



epop 300: epaper for retail

epaper for retail: bringing graphical content to the shelf edge.

Zero 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 estate, without impacting on existing infrastructure.

The epop 300 is the mid-sized display in ZBD's product range at 112mm x 57mm and suitable for both food and non-food retail applications. It is fully graphical with high contrast and an excellent viewing angle.

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

The epop 300 is part of ZBD's total store solution and really is 'plug and go'.

"We expect to see a quick return on investment"



Dario Mapelli
Store Manager
Supermercati BIG

The ease of use and extraordinary 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 300's wireless capability puts a fantastic tool into retailers' hands: the ability to change any product-related information anywhere, any time.

The epop 300 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
- Improved store operational efficiencies
- Provision of staff information - planograms; replenishment instructions
- No maintenance of paper price tags or sticky paper labels

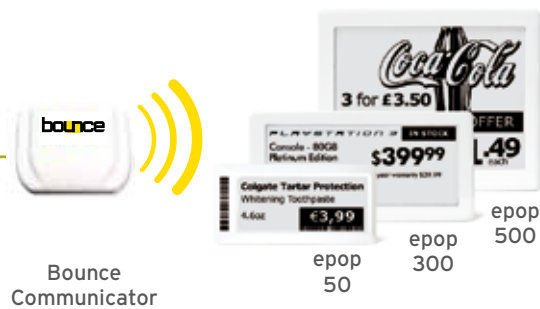
Save time, money and improve customer experience

Retail systems

Data from current IT systems including:

Merchandising and category management
Marketing, CRM, affinity analysis
Retail management system
Inventory management
Operations
Pricing
Pricing promotions
Procurement

Deployment



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 positioned in the store or Back-office.

The epop 300 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.

“ZBD's solution has delivered measurable savings... in staff hours that were previously spent in printing and placing paper tags in the store.”



emt

Piret Dubout
Marketing Director
EMT

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.

TECHNICAL DATA epop 300:

DIMENSIONS

External: 112mm x 57mm
Visible screen area: 94mm x 39mm

Display

Full graphic ePaper image
64,000 pixels @ 109 dpi
Bistable (no power required to retain image indefinitely)
High-contrast black/white
Landscape or Portrait
Supports scannable barcodes

FEATURES

Active display + 3 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
0 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

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