



The Moving Blocks

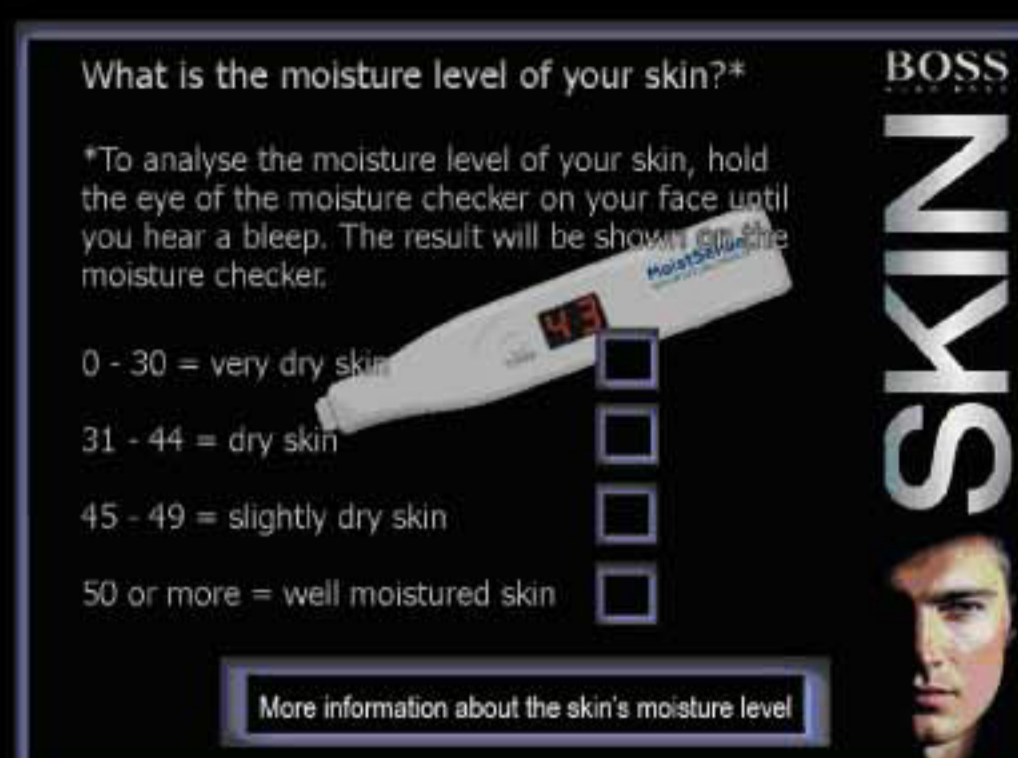
Construction

Skeleton of display:

The basic frame consists of a MDF construction with acrylic plate covers.



Interactive movie



Product advice medium:

Through an interactive questionnaire, the movie guides the customer to his personal skin care and product advice.

Moisture checker

Skin analysis tool:

The MoistSense will provide the customer with a number between 0 and 100, which represents the moisture level of the user's skin.



Drawers

Alternative storage:

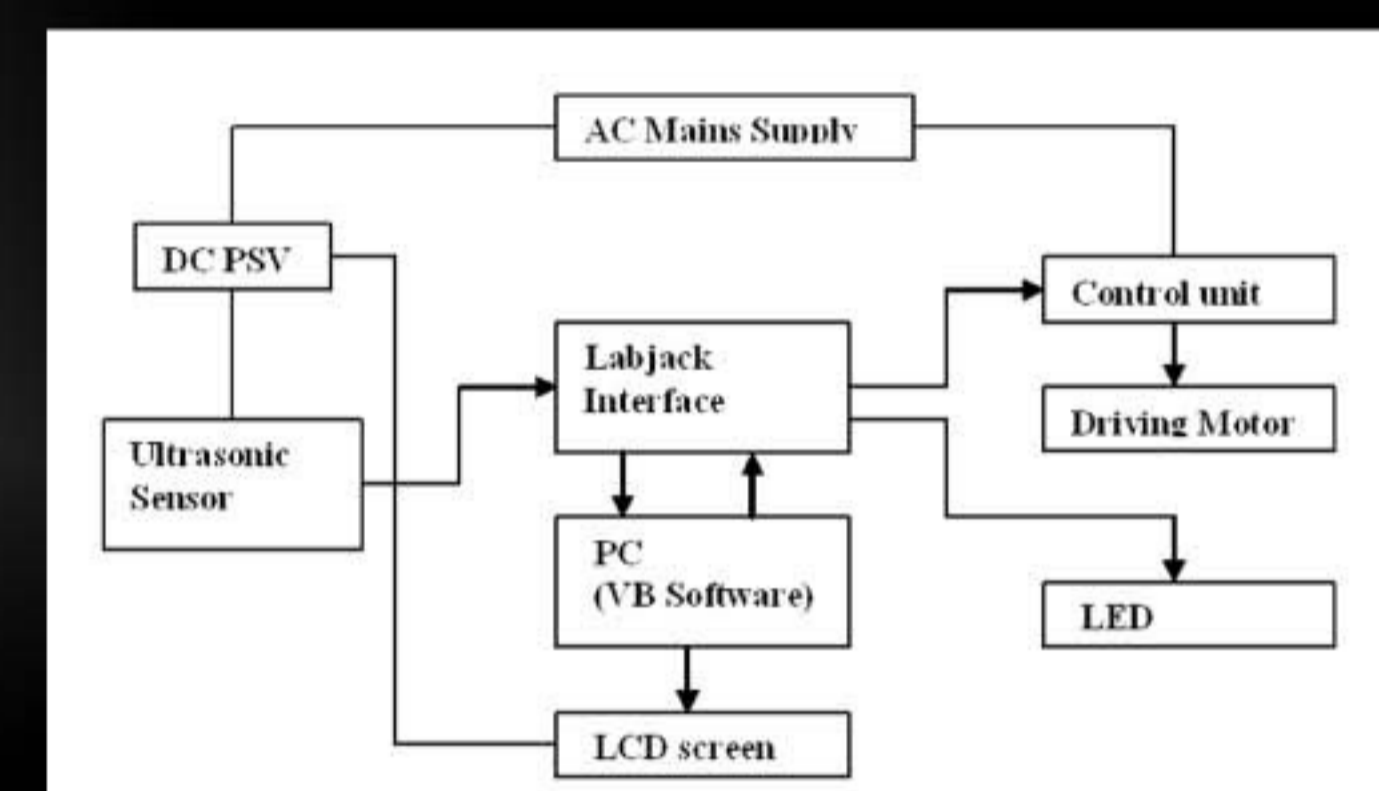
If the products need to be locked away for safety reasons, drawers can be used instead of ascending columns.



Electronics

Integrated software:

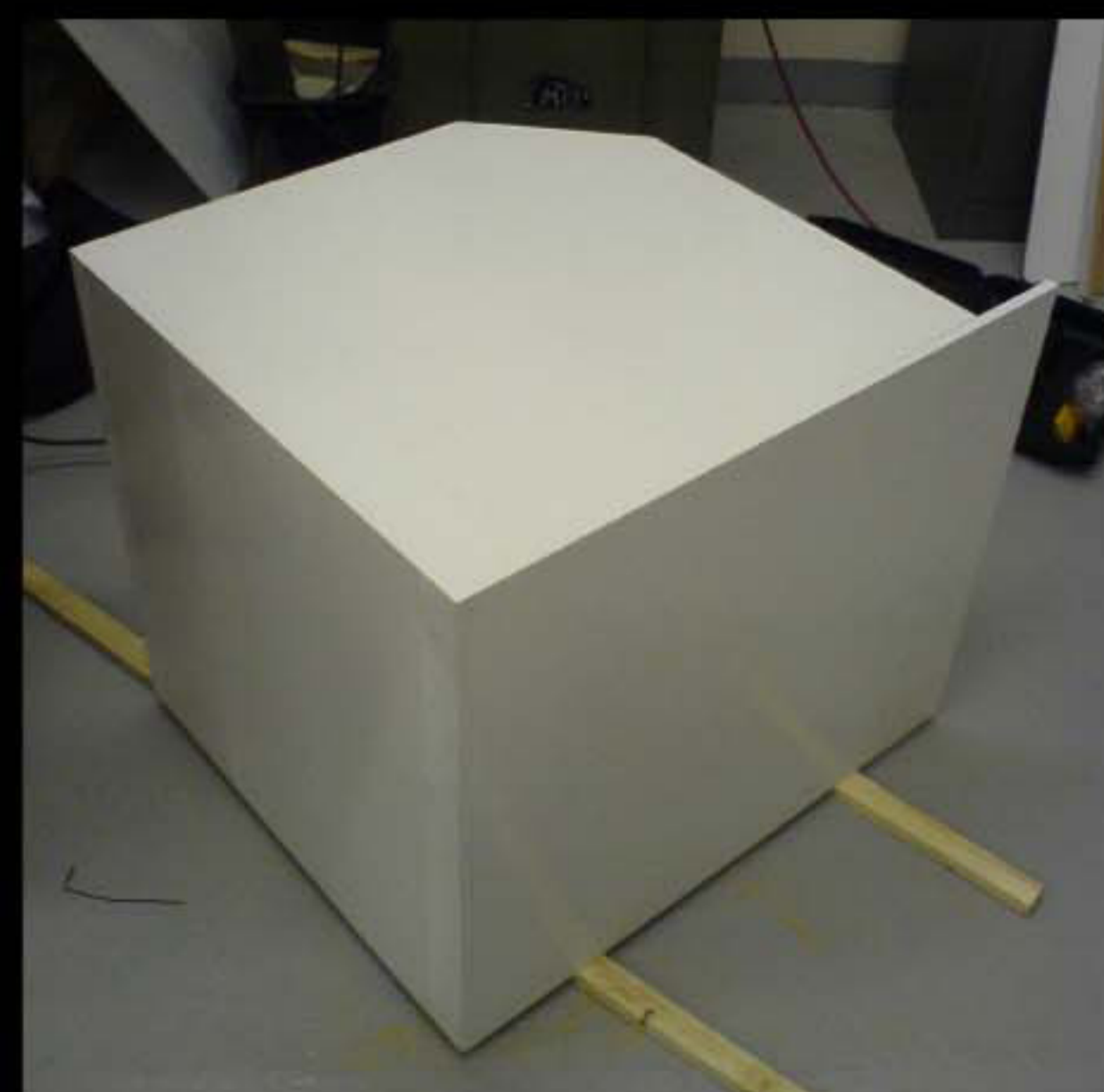
The movie software controls the LED's to highlight the advised products. The sensors and labjack control the AC motor of the moving block.



White block

Eye catcher and tester unit:

A planar parallel manipulator moves the white block in a circular movement, like it is offering the products to the users. When a person approaches, sensors trigger the labjack to stop the movement.



Brand promotion

SKIN BOSS

Integrated marketing communication tool:

The illuminated logo positions Boss Skin in the store

LED's

Illumination of testers:

Highlights the advised products

Ascending columns

Storage and product providing mechanism:

Springs below the plate with products push the plate with the products up while the weight of the products is pushing the plate down.

