AdvanDisplay™
RFID smart display system

Product overview

AdvanDisplay is a smart shelf system based on RFID UHF, addressed to merchandise vendors who want to monitor the sales and restocking of products under promotion in real-time.

AdvanDisplay includes:
- Antennas
- Multiplexers
- Readers
- RF cables
- Control cables for multiplexers
- WiFi or 3G communication module
- Software drivers, including a tag location algorithm

These components are attached to display fixtures designed by merchandise vendors for promotion purposes. As a result, merchandise vendors obtain full tracking in real-time of the situation of their products under promotion.

AdvanDisplay includes a wireless communication module (WiFi or 3G), to send the inventory information directly to the vendor headquarters. It is not necessary, therefore, to use the network of the retailer.

AdvanDisplay RF hardware can be easily assembled to a fixture by non-skilled operators.

Benefits:

- Real-time information of sell-out per store and per display fixture
- Monitoring of effective restocking at each display fixture
- Reduction of stock-outs
- Better synchronization of media campaigns with available products in stores
- Increase in customer satisfaction
- Shrinkage reduction

Applications:

- Promotional campaigns of consumer goods at stores

Specifications

Operating Frequency EU Version	865-868 MHz (ETSI EN 302 208)
Operating Frequency US Version	902 - 928 MHz (FCC part 15)
Materials	Can be used on display and cardboard fixtures, of any color and size Can be used on shelving structures as well as panels with hangers, brochettes, etc.
Read rate	Typically above 99,5%
Location resolution	Typically ±40 cm (±15 inches)
Scan time	Adjustable, depending on the number of antennas and number of readers
Number of antennas	Approximately one every 25 cm x 25 cm (10 inches x 10 inches)
Number of antennas that can be connected to a single reader	Up to 1.024
Reader transmitted power	max. 31,5 W
Communications	Ethernet, WiFi , 3G
Transponder Protocol Standard	ISO 18000-6C EPC Class1 Gen2
Customer protection	Antennas are not visible, and not accessible by end users
Drivers	Java