Market Requirements Document (MRD)

Product Name

---

1. Purpose & Vision

The purpose of this product is to expand Compulocks' floor stand portfolio with a **human-height, telescopic adjustable floor stand** designed primarily for **AI-driven applications** such as virtual receptionists, digital concierges, check-in kiosks, and interactive assistants.

The product should combine the **clean, modern aesthetic of the Compulocks Swift Floor Stand** with a **height-adjustable telescopic column**, enabling flexible deployments across industries and use cases while supporting a wide range of **VESA-mounted tablet enclosures and monitors**.

---

2. Problem Statement

Customers deploying AI-driven interfaces face several challenges: - Fixed-height floor stands limit usability across different environments and user heights - AI applications often require **human eye-level positioning** to feel natural and engaging - Larger screens introduce stability concerns - Customers want one stand that works for **tablets and monitors alike** without redesign

There is a clear market gap for a **secure, adjustable, professional-grade floor stand** optimized for AI and interactive use cases.

---

3. Target Market & Use Cases

Primary Markets

- Corporate offices & headquarters
- Hospitality (hotels, resorts, cruise terminals)
- Healthcare facilities
- Retail & shopping malls
- Airports & transportation hubs
- Government buildings
- Trade shows & exhibitions

Core Use Cases

- Virtual receptionist / AI greeter
- Self check-in / check-out
- Visitor management
- Wayfinding & directories
- Customer support kiosks
- Interactive digital signage

---

4. Target Users

- IT & Facilities Managers
- System Integrators
- Digital signage & kiosk installers
- Enterprise customers deploying AI solutions
- OEM & solution partners

---

5. Product Description

A **freestanding, floor-mounted stand** with a **improved(!!!) telescopic adjustable height column**, compatible with **VESA 75x75 and 100x100** mounts, supporting Compulocks tablet enclosures as well as third-party VESA displays.

The stand should reach **human height (up to ~185(165) cm / ~72–73 inches)**, creating a natural interaction point for face-to-face AI experiences.

---

6. Key Requirements

6.1 Functional Requirements

- Improved Height-adjustable telescopic column
- Supports VESA 75x75 and 100x100 mounting patterns
- Compatible with Compulocks tablet enclosures and standard monitors
- Portrait and landscape orientation support
- Freestanding configuration
- Optional heavy-duty stability base for larger / heavier screens
- 2 Security T-Slots for Magnetix and Freestanding configurations
- Compatible to Plus Hub, Plus Plug and other VESA Compulocks add-ons (VRP-B etc)
- Optional compatibility to TCDP1AO for the second screen

6.2 Height & ADA Compliance Requirements

- **Minimum height:** Adjustable to meet **ADA reach and viewing requirements** for seated and wheelchair users
- **Maximum height:** Up to **~185 cm (human eye-level)** for standing interaction
- Height range supports:
    - Seated interaction (ADA-compliant low height)
    - Standing interaction (human-height AI use)
- Secure manual height adjustment
- Height remains fixed and stable once set

6.3 Stability & Load

- Standard base for tablets and small displays
- Optional reinforced base for larger monitors
- Designed to prevent tipping in public environments

---

7. Design & Aesthetics

- Design language aligned with **Compulocks Swift Floor Stand**
- Clean, minimal, enterprise-grade appearance
- Slim vertical profile with concealed cable routing

Black and White colors

---

8. Target Price

- **Target price is $199**

---

9. Risks and Thoughts

"Swift" is mobile and affordable and focuses on Touch interactions.

"AI in a public environment" might create challenges that will affect this core features.

For example : Talk (AI) Vs. Touch (Swift)Reaching the height of ~185 cm for human height Talk, might conflict with the Touch interactions creating a tipping risk that requires a heavier base, robust design, and higher price - which again might conflict with the "Swift" features.

The Prefered version is to try to keep all the features

---

10. Competition to review

- https://www.displays2go.com/P-22410/Height-Adjustable-iPad-Stand-for-Residential-Use
- https://www.displays2go.com/P-24224/Black-Universal-Floor-Stand-Height-Adjustable-Bracket
- https://us.bouncepad.com/products/adjustable_tablet_floor_mount (low height up to 117cm)

---

11. Additional Considerations (Summary)

- **AI-first positioning:** Optimized for virtual receptionists and interactive assistants
- **Security:** Compatible with Compulocks locking enclosures and concealed cabling
- **Installation:** Simple setup, easy height adjustment, low maintenance
- **Differentiation:** Adjustable human-height + ADA-compliant low-height in one product

---

12. Success Criteria

- Adoption in AI kiosk and virtual receptionist deployments
- Reduced need for custom-height stand solutions
- Positive feedback on flexibility, stability, and design
