



INNOVATION
SMART POS
TECHNIQUES

DEINZER



Please call us

+49 2173 39988-0

**Smart
techniques
for the POS of
tomorrow**



Please scan

www.deinzer.de



... for the POS of tomorrow.

Smart solutions

The digital transformation will also help to shape the future POS. What smart POS solutions can already do today, we present to you here in the following.



The digital transformation is also increasingly taking hold at the point of sale. The latest technologies and their fusion with clever software solutions create completely new possibilities at the POS. Individual content depending on the product variant? From now on no problem. Innovative systems like "Lift & Learn" and "Easy Connect" let your

advertising message appear as soon as a shopper is interested in your product. Clever "sensor-actuator" systems make it possible. Are you interested in new future technologies at the point of sale? Then please contact us, we will be happy to show you what is possible at the "POS of the future".

1 The Motion

"The Motion" is the shelf track of the latest generation. An integrated moving image surface makes the rail an independent communication channel.

3 Lift & Learn

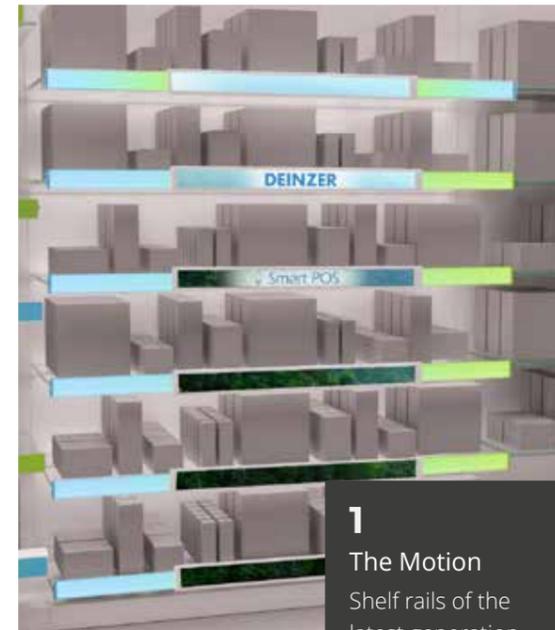
"Lift & Learn" reacts to the lifting of products and allows each product to be assigned its own advertising content, which is played when the product is gripped.

2 Easy Connect

"Easy Connect" reacts to shelf and/or product approaches by means of smart sensor technology, which makes it possible to play corresponding contents depending on the product/shelf.

4 Sensor Solutions

The latest "Sensor-Actor" technology can react to movements, but also to colours. Sensor-triggered actuators offer individual reactions depending on the shopper's actions.



1 The Motion
Shelf rails of the latest generation



2 Easy Connect
Flexible Sensor Technology



3 Lift & Learn
Weight-Sensor Technology



4 Sensor Solutions
Color Code-Sensor Technology



Future technologies for the POS.

Talk to us.

Deinzer GmbH

**Max-Planck-Ring 16
40476 Langenfeld**

Phone +49 2173 39988-0
Fax: +49 2173 39988-70

E-Mail : info@deinzer.de



Please scan