



epop 50 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.

“The ZBD solution has already proved to be a success and has eliminated pricing errors and reduced queue times. We now have 100% accuracy and price integrity between the epos and our POS system.”



Reidar Hammer
Store Manager
Coop Marked, Jondal (Norwegian Coop)

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 50 is the smallest display in ZBD's product range at 70mm x 32mm and is designed for mass-market and fmcg installations: convenience store, large-scale grocery, pharmaceutical and small-ticket products throughout speciality. The display features very

high resolution (111dpi) to provide excellent readability and data display capability for the relatively small real-estate available within these store environments.

- 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 50 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 50's wireless capability puts a fantastic tool into retailers' hands: the ability to change any product-related information anywhere, any time.

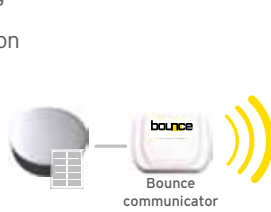
The epop 50 delivers:

- 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 50:

DIMENSIONS

External: 70mm x 32mm
Visible screen area: 53mm x 24mm

DISPLAY

Full graphic epaper image
20,160 pixels @ 111 dpi
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports scannable barcodes

FEATURES

3 pages/screens in memory
Multi-Page switching. At least 95% of an entire store can switch pages in less than 10 seconds
Update throughput: c.6000 updates per hour, per Bounce Communicator (depending on image density).
10,000 - 20,000 updates per hour with multiple Bounce Communicators.
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 transparent front, grey rear. White, 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 50 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.

"We selected ZBD's epop range because they offered the best solution in terms of infrastructure, a fast roll out and a rapid return on investment."



Andrea Villani
Head of Stores Network
Consorzio Europa
Sigma's distribution centre

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@zbdsoptions.com w www.zbdsoptions.com

