



epop 900 Datasheet



epaper for retail: Graphic shelf edge displays

Delivering real business value to the shelf edge.

The new large format display for department stores, big ticket, grocery, fruit and vegetables and promotions.

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 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 enterprise, without impact on existing infrastructure.

The epop 900 is ZBD's large format display with three times the screen area of the epop 500 - with 172,800 pixels. The epop 900 is designed for big ticket items, fruit and vegetable and fresh produce displays in

hypermarkets and throughout department stores and speciality stores for full product data or product range information.

ZBD's bistable high screen definition for the epop 900 has been designed to support large graphical images, data lists as well as scannable 1D and 2D bar-codes - for enriched data, re-ordering, product availability and weblinks. The epop 900 supports three display pages that can be switched by the system as required.

"Our customers find the epop displays clear and easy to read."



Andrea Villani
Sales Manager
SISA Nord Ovest

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.

- 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

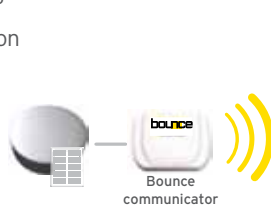
The epop 900 delivers:

- Dynamic price, promotion and product information at point of purchase
- ROI in as little as 12 months
- Instant response to competitor activity
- Low cost infrastructure
- Fully graphical content including logos, pictures and scannable barcodes
- Comprehensive product and availability information
- Driving dynamic merchandising and replenishment
- Complex promotions, including cross-sell and up-sell
- Brand and vendor support
- Synchronisation of store pricing and promotions with web channels

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 900:

DIMENSIONS

External: 160mm x 127mm
Visible area: 129mm x 96mm

DISPLAY

Full graphic epaper image
172,800 pixels @ 100 dpi
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports scannable barcodes

FEATURES

6 pages 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
10°C to 40°C
Typical 5 year battery life on single battery set.
Service replaceable batteries and alternative battery options for extended life

FITTINGS

Supported by multiple stands, adapters, clips and shelf fittings
Full ZBD catalogue on request

COSMETIC OPTIONS

Standard unit is available in white, with grey rear. Coloured casings 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.

Along with all the other epops in ZBD's range, the epop 900 is updated via the Bounce 2-way wireless system. Small to medium-sized stores can be updated from a single small Bounce communicator. Larger environments - or where very high update rates are required - are achieved with additional Bounce communicators.

"The ZBD solution has provided us with a cost-effective solution that looks great in-store."



Kristiina Mitt
Director of Retail Sales and Customer Operations
Tele2 Estonia

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.

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