ELECTRONIC SHELF LABELS
THE TRUE ENTERPRISE SOLUTION
L'ORÉAL
Gentle make up remover eye
125ml
€9.25

L'ORÉAL
PARIS

ABSOLUTE MAKE-UP REMOVER
EYE & LIP

Removes all make-up, even waterproof
Non greasy.
Tested under ophthalmological control
Suitable for sensitive eyes

L'ORÉAL
PARIS
EXTRAORDINARY
OIL
FACE
CLEANSING OIL
INERTLY DETOXES
ALL SKIN TYPES
BEAUTIFUL, HYDRATED
ANTI-OXIDANT
NON STICKY

Many predicted the demise of the high street. Yet, while online has transformed retail, overall transactions still only account for less than 10% of all global sales. To help ensure the store’s continued dominance, the challenge, and opportunity, for retailers with bricks-and-mortar sites is to create engaging, interactive and rewarding experiences: experiences that make the most of a key asset – their direct connection with customers.

Displaydata’s Electronic Shelf Labels (ESLs) can help deliver these experiences. Our smart labels, which include fully graphic and three-colour options, are based on the latest electrophoretic display (EPD) technology and deliver the brightest, clearest and most colour-consistent displays available. Combined with our ‘light’ enterprise architecture to run the labels – which requires minimal hardware in your HQ and your stores – you can remotely change your shelf-edges across one store, or every store, anywhere, in seconds. This means you can react quickly to competitors; easily see what promos are working; present offers to customers’ smartphones based on their location in-store; more easily mark down goods to protect margin for time-sensitive or perishable stock, while reducing wastage; and display stock and merchandising information to your teams to help improve operational efficiencies.

In the following section we look at these benefits in more detail. We then move on to explain how our label platform achieves the lowest total cost of ownership of any comparable system.

1. Requires our AURA 29 label with a low energy Bluetooth beacon working in tandem with a retailer’s smartphone app
2. POPAI
THE SHELF-EDGE ENIGMA

The most powerful sales influencer of all, the shelf-edge – where the vast majority of purchase and 80% of brand switch decisions are made – is largely based on paper and manual effort, with processes that are costly, time-consuming and error-prone. The ESL provides a better way to manage this critical sales channel.

THE BETTER WAY

Highlights of how you can use our ESLs include:

- No limits pricing with 100% accuracy: Change any number of labels, on any shelf, anywhere, with 100% accuracy – pricing in real time to stay competitive with online competitors. And, by using big data and ePOS intelligence, you can quickly react to trends and get promos and price changes to the shelf-edge. You can also ensure prices are correct across all your stores and align with online and mobile channels, so building confidence with customers that they’re getting the best price, availability and service – always. Furthermore, accurate pricing ensures compliance with legislation.

- Launching effective promotions: Using our ESL with an integrated Bluetooth beacon, you can use your loyalty app to connect to customers’ smartphones. This enables you to present promotions at the very moment they are thinking about a purchase. Examples include offers based on a shopper’s location in-store, their purchase history, their shopping list and much more.

- Improving operations: You can display inventory messages to help staff efficiently restock shelves and advise customers on the stock availability. You can also show merchandising guidance. For example, by scanning QR codes on labels, staff can view training content on mobile devices to help them keep shelves stocked and create consistent and engaging environments across your stores.

ZERO PRICING ERRORS

“Even though our pricing systems were correct, we couldn’t eliminate errors... But now, we have no price errors – none at all.”
Kresten Haubo, Warehouse Director, Kivickly Jyllinge, Denmark

One of Displaydata’s customers in Europe, with a large estate of grocery stores, has achieved pricing accuracy of 99.99% (with known reasons for the 0.01) and expects to achieve 100%.

INCREASING SALES AND MARGIN

Customers using Displaydata ESLs within a specific category typically see sales increase by up to 6% and margin by 2% to 3%.

4, 5. Displaydata
6. Displaydata
Making the most of your pricing strategy:
As the amount of time your teams can spare is finite, you may only have capacity to change a small number of prices and promos. What’s more, it can be expensive to implement major sales initiatives, as these typically happen out of hours. With ESLs you can make unlimited changes, however small and without worrying about the operational impact, to price more strategically across every SKU. In addition, you can amend language and currency at appropriate times to ensure you’re always appealing to customers in a language and a currency they understand.

Improving service: With ESLs you free up your teams from laborious repricing tasks, so they can spend more time providing the attentive service that customers expect – with 43% of shoppers agreeing that store associates are useful in helping them decide what to buy.

Supporting ‘webrooming’: You can turn webrooming to your advantage by including competitors’ prices on ESLs. By price-matching or better, you can dissuade shoppers from searching and buying online to help convert more sales in-store. Furthermore, you can display social media ratings and reviews, with 39% of shoppers saying that social media is important in helping to decide what to buy.

Automating compliance: It’s not only pricing that’s dynamic – product descriptions, discontinued lines and pack sizes are all subject to change and have to be updated. Our ESLs communicate their status back to your HQ (e.g. confirming changes have taken place and their health status) to ensure that a record of your pricing and promotional strategy across every shelf-edge is recorded and catalogued.

Reducing wastage and protecting margins: Minimising waste is a massive challenge. ESLs help reduce it through agile pricing, while margins can be protected using iterative store-specific discounting to exit ranges without big margin sacrifices.

We know that installing a company-wide remote pricing and promotion platform may seem a big commitment. That’s why we’ve designed ours to be ‘enterprise-ready’. Enterprise-ready means that our infrastructure is light, resilient and secure, it’s easy to deploy, monitor and maintain, and it requires minimal hardware in your HQ and stores.

All this means that we achieve the lowest total cost of ownership of any ESL platform – giving you all the advantages of flexible, no-limits shelf-edge changes without a big financial cost or a technical headache.

SHOWROOMING IS POPULAR

76%

of shoppers regularly research products in a bricks-and-mortar store before buying online.

MEET UNLIMITED PRICING AND LABEL CHANGES

Pricing, product descriptions, discontinued lines, pack sizes, inventory levels, social reviews, language and currency details are constantly changing; with our labels, managing these is a simple, cost-efficient process.

7. Planet Retail Shopology, 2015
8. Planet Retail Shopology, 2015
Back Shed Red 2014
McLaren Vale, Australia

75cl

Voluptuous, weighty McLaren Vale red from the RedHeads wine studio. Dense black fruit and spice.

€10.99 /bottle
When you buy a case.

12 bottles: €131.88

163 Reviews
DYNAMIC SOLUTION: THE ENTERPRISE-READY PLATFORM

Our ESLs’ architecture is simple and light, comprising a central server and management software located at your HQ, wireless communicators in-store and a wide variety of label sizes to meet the requirements of your shelf-edges. You can interface it with your central enterprise resource planning (ERP) and other data sources and you can manage everything centrally. The platform includes the following components:

**DYNAMIC CENTRAL**
The software you need to deploy and centrally manage every in-store communicator, and shelf-edge label – across one store or thousands.

**DYNAMIC COMMUNICATOR**
Our wireless communicators operate in a secure and uncongested frequency, are easy to install and are Powered over Ethernet (PoE). Each one can connect up to 65,000 labels across 50,000 square feet.

**OUR ESLs**
With the latest electrophoretic display (EPD) technology our labels provide superior image quality, colour consistency and brightness. They are viewable through close to 180° and come in a range of sizes and colours including black and ‘paper white’, with yellow and red options too.

**BLE BEACONS**
We offer labels with Bluetooth so it’s easy to deploy and manage a Bluetooth beacon network using our simple infrastructure. You can use the labels to show engaging, targeted and personalised promos on shoppers’ smartphones through your app.
DYNAMIC SOLUTION:

DYNAMIC CENTRAL

Dynamic Central is our suite of software that gives you complete control over your Dynamic Communicators and ESLs. It’s designed to be centrally managed at your HQ and to eliminate the need for software and servers at each store. The software modules include:

- Dynamic Console: A web-based dashboard to manage everything – from adding a new store, to label changes and monitoring your shelf-edge labels and communicators. It also provides a simple reporting and audit capability to validate activities across your entire estate of labels and communicators.

- Dynamic Create: A software module for data-driven integration to easily create (drag and drop) label templates with text, images, logos, barcodes and QR codes, for fully graphic eye-catching shelf-edge displays. Once you have created the label designs, these can be scheduled for updating across every shelf-edge in a single store or an entire store estate.

- Dynamic Capture: Allows you to monitor data files that typically contain your product details including existing pricing, promotions and inventory. Therefore, only changed data is updated on your labels.

- Dynamic Control: Our mobile application or API framework allows your employees to perform in-aisle activities such as assigning/un-assigning labels to the system using a mobile device of your choice.

STAYING AHEAD

Our labels provide the clearest, brightest and most engaging displays available. Our infrastructure needs the least amount of hardware of any label platform, making it easier to install, manage and run. We develop our technology at our R&D centre in Malvern, the UK. Here some of the industry’s most experienced engineers and sharpest minds work to create label technology, which helps retailers create engaging and interactive in-store experiences.
DYNAMIC COMMUNICATORS

Our Dynamic Communicators can be configured remotely and provide a secure link for your HQ to connect to your ESLs – and vice versa. As there’s no need for software or servers in your stores, we significantly reduce your installation and maintenance costs. The communicators operate in the sub-1 GHz frequency. This resilient band offers an extended range and, because it’s separate from other 2.4 GHz frequencies, such as Wi-Fi and ZigBee, it’s untroubled by interference. The units are easily fitted, with a simple bracket, and can be powered over Ethernet (PoE). This means you don’t need to close your stores or have teams of installers descend on them. The communicators are also continually monitored and instantly report any issues to your HQ. Other key features include:

• Extensive coverage: One communicator can cover up to 50,000 square ft.

• Scalable: Each communicator supports up to 65,000 ESLs; if you have more labels, you simply add more communicators.

• True two-way communication: Labels communicate back to your HQ via the communicators. They can acknowledge updates and report back that changes have taken place and their health status, such as battery, signal strength and temperature. This information is critical so remote adjustments can be made to optimise the label images. It’s also a key reason why all our ESLs deliver unmatched colour consistency and image quality across a broad temperature range.

BLUETOOTH INFRASTRUCTURE

With Bluetooth Low Energy beacons (BLE) built in to our ESLs, you can deploy, remotely oversee and maintain a network of Bluetooth beacons using our Dynamic Central software suite, so you don’t need to buy additional technology. Managing your pricing strategies and BLE beacons through a single infrastructure enhances the return of your investment, while significantly reducing costs and complexity of managing multiple platforms. You can use the beacons to engage shoppers in-store and via your smartphone app and present them with personalised and location-based offers and promos.

Using Dynamic Central you can:

• Switch BLE beacons on and off
• Change the UUID (Universally Unique ID) signal – to distinguish beacons from others
• Set transmission frequency and power levels
• Define groups of beacons
• Identify and manage individual beacons
• Review health status – e.g. battery life
• Support Apple’s iBeacon and Google’s Eddystone

BLUETOOTH – THE BETTER CHOICE

Technologies such as NFC compete with Bluetooth to deliver engaging content to smartphones in-store. Bluetooth’s extended range means it’s far more convenient for customers to receive content. Why? Because messages are pushed to smartphones using Bluetooth based on their location in-store, with flexibility for the retailer to adjust the broadcast range as required. This contrasts to NFC where the smartphone has to be physically placed in close proximity to the reader – especially challenging for products up high or low down on shelves. Customers are also familiar with Bluetooth technology. And, critically, it works with all smartphone operating systems such as Android, iOS and Microsoft. NFC is not supported on iOS for third party applications.
Our labels feature the latest electrophoretic display (EPD) technology. They can be seen through 180 degrees, even if they’re placed on top or bottom shelves, and are easy to read – reflecting only your prices and not your store’s lights. Displaydata’s labels are acknowledged to have set the standard for the clearest, brightest and most engaging labels available due to the unique way we monitor and drive our display technology.

We were the first to introduce a fully graphical three-colour ESL to deliver eye-catching pricing and promotions and we lead this category, having shipped millions of labels.

Each label is fully graphical and can be designed with drag and drop ease using any combination of text and images – for example, QR codes to connect customers to interactive content, logos, or icons to highlight promotions and offers. Up to six pages can be stored in each ESL. This gives you the flexibility to automate the change of labels by the time of day, quickly amend pricing and promotion displays to attract customers and, out of hours, display merchandising and inventory information to your staff. We have three lines of labels, available in a wide range of sizes and specifications to suit your needs across your entire estate.
<table>
<thead>
<tr>
<th>ELECTRONIC SHELF LABELS</th>
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<table>
<thead>
<tr>
<th><strong>AURA</strong></th>
<th><strong>CHROMA RED</strong></th>
<th><strong>CHROMA YELLOW</strong></th>
</tr>
</thead>
</table>
| Aura 29 F Freezer* / Aura 29 BLE**  
3.4 x 1.7 x 0.5 in / 87 x 43 x 13 mm  
Operates down to -25°C / Bluetooth as an option for customer interaction. | Chroma 42  
3.9 x 3.3 x 0.5 in / 100 x 85 x 13 mm | Chroma 42  
3.9 x 3.3 x 0.5 in / 100 x 85 x 13 mm |
| Aura 42  
3.9 x 3.3 x 0.5 in / 100 x 85 x 13 mm | Chroma 60  
5.2 x 4.2 x 0.5 in / 133 x 107 x 13 mm | Chroma 60  
5.2 x 4.2 x 0.5 in / 133 x 107 x 13 mm |
| Aura 29 F Freezer* / Aura 29 BLE**  
3.4 x 1.7 x 0.5 in / 87 x 43 x 13 mm  
Operates down to -25°C / Bluetooth as an option for customer interaction. | Chroma 74  
7.2 x 4.8 x 0.6 in / 182 x 122 x 15 mm | Chroma 74  
7.2 x 4.8 x 0.6 in / 182 x 122 x 15 mm |

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* Aura 29 F Freezer
** Aura 29 BLE

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**iPhone 6**  
Bigger than bigger  
4.7-inch display  
Choose from Gold, Silver or Space Grey  
64 GB A8  
960 x 1334 pixels  
4G LTE  
Contracts from EE £36 / month  
12 GB  
32 GB  
64 GB  
Temperature: 0°C to 40°C  
Humidity: 5% to 95%  
Width: 138 mm  
Height: 67 mm  
Depth: 7.1 mm  
Weight: 123 g

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**Goji On Ear headphones**  
Lites - Red  
• Light & Adjutable  
• Fold Flat design  
• Soft Touch Finish  
ONLY €9.99

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**FMC 10 Lithium drill driver**  
Compact,坚固 and powerful drill driver  
3.6V lithium battery  
3 year guarantee  
10 mm double ended bit  
13 mm double ended bit  
3 year guarantee  
10 mm double ended bit  
13 mm double ended bit  
€59.99
Displaydata is pioneering the development of ESLs that are significantly improving the customer experience in-store. We were the first to introduce a fully graphical three-colour label to deliver eye-catching pricing and promotions and now lead this category, having shipped millions of labels. Our labels are part of an architecture designed in partnership with retailers to be enterprise ready. Our trusted platform is simple to install and needs the least amount of in-store hardware of any vendor. It’s also built to connect with big data and point of sale systems to accelerate the shift in pricing, promotions and inventory from intuition to a science-based, highly flexible approach. Our wireless network is completely secure, while our intuitive but robust software enables the centralised management of any number of labels across any number of stores.

Displaydata is led by highly experienced retail executives, display engineers and scientists. Our research and development centre devotes its time to helping retailers offer more engaging experiences in-store, achieve agile pricing and promotions, and find new ways to increase loyalty among today’s tech-savvy customers.