

Rowa Vmotion™

The next generation OTC Display



Rowa®





THE PRODUCT

Rowa Vmotion™ – The next generation OTC Displays

Rowa Vmotion™ offers pharmacies a completely new approach to creating clear and flexible over-the-counter displays. Instead of shelves holding real display packages, OTC and other non-prescription products are shown to customers on large multi-touch screens – which means rearranging, tidying, restocking, and dusting are now a thing of the past.

The screens are touch-controlled and can be connected to a Rowa® storage and dispensing system. Every single indication can be displayed simply and intuitively on every screen with a swipe of the finger. This cuts down the time spent walking and frees up more time for consultations. The shelving is transformed into an interactive sales area without the capital commitment.



The Advantages at a Glance:



For your team

- ✓ Say goodbye to daily restocking, tidying, and dusting
- ✓ Every single indication and every single medication available at the point of consultation
- ✓ Supports the consultation process for all team members
- ✓ Automatic pricing via the ERP system
- ✓ Direct output from the automated storage at the touch of a button



For you as the pharmacist

- ✓ Decrease in capital tied up in OTC and non-prescription products through reduction of the inventory
- ✓ Optimized work processes and freed-up personnel resources
- ✓ Lower warehousing costs thanks to optimized stock maintenance
- ✓ Drop in the number of errors thanks to an increase in the degree of automation
- ✓ Possibility of increased turnover from additional sales



For your customers

- ✓ Appealing and tidy stock presentation
- ✓ Wide assortment of goods
- ✓ Reduced waiting times combined with extended consultation times
- ✓ Improved consultation quality
- ✓ Discreet consultations





The modern multi-touch screens are available in a range of sizes: 22", 46", 55", and 65".

With an anti-glare finish and elegant design, they fit into the pharmacy's interior design concept to create a modern and timeless look.





FUNCTION AND DISPLAY

Innovative functions for effective customer communication.

The high-resolution touchscreens provide a wide range of options for displaying your goods. In addition to broad assortment displays, individual packages can be shown in perspective, stacked, and also scaled in size.

The option of time-controlled offers and the flexible display of client-specific shelving boost customer perception. The base price comparison as a percentage and details of the packaging units per retail price allow direct comparisons to and also enhance the service offered.

The “cross-selling” function makes it considerably easier for staff to recommend products and also increases the probability of additional sales. The data storage of product information, categorized package leaflets, animations, and videos round off the expert consultation service.



Innovative Functions at a Glance:

- Display of special offers ✓
- Direct comparability thanks to the display of base prices (%) ✓
- Paternoster principle for moving the shelving ✓
- Categorized package inserts ✓



Further Highlights:



Packaging

Stackable and scalable packaging



Cross-selling

Simplified product presentation and practical additional recommendations



Multimedia

Customized presentation options for your pharmacy



360° products

3D packaging which revolves through 360°



Time of day

Time-controlled offers



Collection

Automatic collection changeover (seasonal planograms)



TECHNOLOGY AND OPERATION

Incredibly simple operation – maximum impact

Vcloud server: central and safe

All components and functions are saved on the Vcloud. Continuous updates and backups several times a day guarantee maximum reliability.

Permanent mirroring of the respective pharmacy data from the Vcloud servers transforms the Rowa Vmotion in pharmacies into a highly available system.

The web portal: incredibly simple operation – maximum impact

The content of shelving is managed and collections are prepared via the web portal. Based on, the shelves can be simply customized by dragging and dropping. The centralized management option for your pharmacies significantly reduces the maintenance workload.

Stocks can be optimally managed together with a Rowa storage and dispensing system (including third-party systems) and the interface to the ERP system.

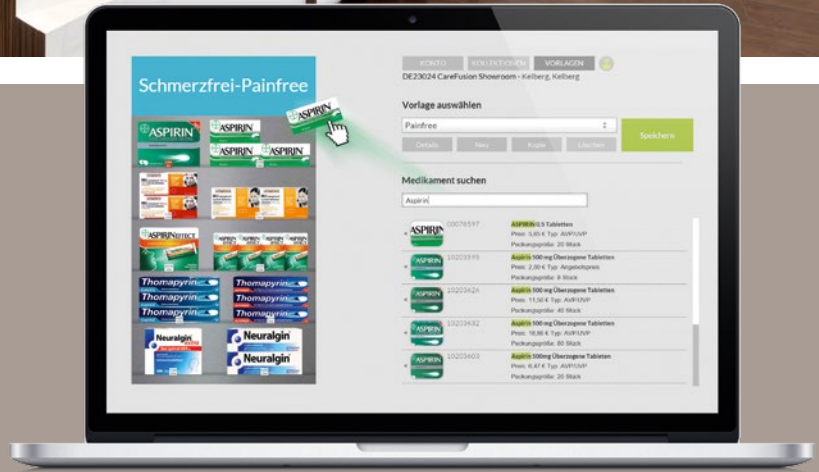


Innovative Functions at a Glance:

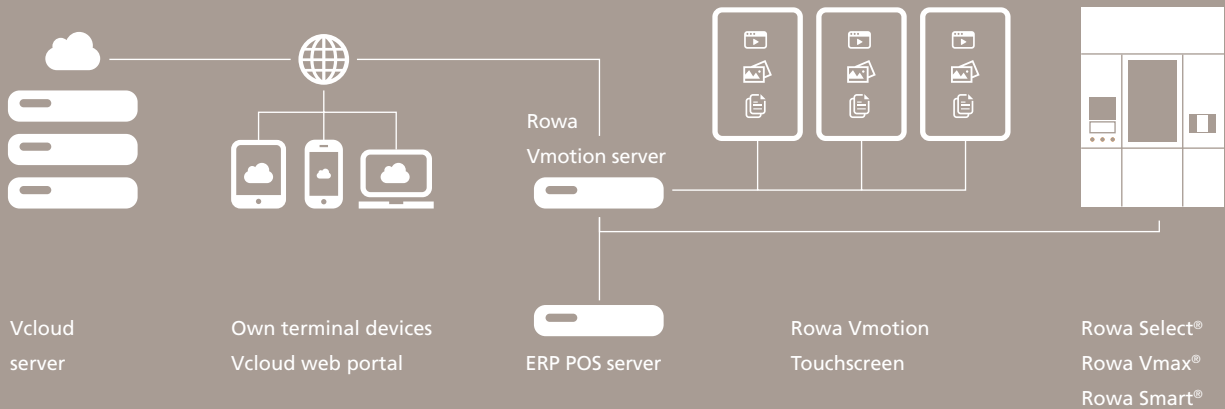
- Centralized control of multiple pharmacies ✓
- Automatic pricing via an interface with the ERP system ✓
- Compatible with all Rowa order picking systems and third-party automated systems ✓
- Direct output from the automated system ✓
- Uploading of backgrounds, images, flyers, etc. ✓
- Multi-user and multi-client enabled ✓



Operation could not be simpler from every workstation. No software installation is required.



Rowa Vmotion components:





DISCREET CONSULTATIONS

When confidentiality counts – Discreet consultation with Rowa®

In addition to the large-format presentation in the pharmacy, Rowa Vmotion also offers a solution for discreet customer consultation. This means that you do not have to forgo the convenience of a virtual over-the-counter display even when advising customers confidentially.

A 22" screen inset into the consultation counter means only you and your customer see the selected indications. The screens come with scratch-proof as well as dust- and water-protected (IP54-certified) safety glass.



The mobile version with a Microsoft Surface tablet is even more flexible. This allows you and your staff to advise customers even when not at the counter. With the Surface option, consultation services can be provided together with information, additional media, and cross-selling functions, even when standing next to the cosmetics shelves, etc.

Both options, just like the mounted screens, are connected to the Rowa Vmotion server and have the same content and functions.





CUSTOMER OPINIONS

Automation with Vmotion™ offers key advantages. This is also confirmed by our customers



“Automation of the stock together with Rowa Vmotion allows me to make good business decisions. As such, we take a more customer-oriented and, at the same time, economic approach. More time for our customers and consultations has a positive impact on my pharmacy.”

Claudia Maria Hecker (pharmacy am Klemensplatz in Düsseldorf, Germany)

“Our virtual over-the-counter area is simply inspired. Thanks to the link with the Rowa automatic warehousing system, we are able to output goods at the touch of a button. Shelf maintenance and management couldn't be simpler; we can now prepare customized shelves and promotion days from home. What's more: it is fun to do! Our customers are also equally impressed by the pleasant and modern experience they enjoy at our pharmacy.”

Jutta Zacharias-Langhans (Aeskulap pharmacy in Mannheim, Germany)



“Since we started working with Rowa Vmotion, our customers have become more aware of the goods on sale. We are frequently told just how clearly and fashionably our products are displayed. The automation of the over-the-counter area and warehouse has made us more efficient. My pharmacies are both competitive and modern.”

Kay Klindwort (Klindwort pharmacy in Bad Schwartau, Germany)



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For further information on the Rowa automated storage systems, please visit carefusion.com/rowa

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