

# look

INSPIRE YOUR VISITORS



TREND

The fun and versatile audio-guide



## TREND, The fun and versatile audio-guide

A fun and versatile audio guide solution from Look2innovate, the Trend will seduce sites with its refined and customisable design, point-and-click feature, ease of use, extensive interaction with external multimedia, and most of all, its reliability and low operational costs.

One important feature of the Trend is its long battery autonomy that can last two months with normal usage! This means the Trend does not need any daily charging and handling by the staff, and visitors can self-serve themselves the audio guides at the start of the visit hassle-free. Not needing a distribution staff translates to enormous savings in operational costs!

With the Trend, the sky is the limit in possibilities!

### Point and Click



### Customisable displays

## Highlights

### Fun 'point and click' feature

As standard, visitors can point and click towards targets to trigger messages, without the need of the keypad. This makes the visit light, entertaining, and fun!

### Versatile, with multiple triggering possibilities

In addition to the point and click feature, the Trend offers multiple message-triggering possibilities: manual triggering by keypad, automatic triggering by infra-red (IR), digital 2.4ghz bi-directional radio frequency (RF), or by battery-operated RFID tags.

### Sleek and ergonomic

Designed in Europe by leading designers Seen Design of Belgium, the Trend offers sleek and modern lines, and an ergonomic shape. It is light in weight, enjoyable to use and very pleasing to the eye.

### Promotes your brand

A customisable high-quality print can be provided for the front cover of the Trend. This is an excellent way to express your corporate identity (brand, logo, and colours), or to promote seasonal events and exhibitions!

### An impressive two-month battery autonomy!

Integrating a smart power management system and a large battery capacity, the Trend can be used for a two-month period without any recharge! A single 20-unit charger is enough for 200 units, saving on charging space!

### Self-service distribution and massive operational savings!

Due to its long battery autonomy, the Trend does not require any daily handling and is therefore an "ideal" solution for self-service distribution. Self-service distribution means significant reduction in personnel numbers and massive savings in operational costs!

### Easy and powerful programming tool

Easy2program, Trend's content management system (CMS), is based on a wizard that guides the user through the programming. It is a powerful programming tool that offers designers the possibility of achieving any visit scenario they envision: linear, nonlinear, hands-free, point and click, or any combination of these.

### Full multimedia interaction

The Trend allows for advanced interactions with multimedia applications such as PCs or Interactive Kiosks. It easily synchronises with any external audio-visual application (video, lighting, special effects, etc). The installation of these systems is very simple to program and to put in place thanks to the Easy2program programming tool and the wide range of emitters and accessories developed by Look2innovate.

### Personalised visits

With the Trend, using the point-and-click feature, it is possible to sync the visitor identity to interactive stations at different stages of the visit. By recognising the identity of the visitor, the interactive station can offer a personalised content to the visitor. For example, for German visitors, the German version of the interactive content will be displayed. With personalised visits the sky is the limit to what can be done!

## Statistics

With the Trend, detailed analytics about the visit are automatically collected which can provide answers to questions like: what are the stops that the visitor listened to? What percentage of each message did he/she hear? Which stops did he/she miss? What language was used? Etc. Cumulative data are also gathered.

## Visit reports with Look2report

At the end of the tour, visitors can return their Trend unit to a 'Look2report' interactive station (a base where the Trend is placed and an interactive display). They can answer questions and can choose to communicate their email in order to receive a customisable report related to their specific visit details.

## Extreme reliability and minimum operational costs

The Trend is designed for absolute reliability and tested to ensure defect rates are less than 3% per year, even for the busiest sites. Extreme reliability, minimum handling (self-service and no daily recharging), and easy management (simple programming, language change, and statistics retrieval) mean smoother operations, reduced personnel numbers, and minimal operational costs!

## Optional accessories

<b>POWER20AG</b>	Modular battery charging cabinet for 20 Trend or Style audio-guide units. AC power supply 110-220 V, 200 Watts. Weight of 8.82 Kgs. Dimensions: 33.5 x 21 x 26 cm.
<b>POWERDATA20AG</b>	Modular battery charging and data programming cabinet for 20 Trend or Style audio-guide units. Content transfer via SD Card or USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 200 Watts. Weight of 8.82 Kgs. Dimensions: 33.5 x 21 x 26 cm.
<b>DOCKAG</b>	Single unit battery charging and data programming base for Trend or Style audio-guide models. Content transfer via USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 20 Watts. Dimensions: 70 x 75 x 35 mm.
<b>SYNCHAG</b>	All-in multimedia easy-synchro emitter: Point & Click, auto IR, auto 2.4Ghz RF, RFID. GPIO in and GPIO out. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
<b>TARGETAG</b>	All-in Point and Click Target emitter box with auto RFID function. Runs on 2 x AA alkaline batteries with a minimum 2-year autonomy. Deported IR receiver target option (ref IR REC). Easy installation box, and a printable/ customizable target cover. Dimensions 128 x 75 x 20 mm.
<b>IRREC</b>	Deported IR receiver for Point and Click application. With two fixing possibilities: Wall, and vertical. Dimensions: 46 dia. x 16.7 mm.
<b>AUTOAG</b>	All-in auto IR and RFID emitter. Runs on 110-220 v power supply. Easy installation box, and a printable/ customizable target cover. Dimensions 128 x 75 x 20 mm.
<b>TAGRFID</b>	RFID Tag with integrated 4000 mAh battery with a minimum 2-year autonomy. Dimensions 99 x 70 x 10 mm.
<b>RADIRAG 1/2/3</b>	Compact IR radiator for auto IR triggering. Used in combination with the emitters ref. 5ZONEIR AG, TARGET AG, and SYNCH AG. Three different IR LED power options: 90°/ 5 m, 60°/ 5 m, and 30°/ 15 m. Dimensions 46 dia. x 75 mm.
<b>1-ZONEIRAG 1/2/3</b>	All-in emitter box for one auto IR triggering zone with adjustable emission power. AC power supply 110-220 V. Three different IR LED power options: 90°/ 5 m, 60°/ 5 m, and 30°/ 15 m. Dimensions 65 dia. x 75 mm.
<b>5-ZONESIRAG</b>	Emitter box for 5 deported auto IR radiators (ref RAD IR AG). Emitter power adjustable. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
<b>ALARMAG</b>	Smart alarm system using digital 2.4Ghz RF. AC power supply 110-220 V. Dimensions: 100 x 97 x 40.5 mm.
<b>STATDOCKAG</b>	Interactive base unit for usage statistics collection for Trend or Style audio-guide models. Content transfer made via USB connected to a PC. Programming options: Update content, replace content, and update driver. AC power supply 110-220 V, 20 Watts. Dimensions: 70 x 75 x 35 mm.
<b>LOOK2REPORT</b>	Interactive station made of a STATDOCK AG unit connected to a tablet with an interactive display. Visitors can answer questions and can choose to communicate their email in order to receive a customisable report related to their specific visit details.
<b>TWIST</b>	Look2innovate-designed hygienic headsets that do not touch the ears.

POWERDATA20AG



TWIST



## Technical specifications

### Audio parameters

High quality sound	Integrated high quality speaker
Audio Format	MP3, mono and/or stereo
Bandwidth	20Hz to 20KHz
Distortion	Below 0,01%
Dynamic	92 dB

### General parameters

Recording time capacity	Min 1000 hours
Numbers of languages	32
Number of messages	Unlimited
Storage support	16 GB flash memory

**Keypad** 12 buttons (0-9, info, and stop)

**Navigator** Central button used for pause and play, and for the 'Point and click' operation.  
Outside ring integrating +/- volume control, and rewind and forward functions

### LED indicator (at the bottom of keypad) - multifunction

Playing	Flickering green led
Battery level	Red led

### IR receiver

Infra-Red (IR): Used for message triggering and synchronization with external multimedia

**Synchronization** By emission of SMPTE timecode (by IR or RF)

### Li/Ion battery

Type	Li/Ion ("memory effect" free)
Capacity	3500 mAh
Charging time	2 hours for 80% charge

**Autonomy** 100+ hours of play time  
(Two months in general usage)

**Programming software** Easy2program software PC based, user-friendly and powerful programming tool

**Usage statistics recording** Individual and collective usage statistics are automatically recorded inside the audio-guide

**Usage statistics collection** Collect usage statistics via POWERDATA20 AG or STATDOCK AG (ref. below accessories section)

**Theft protection** Bi-directional digital RF alarm. Small, discreet, and smart system.

**Connectors** Pogo pin (4 units)  
Jack 3,5 mm Female for external headset

**Recommended headset** Look2innovate's hygienic open headset: The TWIST

**Enclosure** PC

### Environment

Temperature	-10°C to 50°C
Relative Humidity	0-96%
Topicalization	Optional

**Dimensions** 155 x 58 x 18 mm

**Weight** 150 gr

**Warranty** 2 years; can be extended up to 5 years

TREND



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