Digital Price Label- Merchandise Automation
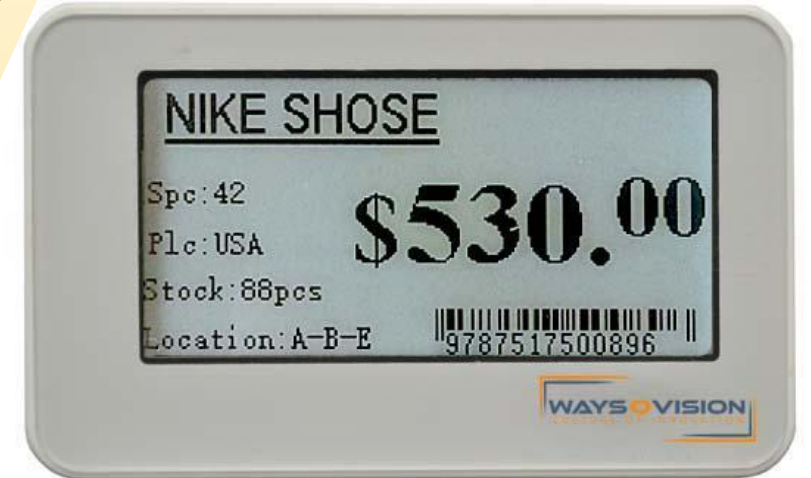
WAYS O VISION
CULTURE OF INNOVATION

Build super efficient Merchandise - Digitize your store

- Stores need to rethink their relationships with customers - more demanding – seeking new shopping experiences

- The in-store experience is key for retailers who want to compete with online players

Whats in it for your customer?

- Price integrity - Improve consumers confidence:
identical prices at the POS system and the shelf

- clear presentation of information.

- More information for the consumer:
   unit price, unit weight, promotion , etc.

- Reduction in lines: no more discussions about
prices at the checkout zone

being a step ahead of the competition.

For you – the store

- Automatic price updates

- implement promotional
prices exactly when you need.

- More information for Store
management: Item location,
date of the last price change,
sold-out items, etc.

- Savings on consumable materials and personnel

- Fewer out-of-shelf situations

- Increase sales $

- The in-store experience is key for retailers who want to compete with online players and thanks to connected electronic shelf labels

"If you make 10,000 price changes and you have 1,000 stores, you have 10 million instances," says Chris Donnelly, a managing director of Accenture who specializes in retail consulting. "Even if you get the right label in the right place 99 percent of the time, that leaves 100,000 misplaced labels."

A typical grocery store puts 5,000 items on sale in a week and removes sale prices from another 5,000. That creates an abundance of opportunities for mismatches when workers print out the new price labels in a back room, then hunt for the proper place on the shelf to attach them.

http://www.nytimes.com/2013/02/10/technology/digital-tags-help-ensure-that-the-price-is-right.html?mcubz=3

Model EV21B and EV21C

Screen Size;- 2.13 inch

External Dimension;- (W x H x D) 65 x 40 x 12mm

Display area ;- 48 x 24mm

Pixels;- 250 x 122 (30,500)

CR2450 Battery, 3 to 5 years

B Black only, C Black and Red

Electronic paper **display** (**EPD**) only require power when a new image is requested.

Model EV29B and EV29C

Screen Size;- 2.9 inch

External Dimension;- (W x H x D) 87 x 47 x 12mm

Display area ;- 67 x 29mm

Pixels;- 296 x 128 (30,500)

CR2450 Battery, 3 to 5 years

electronic paper **display** (**EPD**)

Model EV42B

Screen Size;- 4.2 inch

External Dimension;- (W x H x D) 15 x 12 x 2cm

Display area ;- 84 x 62mm

Pixels;- 400 X 300

Model EV75B

Screen Size;- 4.2 inch

External Dimension;- (W x H x D) 15 x 12 x 2cm

Display area ;- 84 x 62mm

Pixels;- 400 X 300