zbd.

epop 50
epaper for retail

THE NEXT GENERATION OF ESL

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

Zero infrastructure and multi-functionality can deliver low total cost of ownership and Return on Investment in under one year.

The epop 50 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.

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

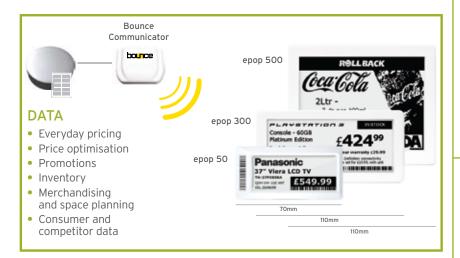The epop 50 is part of ZBD's total store solution and really is 'plug and go'.

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
- No maintenance of paper price tags or sticky paper labels

SAVE TIME, MONEY AND IMPROVE CUSTOMER EXPERIENCE

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 – a single, small transmitter/receiver positioned in the Back-office.

DATA

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

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.

	Segment Displays	epop 50
Graphic Displays	Segment/paper description	111dpi
Multi-page	some	✓
Water-resistant	✗	✓
Barcode scannable screen	✗	✓
Co-exists with legacy ESL installations	✗	✓
Requires no store wiring/transceivers	✗	✓
Full ownership of technology and IPR	✗	✓

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 a solution with practical commercial advantages for retailers.

ZBD is a leader in the design and supply of electronic shelf edge 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 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 50:

DIMENSIONS

External: 70mm x 32mm

Visible screen area: 52mm x 24mm

Active area size: 50mm x 22mm

Display

Full graphic epaper image

20,160 pixels @ 111dpi

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

Background update mode:
Any page can be updated at any time

OPERATIONAL

Standard product temperature range 5ºc to 35ºc

Extended temperature range option -5ºc to 40ºc

Freezer option – 2010 release

Water-resistant

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 2-way wireless

Standard ZBD Bounce Communications

Technical data is subject to change at ZBD's discretion

CONTACT US

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