

# Creating the Shop Experience

Digital Signage and Electronic Shelf Label Solutions



With a fast and efficient Product Signage solution you gain a competitive edge now and in the future. It manages real-time pricing and it creates new interactions as to how your customers engage with products in physical stores. Further it aggregates related media and product info and enables innovations in customer engagement. A new in-store shopping experience.

Today's retailer needs to respond quickly and effectively to the frequent changes in the current market to optimize and enhance their store operations. The three critical factors in this process are pricing, promotion and cost. Opticon's Electronic Shelf Label (ESL) solution addresses these key areas as ESL allows the retailer to instantly and accurately execute price changes and promotions anytime to any store shelf from a centralized location. In addition, ESL eliminates the traditional paper labels that are high maintenance - freeing up labor and reducing paper waste.



### **BENEFITS OF ESL**

- Ensures accurate pricing
- Enables on-demand, real-time pricing promotions
- Presents product information more easily and versatile
- Improves margin and increases sales
- Reduces waste and labor costs and minimizes errors
- Enhances customer loyalty and satisfaction
- Centralized administration of all devices with full visibility
- Create in-store marketing and personalized promotions
- Intelligently manage shelf layout





'No more price divergence or missing price labels'

Sinval Andrade, Manager of Tenda Atacado



## Our ESL Solution

Opticon's wireless ESL system is optimized for the retail industry. It is based on an innovative radio architecture and e-paper label that provides advantages in performance, coverage, cost and power consumption. Opticon's end-to-end solution aims to dramatically impact how retailers operate their businesses providing a superior platform that can improve a retailer's profitability and enable new customer-facing applications, promotions and loyalty programs.



### OPTICON'S SOLUTION HIGHLIGHTS

- Full centralized control and accuracy
- High flexibility in display content and configurable by user
- High quality and ultra low power usage
- Depending on application and usage; battery can last up to 5 years
- Monitoring functions; low power battery, out of range, etc.
- Software modifications are optional
- Anti-theft solution
- The high communications performance require less access points for easier installation and maintenance
- Easy configuration
- High speed bi-directional communication
- No costly back-office server infrastructure
- Integrates with existing (retail) systems
- Simplified processes for employees
- Eco-friendly; carbon free
- System can be deployed as shelf e-paper label, overhead displays, or as end caps and kiosks
- Lots of innovations in development



## WIRELESS COMMUNICATION, SOFTWARE AND HARDWARE

Opticon's solution includes both hardware and software necessary to manage and communicate bi-directionally with the e-paper labels. This enables a centralized administration point controlling stock levels which allows employees to focus on stock building and customer attention.

Even the infrastructure is lightweight; demanding only the installation of Base Stations, which eliminates expensive back-office servers. It is simple to deploy and covers an area of 25 meters indoor radius; 100 meters open-field per base station. The lightweight administrative application only requires an off-the-shelf Windows-based PC or mobile device.

Opticon's third generation e-paper label technology boasts a high contrast ratio and superior viewing angle. It is bi-stable; the image will remain on the display even after power is disconnected. This allows enterprises to operate the solution with four daily updates and 20 second polling for over 5 years usage. We offer various sizes e-paper labels as well as a powered, full color Thin Film Transistor (TFT) models – different technologies for different needs in the same store.



**'Opticon's ESL solution changes our prices in minutes; it reduced our manual process drastically'**

*Fernando Alfano, Director of Tenda Atacado*



## MOUNTING OPTIONS

We provide a wide variety of secure, durable and esthetically pleasing ESL shelf mounting options and accessories for in-store shelving. Our broad product offering fits the most popular shelving systems on the market. A majority of our shelf profiles are lightweight allowing for an easier and cost effective migration from traditional paper labels to e-paper labels. All mother carriers remain on the shelf and only the label may need to be changed which allows for efficient and intelligent shelf management.



## ABOUT OPTICON

Founded in 1976, Opticon has a proud tradition of developing and manufacturing world-class 1D laser and 2D imager barcode scan engines. These engines are used, in turn, to power fixed position scanners, cabled and wireless scanners, data collectors, companion scanners and mobile devices.

Opticon maintains its industry leadership position by continuing to develop innovative technology. Most recently, Opticon has been a leader in 2D auto-focus, liquid lens technology and in e-paper display technology, which is used in electronic shelf label (ESL) solutions. Opticon designs and manufactures its products in ISO 9001 certified facilities and observes international standards of quality, safety and environmental protection.

For more information about Opticon's solutions, please contact one of our offices located in a region near you. For contact details please visit [www.opticon.com](http://www.opticon.com).







## PRODUCT RANGE

### BASE STATION EBS-40

From small retail to multi-store business implementation is very simple. All e-paper labels are connected to the same network and the same content management system which is connected to the back office system in the store, meaning that the prices on the e-paper labels are always matching the prices on the screen. The bases station can load a maximum of 2,500 ESLs per station and has a range of 25 meters indoor; 100 meters open-field. For full specification details, please check our website.



### E-PAPER LABELS 1.5" TO 7.5"

**EE-150R** 1.5" E-paper label with additional red color, is an ideal solution space where smaller products are displayed.

**EE-201** 2" E-paper label can be used when large fonts are needed to improve visibility in areas where information is displayed on upper level shelving.

**EE-290** 2.9" E-paper label is an excellent solution for larger product facings or in areas where product pricing needs to be more predominantly displayed.

**EE-420R** 4.2" E-paper label can be used to highlight product promotions, draw attention with the red color, or when more detailed product information is required such as in the healthcare or electronic departments.

**EE-440** 4.4" E-paper label can be used to highlight product promotions or where more detailed product information is required such as in the healthcare or electronic departments.

**EE-750R** 7.5" E-paper label can be deployed on end of the aisle promotional areas or in locations where the label needs to be more viewable such as room signs, upper level shelves, bulk item storage or warehouse racks.

