



# epop 500 Datasheet



## epaper for retail: 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.

“ZBD’s solution was the natural choice for our new ‘ON’ store... the system has been extremely easy to implement and it’s very easy to use.”

**Vann's** **Matt Ranta**  
Marketing Manager  
Vann's Inc.

ZBD’s epaper solution combines high-definition zero-power, bistable LCD displays with a communications device that can wirelessly update individual displays, a shop floor, or an entire retail estate, without impacting on existing infrastructure.

The epop 500 mid-range display is 103mm x 82mm and suitable for both food and non-food retail applications where rich consumer or promotional information needs to be displayed. The epop 500 can be used within stores as specialist or promotional

displays - being used temporarily for specific (eg ‘on offer’) products for a limited period of time and then simply reassigned within the store to new products as required.

- Simple to install, integrate and maintain
- Unrivalled contrast and visibility: super-bright, paper-like
- Low touch communications
- Low total cost of ownership
- Self-installation capability

The epop 500 is part of ZBD’s total store solution and really is ‘plug and go’.

The ease of use and reliability of ZBD’s technology provides retailers with a solution to automate customer communication, prices and promotions: virtually maintenance-free and without the need for expensive and unreliable infrastructure.

The epop 500’s wireless capability puts a fantastic tool into retailers’ hands: the ability to change any product-related information anywhere, any time.

### The epop 500 delivers:

- Dynamic price, promotion and product information
- Instant response to competitor activity
- Unlimited consumer information
- Brand logos and messaging
- Synchronise pricing and promotions with web channels
- Cross-sell and up-sell capability
- Provision of staff information - planograms; replenishment instructions
- Improved store operational efficiencies
- No maintenance of paper price tags or sticky paper labels

Save time, money and improve operational performance

## DATA

- Everyday pricing
- Price optimisation
- Promotions
- Inventory
- Merchandising and space planning
- Consumer and competitor data



## TECHNICAL DATA epop 500:

### DIMENSIONS

External: 103mm x 82mm  
Visible screen area: 83mm x 62mm

### DISPLAY

Full graphic epaper image  
76,800 pixels @ 100 dpi  
Bistable (no power required to retain image indefinitely)  
High-contrast black/white  
Landscape or Portrait  
Supports scannable barcodes

### FEATURES

3 pages/display screens in memory  
Multi-Page switching. At least 95% of an entire store can switch pages in less than 10 seconds  
Background update mode:  
Any page can be updated at any time

### OPERATIONAL

Standard operating temperature range  
0°C to 40°C  
Storage temperature range -20°C to 70°C  
Water-resistant  
5 year battery life  
(up to 10 years with extended options)

### FITTINGS

Supported by multiple shelf-edge ranges - individual clips and long-length strip options  
Range of additional specialist fittings available.  
Full ZBD Catalogue on request.

### COSMETIC OPTIONS

Standard unit is available with White front, grey rear. Colour and graphic print options on application  
Unit identifier barcode on rear and on front (vertical orientation)

### COMMUNICATIONS

868Mhz or 915MHz ISM Band 2-way wireless  
Standard ZBD Bounce Communications

Technical data is subject to change at ZBD's discretion

The ZBD architecture couldn't be simpler. Data is managed by the Bounce Processor taking feeds from any combination of local or remote sources. Data can be hosted or managed locally. Formatted images are sent wirelessly to epops via the Bounce Communicator, a single, small transmitter/receiver (for a typical store), positioned in the store or back office.

ZBD also supports integration via XML or API interface toolset.

The epop 500 has been designed to provide all the features required for complete in-store automation, handling multiple sets of information on different pages with the capability to switch instantly between them as required.

**"Now that we have implemented ZBD's labelling solution, our store staff no longer need to waste time updating paper labels manually when product prices change, or when we launch promotions."**



**Benn Jochumsen**  
IT Project Manager  
SuperGros (a subsidiary of Dagrofa)

## 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

ZBD Displays Limited, Building 3, Kingswood, Kings Ride, Ascot, Berkshire SL5 8AD UK  
t +44 (0)1344 292 110 e [contact@zbd solutions.com](mailto:contact@zbd solutions.com) w [www.zbd solutions.com](http://www.zbd solutions.com)

