

Intuiface and Nexmosphere Announce Partnership

Companies join forces to enable rapid, low-code creation of interactive digital experiences for the modern store

Eindhoven, The Netherlands and Toulouse, France – November 19th, 2019. Intuiface – the next-generation software platform for creating, deploying, and measuring deeply interactive, place-based digital content without writing code – and Nexmosphere – the leader in the delivery of interactive sensors and actuators for retail – are pleased to announce their partnership and integration of their offerings. By joining forces, Intuiface and Nexmosphere can equip agencies and system integrators with the simplest, fastest solution for delivering the type of in-store interactive experiences that lead to higher customer engagement and sales conversion.

The current wave of attention to customer experience (CX) management in brick and mortar retail is driven by the desire of brands to improve cross-channel brand appeal and to build data-based insight for enhancing the customer journey. Core to this CX initiative is investment in interactivity, facilitated both by touch screens and by sensor/actuator-based installations. As interaction increases shopper engagement and generates real-world data, brands have been looking at scenarios like lift & learn, gender-triggered promotions, motion-activated messaging, and more to foster frequent visits, longer dwell time, and – ultimately – increased sales.

By partnering, Intuiface and Nexmosphere break down the development barrier standing between brands and modern digital retail experiences. Nexmosphere sensors and actuators – called “Elements” – can be incorporated in Intuiface-based experiences with zero coding. Designers use Intuiface’s drag-and-drop authoring tool to create visual experiences personalized for the shopper through connection to the back office and the physical store. Back office integrations ensure the latest, most relevant product/service and marketing collateral are presented while integrations with touch screens and Nexmosphere Elements in the store enable real-time interaction with consumers. Meanwhile, Intuiface collects interaction data, combines it with relevant contextual information, and makes it available for analysis through custom-built charts and dashboards to generate actionable business insight.

Nexmosphere Elements include buttons, RFID readers, presence and proximity sensors, and LED light strips. These Elements, combined with the right marketing-tested Intuiface visuals, encourage shoppers to actively (with intention) or passively (by implication) express their interest. For example, proximity sensors could trigger on-screen messaging tailored for the gender detected by a sensor. This results in the lighting of physical buttons representing three promotional options. Pressing a button launches the appropriate video onscreen, accompanied by the display of touch screen-accessible information about the desired product or service. Throughout, Intuiface is collecting data about gender preference in particular stores, at particular times of day, or in any other relevant contexts.

“We see limitless potential for the retail space and are very motivated to make it as simple as possible,” says Vincent Encontre, Intuiface’s COO. “The combination of our low code content creation software with Nexmosphere sensors and actuators is so seamless that we expect our customers to create and deploy combined solutions in mere days, not the months of time usually required by bespoke development.”

“This relationship with Intuiface will solve our customers’ most common problem – interactive visual content creation,” says Hubert van Doorne, Nexmosphere’s Business Development Manager. “By enabling integrators and brand design teams to create modern digital experiences that easily work with our devices, retailers will have infinite options for incorporating real-world interaction in their stores.”

“At the top of a retailer's list is the deployment of engaging, (hyper)personalized content for their stores,” says Florian Rotberg of the digital signage consultancy Invidis. “Data-driven content creation platforms with integrated analytics capability and empowered by easy-to-deploy sensors and actuators is a prime example of how meaningful data insights can be generated about the shopper experience.”

Intuiface can be evaluated for free by visiting www.intuiface.com/register. Nexmosphere demo kits are available for purchase; contact Bo Merckx, bo@nexmosphere.com, for details. A prebuilt Intuiface-based experience can be used out of the box with Nexmosphere Demo Kit XN04 to explore how the integration works and what can be achieved with the combined solution.

About Intuiface

Intuiface is the world’s premier platform for creating, deploying, and measuring deeply interactive, place-based digital experiences without writing code. Over 1500 companies across 70+ countries are connecting people to place using interactive options such as touch, RFID/NFC, beacons, Web APIs, Internet of Things, and much more. For any industry – including retail, hospitality, real estate, tourism, education – and for any intent – from digital signs to self-service kiosks and assisted selling. For more information, see www.intuiface.com.

About Nexmosphere

Nexmosphere provides a versatile collection of sensors and actuators designed to transform Digital Signage from mere content on a screen into rich and intuitive experiences. All interactive Elements can easily be integrated into any Digital Signage platform using a serial or USB connection. For more information, see www.nexmosphere.com.