

A universal solution for merchandising handheld consumer electronics.

Today's consumer electronics come in a variety of shapes and sizes, often with different power requirements. This poses a difficult merchandising challenge if you want to get these products into the hands of your shoppers for "live" product demonstrations.

Luckily, this challenge is now easily solved with Freedom Universal 2. This advanced merchandising system provides a universal solution for powering and securing handheld products of all shapes and sizes.

The system operates by mounting merchandise onto moveable "pucks" connected to a central alarm module. Each puck uses a product-specific SmartCable to deliver the correct voltage to each device, and it utilizes several electronic and mechanical security features to protect the product from theft.

Other advanced features include a coiled-cable SmartTether, an antikink tether swivel, and a large light ring to easily check the system's status. These features not only enhance the customer's experience, but also make the system easier to maintain and less expensive to operate.



Features & Benefits

Multiple device compatibility

Different puck adapters and accessories make it easy to merchandise a wide variety of devices, including digital cameras, camcorders, mobile phones, MP3 players, GPS units, handheld gaming devices, tablet PCs, iPads, etc.

Attractive compact design

Sleek design and small form improves the customer's demo experience and enhances the display appearance.

Universal power

With SmartCable technology, the system automatically delivers the correct amount of power to each device so your merchandise is always on and ready for demo use.

Reliable electronic security

Multiple sensors automatically monitor the presence of mounted merchandise and trigger the alarm if someone attempts to remove a product or cut the tether. You can easily add optional secondary sensors for enhanced product security.

Advanced mechanical security

Pucks are secured to the display using SmartTether technology. This coiled-cable design provides sturdy mechanical protection, while making it extremely easy for customers to demo products.

Anti-twist tether swivel

Pucks can swivel 360° without kinking or binding, greatly extending the tether life.

Easy visual monitoring

Integrated LED light ring on each puck provides large, 360° viewing angle, making it easy to monitor the overall display status. LED colours can be changed to create custom configurations, including special two-colour alarm flashes.

Multiple display options

Two base options (flush or 3" post) and two colour options (black or white) allow you to create different display configurations.

Optional battery backup

Optional rechargeable battery keeps the system armed if the main system power is off.

Digital signage options

Built-in 'lift' detection capabilities allow you to easily add SKU-activated digital signage features.

