



epaper for retail:

The next generation of electronic shelf labels

ZBD's fully graphic electronic shelf labeling (ESL) solution combines high-definition zero-power, bistable displays ('epaper for retail') with a 'light touch' communications technology that can wirelessly update individual displays, a store with thousands of displays, or an entire retail enterprise, at the touch of a button.

ZBD's epop (electronic point of purchase) displays remove the need for paper labels and paper overlays required by segment ESLs, offering retailers the most cost-effective, flexible and beneficial solution possible.

ZBD's total epaper store solution really is 'plug and go'. The ease of use and extraordinary reliability of ZBD's technology provides retailers with a solution to automate customer communication, prices and promotions:

maintenance-free and without the need for expensive and inflexible infrastructure.

The epops' wireless capability puts a powerful tool into retailers' hands: the ability to change any product-related information anywhere, any time.

ZBD's fully graphic solution offers the lowest total cost of ownership and the shortest return on investment available on the market today.



"ZBD's solution was the only viable option, making it 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 Gerry Demple
Director of Retail
Vann's Inc. (USA)

ZBD's epop solution delivers:

- Dynamic price, promotion and product information at point of purchase
- ColorZone to highlight promotions, logos or any form of content
- Multi-product display capability, reducing cost by 50%
- Simple to install, integrate and maintain
- ROI in as little as 12 months or less
- Instant response to competitors and market drivers
- Fully graphical content including logos, pictures and scannable barcodes (including QR)
- Multi-purpose pages - enabling retailers to switch between different operational states (e.g. to switch between consumer data or remerchandising data)
- Low-touch, flexible infrastructure
- Low total cost of ownership

Save money and improve operational performance

ZBD's graphic displays are the enabling technology for a host of business process improvements that impact both cost reduction and sales performance. ZBD has been working with many retailers and retail industry experts in the USA and Europe to develop its ROI (return on investment) model.

The model has been developed over time to enable the relevant Use Cases for individual retailers to be modeled within a lifetime P & L and Cashflow projection, providing scientific risk-assessment and 'what-if' scenarios. The ROI model is available for 'in-house' utilization by participating retailers and solution providers.

The business value of ZBD's fully graphic displays is clear from the market take-up since their launch:

More than 100 retailers have rolled out the solution in over 700 stores, throughout 12 retail sectors in 24 countries - proof of the solution's real and tangible business benefits.



The epop 50 is the smallest display in ZBD's product range at 2.75" x 1.26" (70mm x 32mm) and is designed for mass-market and FMCG installations: convenience store, large-scale grocery, pharmaceutical and small-ticket products throughout specialty.

The epop 50 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.

The screen is fully graphical - a 'blank sheet of paper' - without any restrictions or arbitrary limitations to display and update graphic images, scanner-readable barcodes, numeric formats and text messaging.

epop 50

TECHNICAL DATA:

DIMENSIONS

External: 2.75" x 1.26" (70mm x 32mm)

Visible screen area: 2.1" x 0.94" (53mm x 24mm)

DISPLAY

Full graphic epaper image

20,160 pixels @ 111dpi

3 pages

Bistable (no power required to retain image indefinitely)

High-contrast black/white

Landscape or Portrait

Supports 1D & 2D/QR and multiple, scannable barcodes



The epop 55 is the 'big sister' display to the epop 50 in ZBD's product range. At 3.46" x 1.65" (88mm x 42mm), it is designed to meet the needs of large scale retailers (typically stores with over 40,000 SKUs), in both Europe and the USA, as well as specialty stores such as mobile phone and consumer electronics stores.

As with the epop 50, the epop 55 has high screen definition to support scannable barcodes - e.g. for re-ordering codes or replenishment data. The epop 55 provides a larger screen area to support a wide range of functions including customer communications, operational compliance and revenue optimization.

epop 55

TECHNICAL DATA:

DIMENSIONS

External: 3.46" x 1.65" (88mm x 42mm)

Visible screen area: 2.83" x 1.29" (72mm x 33mm)

DISPLAY

Full graphic epaper image

23,040 pixels @ 92dpi

3 pages

Bistable (no power required to retain image indefinitely)

High-contrast black/white

Landscape or Portrait

Supports 1D & 2D/QR and multiple, scannable barcodes



The epop 300 is one of ZBD's two mid-range display options and has been designed for fuller product or promotional information.

The epop 300 is suitable for both food and non-food retail applications, and is fully graphical: supporting complex product images, brand logos and detailed consumer information.

The epop 300, which is 4.4" x 2.2" (112mm x 57mm), can be used in both landscape and portrait mode and is particularly useful for multi-product display and 'product list' presentation.

epop 300

TECHNICAL DATA:

DIMENSIONS

External: 4.4" x 2.2" (112mm x 57mm)
Visible screen area: 3.7" x 1.54" (94mm x 39mm)

DISPLAY

Full graphic epaper image
64,000 pixels @ 109dpi
3 pages (option for additional pages)
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports 1D & 2D/QR and multiple scannable barcodes



The epop 500 mid-range display is 4.1" x 3.22" (103mm x 82mm) and slightly larger than the epop 300.

Like the epop 300, the epop 500 is suitable for both food and non-food retail applications where rich consumer or promotional information needs to be displayed.

ZBD's mid-range displays can be used within stores as special or promotional displays - being used temporarily for specific (e.g. 'on offer') products for a limited period of time and then simply reassigned within the store to new products as required.

epop 500

TECHNICAL DATA:

DIMENSIONS

External: 4.1" x 3.22" (103mm x 82mm)
Visible screen area: 3.26" x 2.44" (83mm x 62mm)

DISPLAY

Full graphic epaper image
76,800 pixels @ 100dpi
3 pages (option for additional pages)
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports 1D & 2D/QR and multiple, scannable barcodes



The epop 900 is ZBD's large format display 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 specialty 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 barcodes - for enriched data, re-ordering, product availability and web links.

Like all ZBD epops, the epop 900 supports 3 display pages (additional pages as option) that can be switched by the system as required.

epop 900

TECHNICAL DATA:

DIMENSIONS

External: 6.3" x 5" (160mm x 127mm)
Visible screen area: 5" x 3.8" (129mm x 96mm)

DISPLAY

Full graphic epaper image
172,800 pixels @ 100dpi
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports scannable barcodes
3 pages (option for additional pages)
Supports 1D & 2D/QR and multiple, scannable barcodes

HOW IT WORKS

DATA

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



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 via the Bounce communicator - typically a single, small transmitter/receiver positioned within the store. Integration can be achieved with either ZBD's productivity toolset or its API (application programming interface). The solution's low-cost infrastructure and multi-functionality can deliver a low total cost of ownership and a return on investment in as little as one year.

"We are convinced that the solution can streamline operations in our different chain stores."



Svend Envoldsen
CIO
Coop Denmark



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, IPR and scaleable manufacturing processes that enable it to deliver a solution with practical commercial advantages for retailers.

ZBD is a leader in the design and supply of fully graphic 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 indefinitely.

ZBD's 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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