



Rowa Vmotion®

Digital Systems

Directly at the sales counter within view of the customer

- Alternating indication shelves and product selection at a touch
- Large pack illustrations, additional information & advertising loops (optional)
- Price and pack size comparison
- Display of product recommendations and cross-selling products

For sensitive consultation moments

- Recessed or mounted at the sales counter with swiveling screen (scratch-proof, dust- and water-resistant)
- Contents are only visible for pharmacists and customers
- Mobile tablet solution allows consultation away from the sales counter too

Emotional sales support

- Broad range of products with space-saving display
- Emotional image and product worlds can be integrated
- Consultation support for staff and customers
- Anti-theft protection




Shop window

- Tidy and attractive shop window
- Seasonal and time-of-day control
- High luminosity and alternating contents attract attention – even after the store closes
- Special outdoor screens with high luminous intensity and UV resistance

The advantages of our digital systems at a glance:

- Modern and attractive atmosphere
- Individual contents and discreet consultation
- Increased revenues through cross-selling and possibility of advertising feeds (can be added on optionally)
- Optimized goods and process management
- Integration with machines and merchandise management system

Dimensions / Applications

	22"	32"	49"	55"	75"
					
Capacitive screen	●	●	●	●	
Infrared screen				●	
Non-touch screen			●	●	
Semi-outdoor / shop window				●	●

Installation variants

Suspended installation



Stand



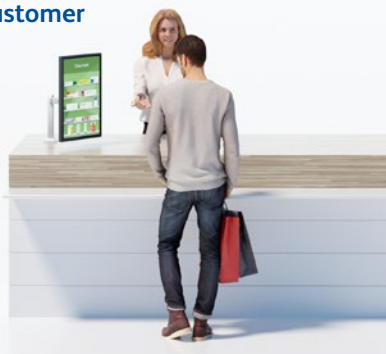
Pole variant



Lateral installation



Screen can be swiveled toward customer



Recessed in sales counter



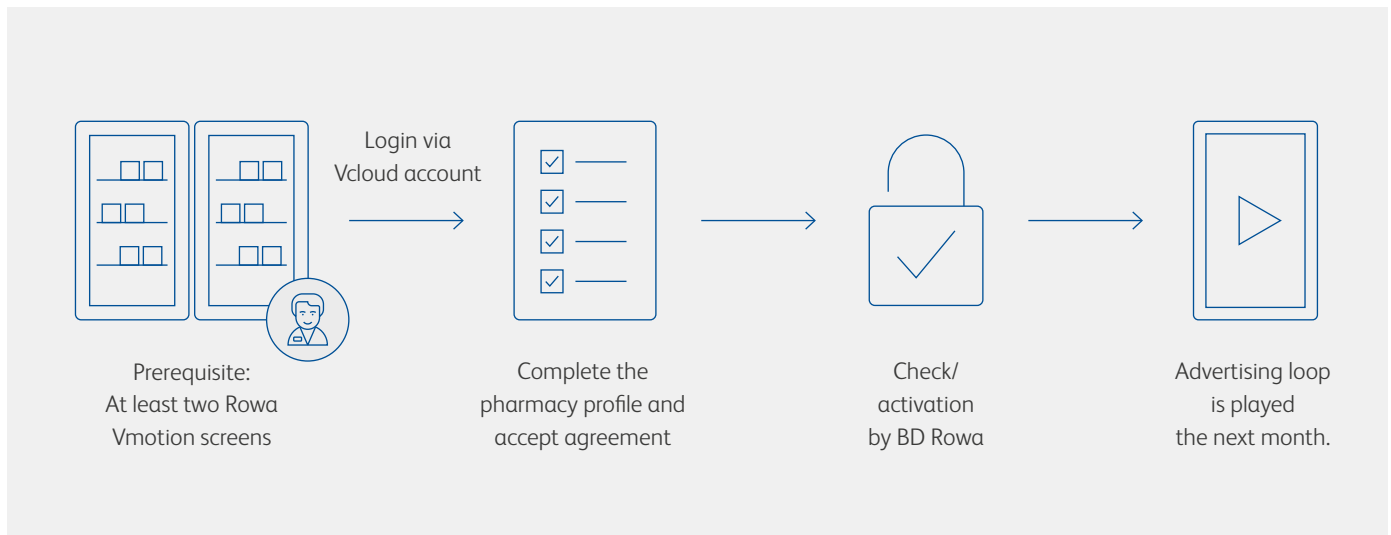
Streaming advertising videos in the OTC display

As a Rowa Vmotion customer, you have free and exclusive access to high-quality advertising videos for your OTC display, which are provided directly by the manufacturer.

A valuable marketing instrument for your pharmacy. The spots are integrated in an advertising loop that is optimized for pharmacies. The entertaining videos increase customer attention and encourage additional purchases. Contents from familiar product campaigns from other media enhance the recognition effect.



How does activation work:



Your benefits:

- Increased sales thanks to psychological buying incentives*
- Modern appearance of the pharmacy and positive customer perception
- Free use of high-quality and up-to-date content
- Optional: € 100 monthly bonus payment possible**

Details:

- The advertising loop consists of at least 5 spots of max. 25 seconds in length.
- You decide the screens on which the advertising loop is to be played – 1 or 2 depending on the number.
- The screens remain available for consultations.
- You decide which advertising spots will be played.

* Results of pilot study by GIM direct, 5 pharmacies / 80 customers, average sales increase 12%

** Payment of the monthly bonus requires consent to an interface to the merchandise management system for data transfer purposes.

Technical data for Rowa Vmotion – Touch

	Capacitive					Infrared
Dimensions	22"	32"	49"	55" (black)	55" (white)	55"
External dimensions (H x W x D)*	517.5 x 313.5 x 46 mm	748,5 x 450 x 68 mm	1,154 x 684 x 73.5 mm	1,248,4 x 733,4 x 58.4 mm	1,294.5 x 765.5 x 67.5 mm	1,265.6 x 736.5 x 72 mm
Luminous intensity	300 cd / m ²	500 cd / m ²	500 cd / m ²	400 cd / m ²	420 cd / m ²	400 cd / m ²
Weight	4.4 kg	14,5 kg	30 kg	26.4 kg	41 kg	37.5 kg
Power consumption	27 W	60 W	115 W	187 W	120 W	106 W
Server (1–2 screens per server)	Rowa Vmotion Intel NUCi3 500 GB HDD, 65 W, 115 x 111 x 49 mm (W x H x D)					
Installation	Recessed in sales counter, flexible arm at the sales counter	Flexible arm at the sales counter	Suspended, portrait orientation			
Applications	Discreet and non-verbal consultation		Digital OTC display Self-service display			

Technical data for Rowa Vmotion – Non-touch

Dimensions	49"	55"	55"	75"
External dimensions (H x W x D)*	1,096.9 x 629.1 x 30.5 mm	1,232.7 x 705.5 x 30.5 mm	1,253 x 724 x 137 mm (without stand)	1,694 x 972 x 146 mm (without stand)
Luminous intensity	500 cd / m ²	500 cd / m ²	2,700 cd / m ²	2,500 cd / m ²
Weight	13.2 kg	16.5 kg	32.6 kg (without stand)	58 kg (without stand)
Power consumption	98 W	115 W	310 W	504 W
Server (1–2 screens per server)	Rowa Vmotion Intel NUCi3 500 GB HDD, 65 W, 115 x 111 x 49 mm (W x H x D)		Rowa Vmotion NEC SLOT IN PC i3, 6100; 8 GB Ram; 128 GB SSD; WLAN	
Installation	Suspended, portrait orientation		Upright	
Applications	Self-service display		Shop window (high brightness)	

* plus 34 mm depth for wall mounting

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