E4 HCN technical details (all segments on)

No. of segments: 167
Digit heights:19.0,
12.5mm
8.4, 5.5mm
6.4mm

16 controllable segments:"€" (x2), "$", "Kr",
"£", "D","X", "■", "●",
"▭▭▭▭", "/Unit", "/L", "/",
"K", "g" and "/St"

5 controllable dots

3 controllable segments forming arrow sign "⬍"

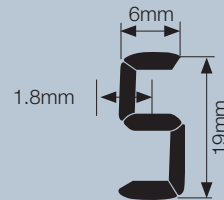2 controllable "/" segments

2 groups of 5 controllable digits and a single "1" (interval: 0 - (1)999 99)

6 contrallable alpha numeric characters

2 controllable "-" segments to show "cent" character

2 controllable special offer segments PROMO or inverted

Adhesive overlay (66 x 10mm) for printed static information

70mm

36.5mm

6mm

1.8mm

19mm

Article number	18310-00 (Freezer: 18311-00)
Housing	House Continuum Normal
Energy source	Exchangeable Lithium Battery
Number of Price fields	3
Overall size (w x h x d)	70 x 36.5 x 9.5mm/2.76 x 1.44 x 0.37in
LCD viewing area (w x h)	55.5 x 21.0mm/2.18 x 0.83in
Operating humidity	Non condensing
Expected operating lifetime	8-10 years (based on 30 min IR-Communication per day)
Operating temperature	+5°C to +40°C/+41°F to +104°F
Exists in Freezer version	Yes, -30°C to +40°C/-22°F to +104°F
Size of paper overlay (w x h)	66 x 10mm/2.6 x 0.4in
Communication/IR-protocol	Bi-directional/PP4C
ESL weight	26 gr/ 0.92 oz

PRICER

The E4 HCN Continuum ESL*

The new relationship between time and price

E4 HCN

X-FRA
/Kg
504 €
139 €

Chocolate Bon-Bons
Pricer
250 gr
002800030050   22/03/04
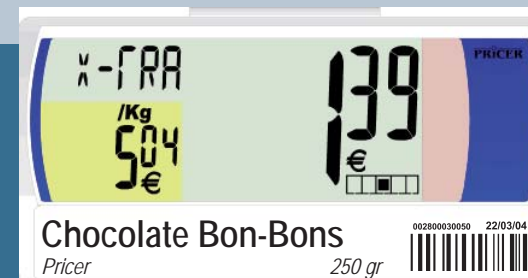
House Continuum Normal
70 x 36.5 mm (1:1)

PRICER
Quality & Reliability

* Electronic Shelf Label

size: small HCS

Chocolate Bon-Bons
Pricer 250gr
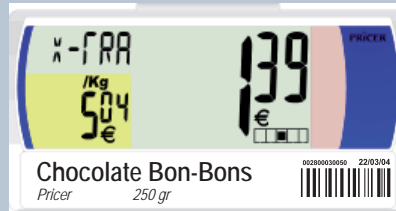
**size: normal HCN
70 x 36.5mm**

Chocolate Bon-Bons
Pricer 250 gr

size: wide HCW

Chocolate Bon-Bons
Pricer 250 gr

PRICER
Quality & Reliability

Chocolate Bon-Bons
Pricer 250 gr

in-store information

Chocolate Bon-Bons
Pricer 250 gr

member price mode
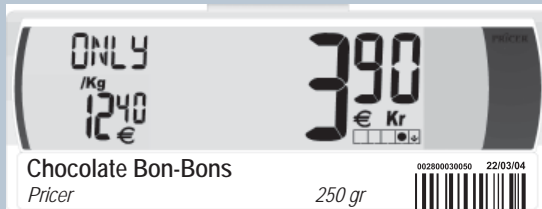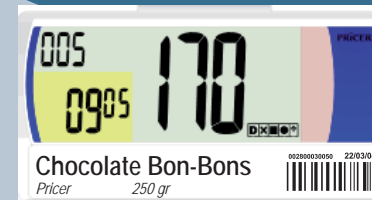
New shelf edge communication

Driven by the intense retail environment, retailers have demanded an ESL system which removes all obstacles to effective and clear shelf edge price and supply chain communication. One that brings scale, feedback and accuracy as well as enhancing both the customer experience and store systems. Pricer has responded with the new C² platform and the new ESL family which are supported by it, named E3 Continuum.
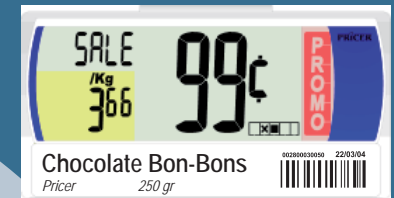
Technology that helps to...

Building upon the Promoline platform best of breed solution, the C² platform and Continuum ESL's benefit from a high performance processor and high memory capacity. Continuum brings to retailers advanced in-store marketing possibilities through display animations and transitions, as well as providing easy secure access to supply chain information directly at the shelf edge.

...grow sales, gross margin

With the Continuum, Pricer is setting a new standard for ESL design and functionality. The labels incorporate a larger LCD coupled with a streamlined paper overlay enhancing readability. An alphanumeric string with scrolling and flashing options enhances customer experience and increases sales, for example communicating on loyalty customer and club programs. A Fast Access IR Key powered by the C² platform brings inventory accuracy to the shelf edge and improves shelf availability while reducing shrinkage.

E4 Continuum highlights

• Red promotional symbol on/off or flash
• Yellow field highlight for alpha-string
• 3-4 price or information fields
• Up to 32 registers allows high storage capacity
• Full IR readout capabilities/item identification
• Flash and scroll synchronization (all labels)
• Full currency support
• Display transitions and animations such as flash and scroll
• Alphanumeric string, 9 characters, expandable to 30 with scroll
• Fast Access IR Key with multiple configurable key pad (see pic.: 1)
• WIFI PDA compatible (see pic.: 2)
• Single attachment or extruded carriers with locking system (see pic.: 3)
• Unbroken product name on overlay directly underneath LCD
• Fully compatible with robotic ALAM labeling machine
• Programmable consumer key interactivity

Display examples
• Bundle pack: 3 for 2.99; 5 for 2.88 - limit 10
• Loyalty program: Gold, Silver, Bronze; Point program; With card
• Scrolling promo: "Buy 2 get 1 free", "Use coupons for discount", "immediate cash back at check-out"
• Stock information: Inventory, next delivery, UPC/EAN, facing, high margin, discontinued...

Store integration: