



Bounce Ethernet Communicator



Retail-optimised 2-way communications for graphic shelf-edge displays

Delivering real business value to the shelf edge.

Low-cost infrastructure and multi-functionality can deliver a low total cost of ownership and Return on Investment in as little as one year.

The Bounce Ethernet Communicator replaces the need for a proprietary Ethernet hub or switch to achieve remote installation of the ZBD Bounce Ethernet Communicator.



The Bounce Ethernet Communicator is a 'Power over Ethernet' (PoE) device and can be driven from any standard Ethernet network¹. This version of ZBD's Radio Frequency (RF) communicator means that the transmitter/receiver can be positioned long distances from the back-office PC (or data hub) and requires no power at the point of installation - just a single data cable is required.

Multiple Bounce Ethernet Communicator devices can be implemented within one store or epop

environment - for example, within a very large-scale hypermarket or over several floors of a department store. ZBD's specially developed Bounce software automatically manages data traffic between the communication points and takes care of the movement of any epops between different Communicator zones within the store.

The Bounce Ethernet Communicator is ZBD's latest addition to its smart communications programme for enterprise-wide implementation.

Bounce Ethernet Communicator - enhanced range and mobility!

The new Bounce Ethernet Communicator provides even greater freedom for the implementation and maintenance of store-wide communications. Although the majority of small and medium stores only require a single Communicator, very large format stores can benefit from several Communicators to

achieve both extended coverage and higher data throughput.

The effective management of multiple Communicators, where epop displays may be arbitrarily moved around a store, is provided by Bounce's 'extended' roaming capability. Extended roaming

means that epops will automatically establish a link to the communicator with the strongest radio-frequency signal strength, and will regularly reassess the available signals to maintain optimum communications as the store layout changes or when the epop itself is moved.

Save time, money and improve operational performance

OPTIONAL POWER SUPPLY

All Communicators are supplied with a separate PSU unit (according to geographical region) which can be optionally plugged into the mains supply where 'Power over Ethernet' is not enabled.

NUMBER OF COMMUNICATORS

Up to 12 Bounce Ethernet Communicator can be supported by a single iteration of ZBD Bounce software².

IP ADDRESS MANAGEMENT

The Bounce Ethernet Communicator will automatically acquire a DHCP address, or fall back to a static address with subnet mask where appropriate. These settings are configurable options.

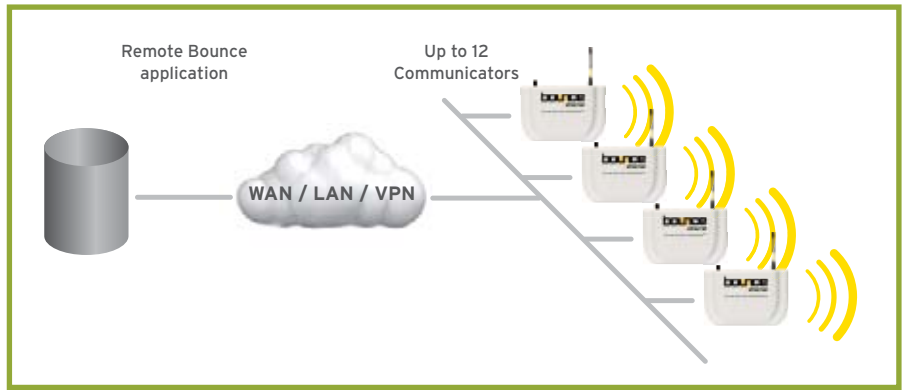
EXTERNAL AERIAL OPTIONS

The Bounce Ethernet Communicator now features an external aerial which supports different aerial profiles to optimise performance within different environments.

TECHNICAL OPERATION:

The Bounce Ethernet Communicator does not need to be configured on a unique network: it has very little impact on the data flow on the overall network. Typical data volumes can be provided on request to ZBD Customer Services.

It is not necessary to assign the labels to any specific Communicator: the Bounce system manages all



Communicators and epops will automatically communicate with the unit that is providing the strongest RF signal.

FAIL-SAFE / SYSTEM REDUNDANCY

In a single Communicator store, a second 'redundant' Communicator can be connected near the primary device (at least 3m apart is recommended). Should the primary communicator be disconnected or fail, the system will alert the designated users to this fact as soon as the fault occurs and epops will automatically switch to using the back-up communicator. Redundant Communicators may also be used in large-scale, multi-Communicator environments: A hypermarket, department store or warehouse may have multiple Bounce Ethernet Communicator. Where, for example, only 3 units are required for day to day communications coverage, 1 or more additional communicators can be positioned centrally to give failsafe coverage.

TECHNICAL DATA BOUNCE ETHERNET COMMUNICATOR:

DIMENSIONS

190mm x 127mm x 45mm (7.5" x 5" x 1.75")

OPERATIONAL

Operating temperature: 0°C to 65°C

FEATURES

- 1 x 10Mbit Ethernet port, Industry standard IEEE 802.3af PoE specification
- 1 x DC power input (optional)
- Maximum recommended distance of Communicator from PC or hub/switch: 100m
- Aerial: Standard and options available
- LED: Power, connection and Ethernet activity
- USB: The Bounce Ethernet Communicator is available as an alternative to the ZBD USB Communicator

FITTINGS

Ceiling Holder available

TECHNICAL DATA IS SUBJECT TO CHANGE AT ZBD'S DISCRETION

Note 1: Where PoE injector(s) are used for the appropriate ports

Note 2: Installations requiring more than 4 Communicators should consult ZBD Customer Services for site survey approval.

ABOUT ZBD

Formed in 2000 out of QinetiQ, the inventors of LCD technology in the 1970's, ZBD is a pioneering company with its own R&D, full IPR and scalable manufacturing processes that enable it to deliver an epaper solution with practical commercial advantages for retailers.

ZBD is a leader in the design and supply of electronic shelf labels and associated software solutions for the retail industry. The company has developed the next generation of LCD, creating high-contrast bistability that requires no battery power to retain its image. Its epaper product portfolio provides retailers with a total store solution and the ability to manage and update pricing, product and promotional information at point of purchase, dynamically.

CONTACT US

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