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Interactive display technology projecting item-related text and images on store shelves



Hitachi, Ltd. has developed an interactive shelf-type display which can be used to provide information regarding items located on a shelf in for example a department store or exhibition. The new type of display uses shelves made of transparent acrylic boards to project text and images from a LCD projector. As it does not require special components or wiring, introducing the system does not alter available shelf space. This technology is expected to find a wide range of application as a new type of display, for example, in retail as a marketing tool, as the front edge of the shelf may be used to provide additional information capturing the attention of shoppers and motivate them to purchase.