

ENHANCE YOUR
IN-STORE EXPERIENCE

with LinkRay from Panasonic

chalet
VUWEN WONEN TUIN

 Scan the screen for special offers and information
LinkRay

baderie

 WONINGINRICHTING
-AANHUIS.NL

€Outlet horst
ALLES VOOR EEN STUNTPRIJS

 Plantencentrum
van den Beuken

BUDGET HOME STORE XL

superkeukens
ZO'N NAAM ZEGT ALLES

TIMMERMANS
Tuin- en Serremeubelen

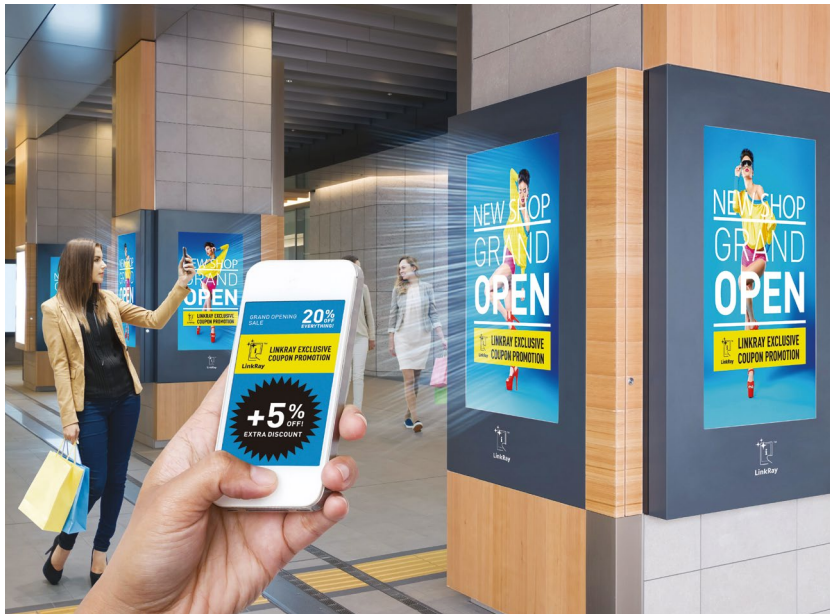
intermezzo
b r a s s e r i e

What is LinkRay?

Panasonic has developed the most advanced content delivery service for retailers to date, using visible light communication. LinkRay uses LED light to link mobile devices to content in spotlights, flat panel displays and projectors.

Customers can access the exact information they want, exactly when they want it, just by pointing their mobile device towards the information source. Using this technology provides many opportunities to provide an extra dimension to your customer experience: people can explore your store in exciting new ways and you can create displays that are even more memorable and impactful.

Intuitive and easy to use



LinkRay as a lighting solution

“Visit. Experience. Engage.”

You can use LED lights fitted with a LinkRay modulator as an information source for your customers. Without changing the original ambience of the store, you can add value to your customers experience by adding information to each display that will be delivered at the speed of light when they point their mobile device at it. You no longer need to install information labels: customers can enjoy the display as it is.

LinkRay as a signage solution

When customers come to the store you want to give them as much information as possible. Using professional projectors and displays in combination with the LinkRay transmitters you can easily deliver personalised messages and increase marketing touch points to keep customers informed about your latest events and promotions.

How do you use LinkRay?

Step 1.

Aim your mobile device at a light which has the LinkRay feature.



Step 2.

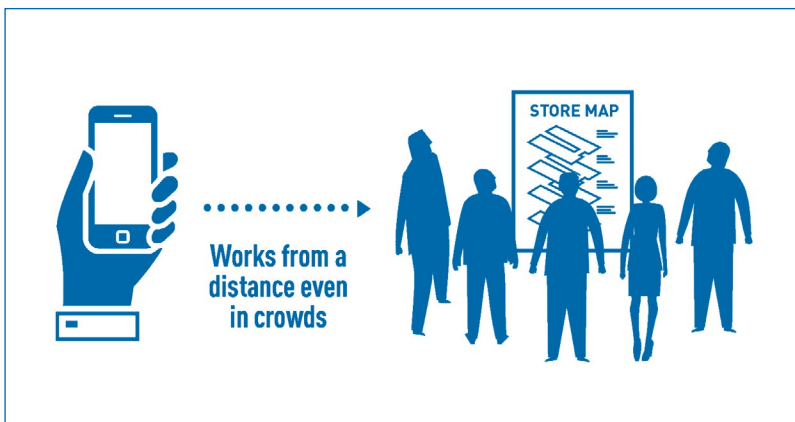
Automatically receive content on your mobile device.



The benefits of LinkRay

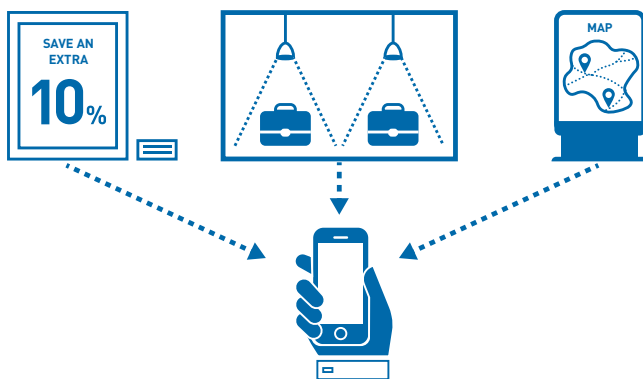
Give your customers information wherever they are, in any language.

Customers can easily access information about individual products or displays wherever they are, in their native language, according to their language preferences. They can receive the content they need just by pointing the mobile device towards the light source. It doesn't matter whether they are standing near the light source, some distance away from it, or even standing in a crowd.



A world of content at your fingertips

It doesn't matter whether you want your content to be practical, commercial or immersive. You can create any kind of content and distribute it via the LinkRay platform, whatever language or customisation you want to display.



Part of the ambience

Panasonic is developing a range of LinkRay transmitters including digital signage, projectors, spotlights and customised lighting. We have the equipment to integrate perfectly into your environment.



Access and analyse key customer data

Do you want to see how many customers viewed your display? Or discover which item was scanned most often by customers? With LinkRay you can extract and analyse all possible facts and figures captured by the LinkRay application, giving you vital insights into which displays are the most popular. This is presented to you in your management portal.



An investment that pays for itself and generates income

Enabling LinkRay requires a combination of light sources, a management portal and developed content that is made available on a content platform for your visitors. However, this is a cost that can be easily calculated based on your needs.

How will you earn the money back? Well, for starters, you will make significant cost savings. You won't have to print leaflets anymore, and you can reduce staff costs spent on providing information. Using digital signage with LinkRay could also help generate revenue by offering personalised marketing and promotional messages to your customers.

The opportunity is to use LinkRay to enhance your customer's experience. You can use it either as an information tool; a direct marketing tool or to create the ultimate customer experience, providing unforgettable moments for your target audience.




LinkRay Package


The package consists of Transmitter Hardware and Software Licenses.

LinkRay Hardware


Digital Signage




Projector




Signboard



Spotlight



Modulator



LinkRay Services License

LinkRay App SDK

SDK

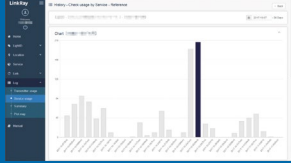
SDK Integration Custom made to customer app

LinkRay Web-API

Web-API

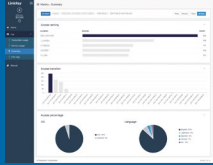
Web-API for consumer console

LinkRay Management Platform



Portal to manage LinkRay ID and contents

LinkRay Analytics



Visualization of data collected from the system. Eg. Device and language usage

LinkRay compatible equipment

Projectors

We have 6 durable projectors available to choose from that offer high brightness up to 7 500 lumens.

	PT-MZ770	PT-MW730	PT-MZ670	PT-MZ570	PT-MZ630	PT-MW530
Brightness	7 500 lumens		6 500 lumens	5 500 lumens	6 500 lumens	5 500 lumens
Resolution	WUXGA	WXGA	WUXGA		WXGA	
Technology	Laser Projector					

Displays

We have two different series of displays that offer high brightness and strong reliability to provide continuous 24/7 operation.

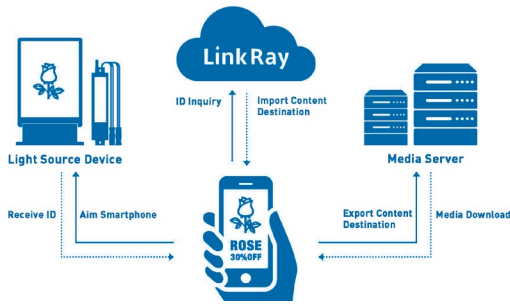
	SF1H Series	SF2H Series
Available screen sizes	42", 49", 55"	80", 70"
Brightness	700 cd/m ²	
Panel Type	VA/E-LED	IPS E-LED

Transmitters

We have five available transmitters that transmit the digital content to mobile devices using LED light.

	XC-ALS01W-1 (Fixed ID modulator)	AL-A001GL (Variable ID modulator)	NOTN70101 (Fixed ID Modulator)	ECXi 700.293 (Constant current module)	ECXi 700.294 (Constant current module)
Number of light IDs emitted	1	Unlimited	1	1	1
Compatible LED light source	Constant voltage LED 5V, 7W or lower	Constant Voltage LED 12V or 24V, up to 50 W	12V/24V; Max 60W	350/500/700mA, 30-53V (recommended VS LUGA Modules Gen.6 or higher)	350/500/700mA, 14-34V (recommended VS LUGA Modules Gen.6 or higher)
Dimensions	66x30x10mm, 15g	148x43x33mm, 200g	182mm x 40mm x 22.5mm; 175g	123,4x79,4x32,6mm	103,6x67,6x31mm
Typical usage	Ideal for smaller LED sign panels from A5 to A3 sizes	Ideal for large LED sign panels from A3 to A0 sizes	Signboard, Show-case	LED spots, LED luminaire (constant current)	LED spots, LED luminaire (constant current)

LinkRay System Configuration



Supported operating systems and devices

Panasonic provides a dedicated LinkRay solution app for iOS/ Android. Users can download it to supported smartphones and tablets for free. Panasonic also provides an SDK (software development kit) that enables collaboration with third party app developers.

Supported operating systems

Most iOS 8.0 systems & later

iPhone 5 / iPhone 5c / iPhone 5s / iPhone 6 / iPhone 6 Plus / iPhone 6s / iPhone 6s Plus / iPhone SE / iPhone 7 / iPhone 7 Plus / iPhone 8 / iPhone 8 Plus / iPhone X / iPad 5th generation / iPad Air / iPad Air 2 / iPad mini 2 / iPad mini 3 / iPad mini 4 / iPad Pro 9.7inch / iPad Pro 10.5inch / iPad Pro 12.9inch / iPad Pro 12.9inch (2nd generation) / iPod touch 5th generation (Supports only devices that have a back camera) / iPod touch 6th generation



Most Android 5.0 & later

Nexus 5 / Nexus 5X / Nexus 6P / Nexus 6 / Nexus 9 / Google PIXEL / PIXEL XL / SamsungGalaxy Note 5 / Galaxy S6 edge / Galaxy S6 edge plus / Galaxy S6 / Galaxy S6 Active / Galaxy S7 edge / Galaxy S7 / Galaxy S8 / Galaxy S8+ / Galaxy Note 8 / HTC HTC 10 (HTC_M10h) / HTC 10 Verizon (HTC6545LWW) / HTC U11 / Android One X2 / SonyXperia X Compact / Xperia X performance / Xperia Z5 / Xperia Z5 Compact / Xperia Z5 Premium / Xperia XZ / Xperia X / Xperia XZs / Xperia XZ1 / ASUSZenFone 3 Deluxe (ZS550KL) / ZenFone 3 (ZE520KL, ZE552KL) / ZenFone 3 Laser (ZC551KL) / ZenFone 3 Ultra (ZU680KL) / ZenFone Zoom S / MotorolaMoto Z / LGLG G Flex 2 / G4 / G5 / LGV 10 / LGV 34 / V20 / Stylus 2 PLUS / V30+ L-01K / NVIDIASHIELD Tablet K1 / SHIELD Tablet / OnePlusOnePlus 2 / OnePlus 3 / OnePlus 3T / SHARPSTARWARS mobile / Android One S1 / AQUOS R / AQUOS ea / Android One X1 / AQUOS PAD SH-05G / AQUOS R compact/ AQUOS sense / Android One S3 / VAI0VAIO Phone A / ZTEMONO / PanasonicFZ-A2mk1 / FZ-B2mk2



User rights:

User rights for LinkRay are fee-based. The charges raised can vary.

To find out more, please contact Panasonic Systems Communications Company Europe

Hagenauer Straße 43, 65203 Wiesbaden, Germany
+44 (0) 2070226530

<https://business.panasonic.co.uk/solutions/contact-us>

Typical applications

- Retail: Marketing vouchers and product information available
- Advertising
- Exhibitions and museums: access to apps to improve information in cultural facilities
- Gastronomy
- Transportation, public transport networks
 - Map apps or timetables for tourists
 - Traffic reports in real time
- Support for travelers in any language



- Increase motivation to buy by offering additional information or discounts



- Increase market effectivity by making customer information visible



Panasonic
BUSINESS