation with in-depth product information on a video screen. When another product is picked up, different product information appears. Smart Shelves work with packaged products that sit on the display shelves, as opposed to tethered display samples.

Light Rings are embedded in MTI's Freedom LP displays and sur-

round each product. When a product is picked up, the rings change color. The Light Rings also interact with a touchscreen product search and comparison tool called Product Finder. When a customer searches on the touchscreen with specific criteria, the Light Rings illuminate those products.

"Smart Shelves and Light Rings advance a display's interactivity."

Jason Goldberg, MTI

"Smart Shelves and Light Rings advance a display's interactivity," says Jason Goldberg, MTI's vice president of marketing.

➤ *To learn more, circle 2*

MTI uses Smart Shelves to trigger product information on a screen when items on a shelf are picked up by a customer.



Publicity
Placement By

**ROHER
PUBLIC
RELATIONS**