



epop 55 Datasheet



epop 55: epaper for retail

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

Low-cost 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 55 is the 'big sister' display to the epop 50 in ZBD's product range at 88mm x 42mm. It is designed to meet the needs of the large-scale hypermarket sector (stores over 40,000 SKUs), in Europe and the USA as well as speciality stores such

as mobile phone and consumer electronics stores where detailed product and pricing information needs to be displayed.

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

"The solution eliminates pricing errors, and because we now have 100% accuracy between the shelf edge and the tills, our customers have confidence that prices on shelves are always correct."



Benn Jochumsen
IT Project Manager
SuperGros (a subsidiary of Dagrofa)

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 55's wireless capability puts a fantastic tool into retailers' hands: the ability to change any product-related information anywhere, any time.

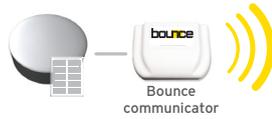
The epop 55 delivers:

- Dynamic price, promotion and product information at point of purchase
- ROI in as little as 12 months
- Instant response to competitor activity
- Low cost infrastructure
- Fully graphical content including logos, pictures and scannable barcodes
- Comprehensive product and availability information
- Driving dynamic merchandising and replenishment
- Complex promotions, including cross-sell and up-sell
- Brand and vendor support
- Synchronisation of store pricing and promotions with web channels

Save time, money and improve customer experience

DATA

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



TECHNICAL DATA epop 55:

DIMENSIONS

External: 88mm x 42mm

Visible screen area: 72mm x 33mm

Display

Full graphic epaper image

23,040 pixels @ 92 dpi

Bistable (no power required to retain image indefinitely)

High-contrast black/white

Landscape or Portrait

Supports scannable barcodes

FEATURES

3 pages/screens in memory

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

10,000 - 20,000 updates per hour with multiple Bounce Communicators.

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

OPERATIONAL

Standard operating temperature range
0°C to 40°C

Storage temperature range -20 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 specialised 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

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 (for a typical store), positioned in the store or back office.

ZBD also supports integration via XML or API interface toolset.

As with the epop 50, the epop 55 has high screen definition to support scannable barcodes (for example, to display re-ordering codes or replenishment data). The epop 55 provides a larger screen area to support a wide range of functions to support customer communications, operational compliance and revenue optimisation.

“We researched the different labelling solutions on the market, and found that the ZBD system was not only the best looking product, but its light touch infrastructure and low total cost of ownership made it the only choice for us.”



Dr Maurizio Cattaruzza
IT Manager, Coop Nordest

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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