

Intuition™ ReAct™ is a next-generation interactive media player. This small, solid-state player provides customers with a powerful shopping experience by displaying rich media content (e.g., video or computer animation) on a TV or video monitor.

This player operates by using a removable, flash memory card (SDHC) that holds media content (individual media files). The card also contains a configuration file that controls the playback behaviour. This configuration file can be easily edited to develop a variety of custom applications.

The ReAct player is extremely versatile. It can be used as a stand-alone player to simply play media content on a monitor, or it can be used with triggering devices to create an interactive shopping experience. These triggers might be push-buttons mounted next to the store merchandise, display posts that are part of an MTI Freedom™ display, or a combination of both.

When used as part of an interactive display, the system is typically configured to play a video 'attract loop' that catches the shopper's attention when the display is not in use. When a customer decides to demo a product (by pressing a button or lifting a Freedom post), this action triggers the player to switch and play the specific media content assigned to that product.

**Full HD**

Supports high resolution media files up to 1920x1080

Multiple playback options

Supports playback of the most popular video & audio formats

3D video with auto mode detection

Supports 3D files in Side-by-Side (half) format with HDMI metadata to enable automatic mode switching on the 3D-TV

Displays web page content

Supports interactive web page content (html files) stored locally or via Ethernet connection

SmartSound™ features

Mute and volume control features designed specifically for retail signage applications

Multiple trigger options

System can be configured to trigger specific media content in the playlist using a variety of devices, including:

- push buttons
- Freedom U2 or LP3 posts
- motion-detection sensors

Digital & analog output options

Supports HDMI, component & composite video

Touch-screen support

Compatible with Elo or General Touch USB monitors

Intuition ReAct stand-alone player specifications



- Create interactive digital signs and track shopper usage
- Supports 3D video with auto mode detection
- SmartSound for managing in-store audio
- Displays web-based content & interfaces to SKU databases
- Available wireless 802.11a/b/g/n capability
- Simplified manual content update via USB
- Interfaces to Freedom LP3 or Universal 2.0



Video Outputs:

HDMI	480i, 480p, 720p, 1080i, 1080p
Component	480i, 480p, 720p, 1080i, 1080p
Composite	NTSC, PAL

Audio Outputs:

Analogue Stereo (L/R)	
Digital 5.1 (S/PDIF, HDMI)	
Volume and Mute user-controllable via GPIO	
Definable default volume levels for each media file	

3D Format Supported:

Side-by-side (Half)	720p, 1080i, 1080p
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Encoders Supported:

MPEG2MP@HL, 45Mbps max	
MPEG4 Part2	ASP@L5, 8Mbps max
Part 10 (H.264)	MP@L4, HP@L4, 45Mbps max

File Formats Supported:

AVI, MOV, MP4, MPG, TS, VOB, JPG, BMP, PNG, TIF, HTML, web-based content

Control I/O:

Contact Closure (x4)	NO or NC configurable
RS-232	Interface to Freedom LP3 or Universal 2.0 via available UIM accessory
USB 2.0	Content and firmware uploads, usage data downloads, 5v 0.5A power output

Network Connections:

LAN 10/100	Base-T for synchronizing date and time and displaying web-based content
WiFi (option)	802.11 a/b/g/n via USB dongle, supports 2.4Ghz card and 5.0Ghz on 802.11n

Internal Solid State Storage (available separately):

SDHC Card	Class 6, 2Gb, 4Gb, 8Gb, 16Gb, 32Gb
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General:

Operating Temperature	-10°C to 60°C
Dimensions	37mm (H) x 219mm (W) x 219mm (D)
Weight	1.5 lbs
Power	12VDC, 1A