



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

- Swiveling screen on sales counter
- 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 the possibility of advertising feeds
- Optimized goods and process management
- Integration with machines and merchandise management system

Dimensions / Applications

	22"	32"	49"	55"	75"
Touch screen (capacitive)	•	•	•	•	
Non-touch screen			•	•	
Semi-outdoor / shop window				•	•

Installation variants

Suspended installation



Stand



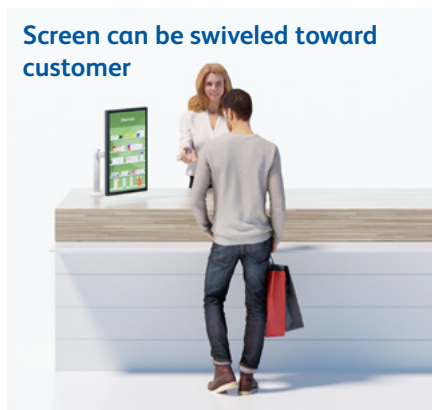
Pole variant



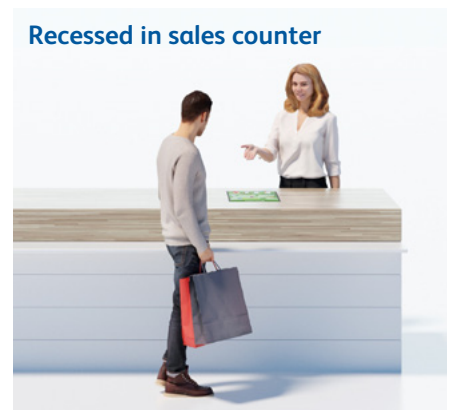
Lateral installation



Screen can be swiveled toward customer



Recessed in sales counter



Technical data for Rowa Vmotion™ – Touch

	Capacitive				
Dimensions	22"	32"	49"	55" (black)	55" (white)
External dimensions (H × W × D)*	517.5 × 313.5 × 46 mm	748.5 × 450 × 68 mm	1,154 × 684 × 73.5 mm	1,248.4 × 733.4 × 58.4 mm	1,294.5 × 765.5 × 67.5 mm
Luminous intensity	300 cd/m ²	500 cd/m ²	500 cd/m ²	400 cd/m ²	420 cd/m ²
Weight	4.4 kg	14.5 kg	30 kg	26.4 kg	41 kg
Power consumption	27 W	60 W	115 W	187 W	120 W
Server (1–2 screens per server)	Rowa Vmotion Intel NUCi3 500 GB HDD, 65 W, 115 × 111 × 49 mm (W × H × 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 × W × D)*	1,096.9 × 629.1 × 30.5 mm	1,232.7 × 705.5 × 30.5 mm	1,253 × 724 × 137 mm (without stand)	1,694 × 972 × 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 × 111 × 49 mm (W × H × 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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