



epop 50: 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 50 is the smallest display in ZBD's product range at just 70mm x 32mm and particularly suitable where multiple small products are on display. 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 50 is part of ZBD's total store solution and really is 'plug and go'.

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



Andrea Villani
Sales Manager
SISA Nord Ovest

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

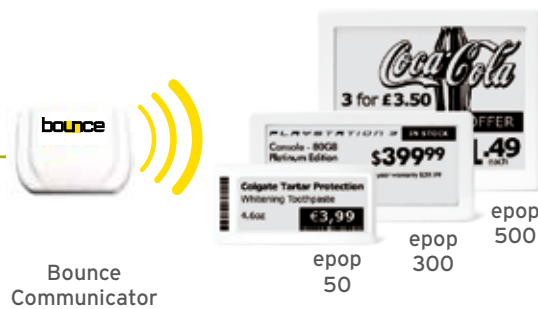
Save time, money and improve customer experience

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 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.

"The technology is great for helping to improve our customers' shopping experience and making our store staff's jobs simpler."

TESCO Mike McNamara
Operations Development Director
Tesco UK

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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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

Active display + 3 pages in memory

Multi-Page switching. At least 95% of an entire store can switch pages in less than 10 seconds

Update throughput: Up to 10,000 displays updated per hour (using multiple Communicators)

Background update mode:

Any page can be updated at any time

OPERATIONAL

Standard operating temperature range
0 to 40°C

Freezer option in development

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