



Pricer ESL in retail

# Table of contents

## Part I - Pricer ESL in retail

Pricer ESL in Food retail	p. 2
Pricer ESL in Pharmacies	p. 6
Pricer ESL in DIY	p. 8
Pricer ESL in Fruit & Vegetables	p. 12
Pricer ESL in Cash & Carry	p. 16
Pricer ESL in Mobile telephony	p. 18
Pricer ESL in Electronics stores	p. 19
Pricer ESL in Duty free stores	p. 20
Pricer ESL in Petrol stations	p. 21
Pricer ESL in Car supplies	p. 22
Pricer ESL in Office supplies	p. 23
Pricer ESL in Sporting goods	p. 24
The Pricer ESL system	p. 25
The Pricer DotMatrix™ range	p. 29
The Pricer Continuum range	p. 34
Software and infrastructure	p. 42
ESL accessories and tools	p. 45
Pricer system and new applications for retail	p. 47

## Part II - Attachment solutions for Pricer ESL

Shelf-edge attachments	p. 1
Peg hook attachments	p. 14
Fruit & Vegetables area	p. 24
Universal attachments	p. 32
Merchandising specialists	p. 40

# Introduction

Pricer is pleased to offer its Product User Catalogue, a complete overview of our Electronic Shelf Labeling (ESL) system. This user catalogue is aimed at showing different retail environments in which Pricer ESL can be implemented to improve store efficiency. It is also a handy tool to order Pricer accessories from the product range. Finally, the User Catalogue is aimed at guiding our customers through the numerous attachment solutions available on the market for Pricer ESL.

Pricer provides retail industry's leading electronic display and ESL platform, solutions, and services for intelligently communicating, managing, and optimizing price and product information on the retail floor. Pricer is the only company today offering a communication platform that supports both segment-based ESL and graphic ESL. The platform is based on a two-way communication protocol to ensure complete traceability and effective management of resources. The Pricer system improves consumer benefit and store productivity by simplifying work in the store.

The Pricer system is based on reflected infrared (IR) technology, which offers high communication reliability as it is not interfered, nor does it interfere with other RF devices. The use of IR also enables bi-directionality, or two-way communication, which enables the company head-office to trace remotely the situation of every store and monitor that all system elements, including the labels, function well. This provides a constant dashboard view of the system and alerts on any incident.

For nearly 20 years, Pricer has developed and sold to retail scalable, traceable electronic shelf edge display systems with a true and tried philosophy of scalability and reliability. Pricer has the largest marketshare for ESL worldwide. There are over 5,400 Pricer installations with more than 70 million ESL in operation in more than 40 countries worldwide. Of the 3 Top Ten Grocery retailers in the world that have deployed ESL, all have chosen Pricer.

Pricer was founded in 1991 in Sweden and is quoted on the OMX Nordic Stock Exchange.



# Pricer ESL in Food retail



# Pricer ESL in Food retail



# Pricer ESL in Food retail



SITOUR  
Peg hook holder  
page 18 part II



HL DISPLAY  
DotMatrix™ holder  
page 3 part II



Continuum HCW  
page 38 part I



DotMatrix™  
DM3370  
page 31 part I



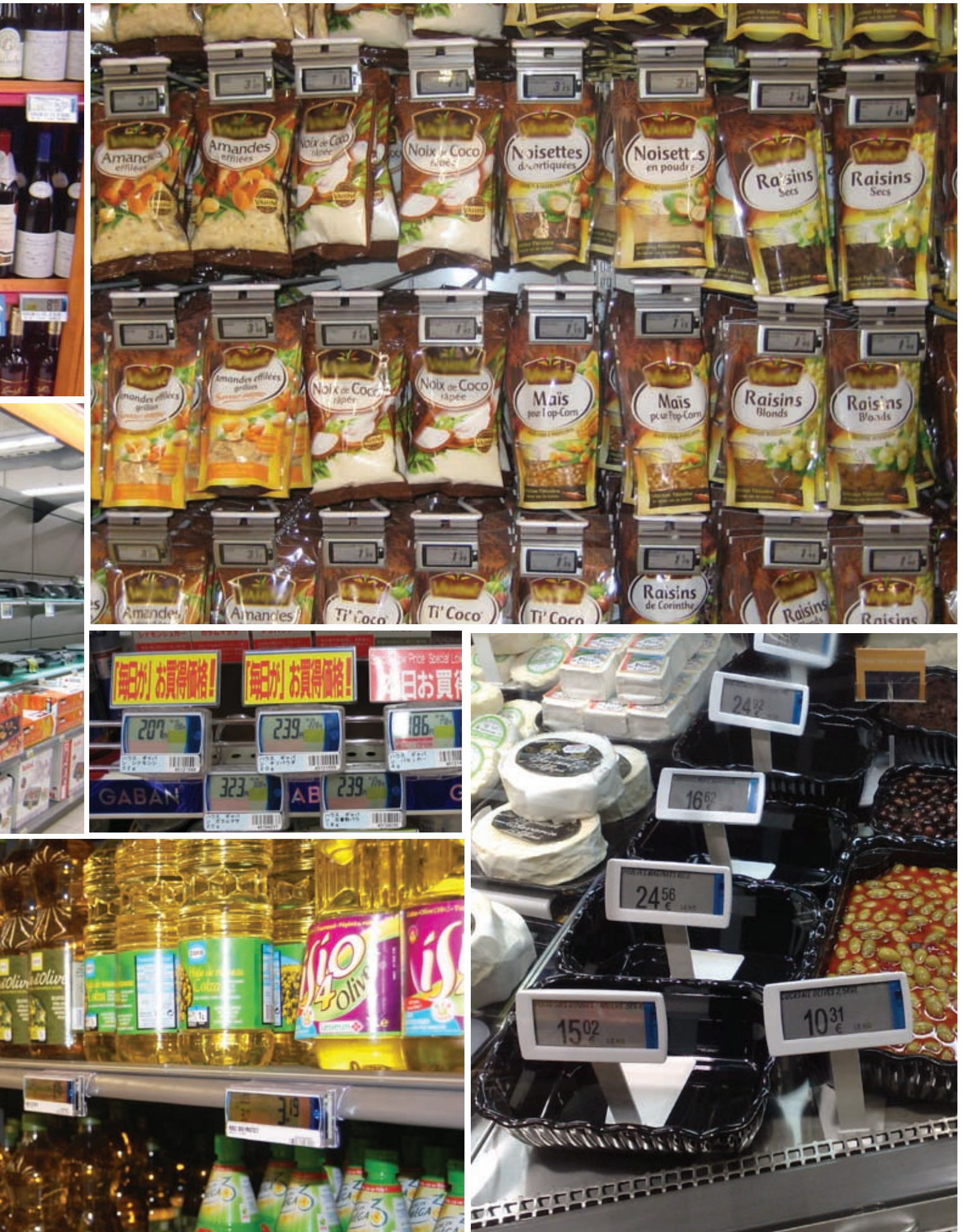
HL DISPLAY  
Peg hook holder  
page 19 part II



HL Slimline™  
page 3 part II



# Pricer ESL in Food retail







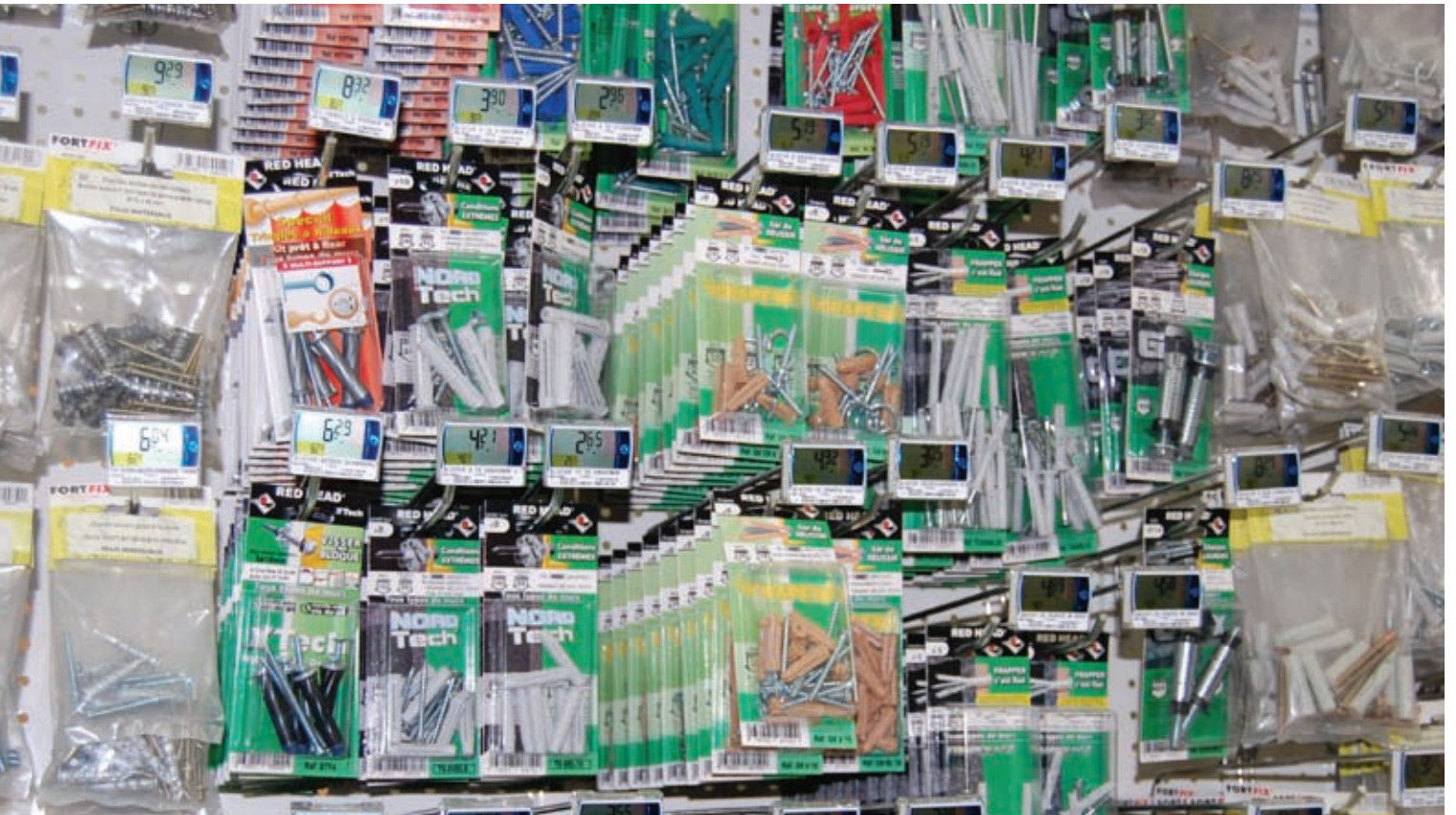
# Pricer ESL in Pharmacies



# Pricer ESL in DIY



# Pricer ESL in DIY



# Pricer ESL in Do-It-Yourself (DIY)



Continuum FVL  
page 41 part I



METO  
Peg hook holder  
page 20 part II



Continuum HCS  
page 39 part I



VISIOPLAST  
Peg hook holder  
page 23 part II



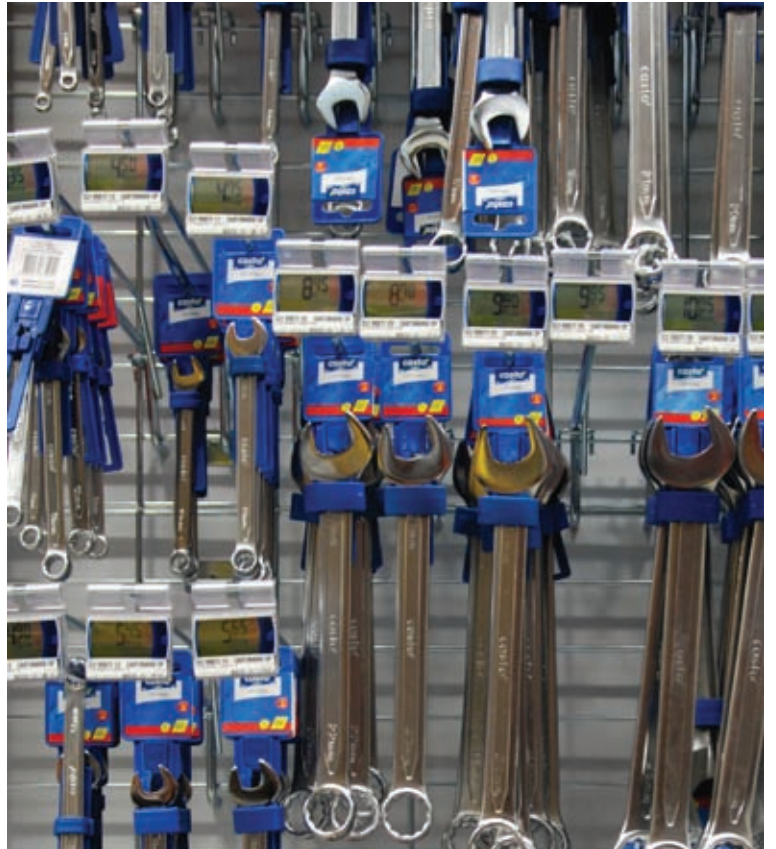
SITOUR Freeline™  
page 7 part II



HL DISPLAY  
Peg hook holder  
page 19 part II



# Pricer ESL in Do-It-Yourself (DIY)



# Pricer ESL in Fruit & Vegetables

**GRAND**  
**Frais**  
*Cultivons la Fraîcheur*

## La grenade

A découvrir pour sa saveur douce, légèrement acidulée, juteuse, sucrée et parfumée.  
La choisir lourde, signe qu'elle est bien juteuse.

**SE DÉGUSTE :**  
nature en grignotage, en décoration dans une salade de fruits, en jus de fruits après avoir pressé les grains...

Se conserve dans le bac à fruits du réfrigérateur.

Variété

Origine

Calibre

Catégorie



# Pricer ESL in Fruit & Vegetables



# Pricer ESL in Fruit & Vegetables



SITOUR  
F&V ESL board  
page 29 part II



NICOLIS  
Basket peg  
page 36 part II



METO  
Basket clamp  
page 31 part II



PRICER  
Standard display foot  
page 36 part II



HL DISPLAY  
F&V ESL board  
page 27 part II



METO  
Suspension hooks  
page 31 part II





# Pricer ESL in Fruit & Vegetables



# Pricer ESL in Cash & Carry



# Pricer ESL in Cash & Carry



# Pricer ESL in Mobile Telephony



# Pricer ESL in Electronics



# Pricer ESL in Duty Free stores



# Pricer ESL in Petrol stations



# Pricer ESL in Car Supplies





# Pricer ESL in Office Supplies



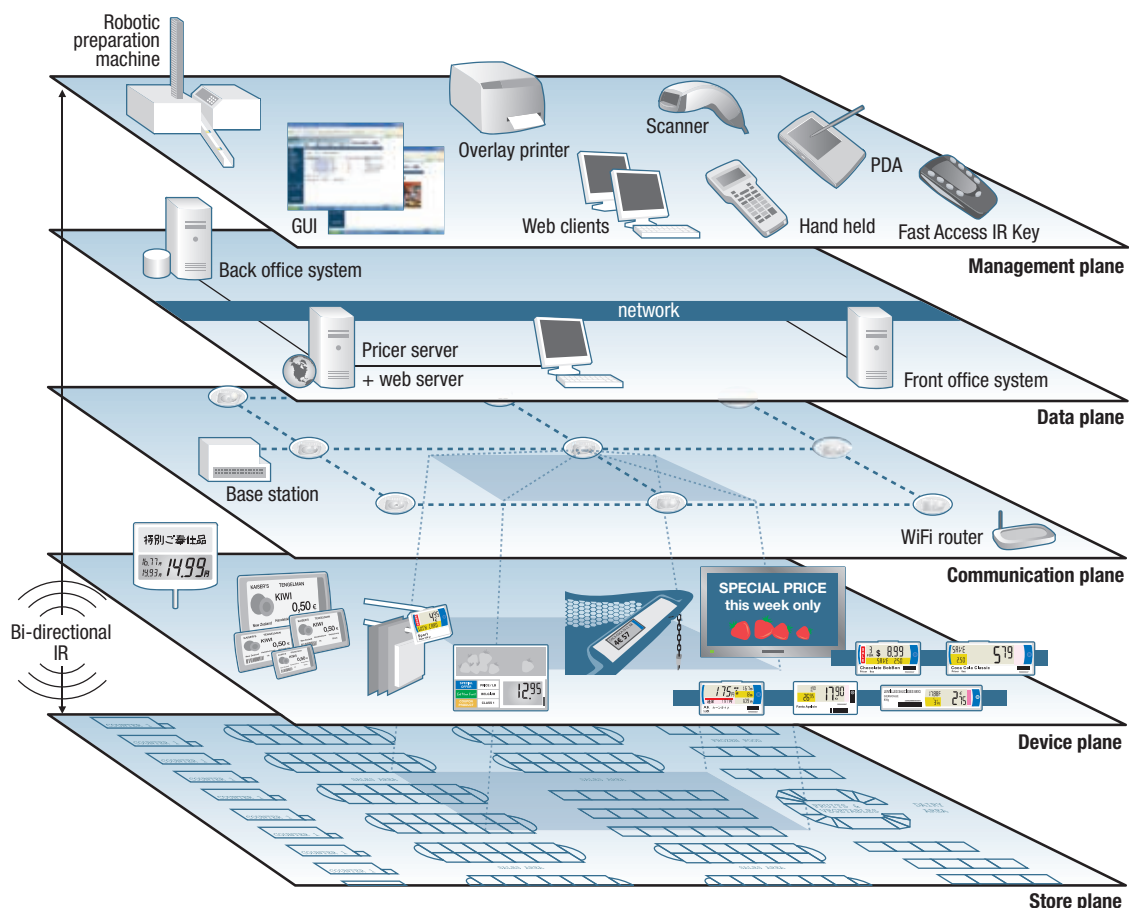
# Pricer ESL in Sporting Goods



# The Pricer system

Pricer has developed the only Electronic Shelf Labeling (ESL) platform worldwide able to support 2 display technologies under the same infrastructure.

The Pricer system is based on Infrared (IR) communication, which allows two-way communication and high speed transmission. Pricer offers the fastest platform on the market, with over 50,000 price updates per hour. A major advantage of IR is that it does not create any interference with Radio frequency (RF) devices in the store or even nearby, nor is it disturbed by RF devices.



## The Pricer platform overview

The Pricer system diagram is a graphical representation of the store environment and the system fundamentals. The system can be portrayed as hierarchical, each plane serving or being served by the parallel planes.

At the uppermost level is the **management plane** consisting of the tools to manage the system, from the software GUI to the robotics to prepare the ESL, to web clients to operate the system.

This is followed by the **data plane** which consists of the system architecture and is a graphic representation of the information flow from the retailer back office to Pricer's system, namely product files that are updated before the devices at the shelf edge are updated by the next plane, the communication plane.

The **communication plane** uses several wireless technologies. At the core is the transmission or diffusion of IR to the store floor, permitting a large-scale data flow to and from the devices. But with the spread of WiFi, Pricer's system now integrates with other wireless technologies for point-to-point tools, such as WiFi handhelds, or simply Ethernet connection.

The Pricer labels are found on the **device plane** since this is the hardware that defines the solution, ie. price and information displayed at the shelf edge or trolley at end of aisle or anywhere in the store.

Finally, the **store**, where the real story begins.

# The Pricer system overview

## Infrastructure

- Fully integrated omni directional Transceiver TRX, Receiver and transmitter in same unit
- Power over LAN between TRX and Base Station
- Optimized for retail environment
- PLUG & PLAY: TRX can be replaced without configuration
- PLUG & PLAY: New functions can be downloaded in firmware BS and TRX
- Base station – 32 transceivers /BS
- Surface covered by transceiver 80m<sup>2</sup> to 120m<sup>2</sup>
- Transmission mode between base station and server: Ethernet, serial 232 or RS422

## Communication

- Dual Platform supports both segment-based and DotMatrix™ displays
- Infrared – protocol PP4C (Pulse Position)
- Two way communication
- Bi-directional transmission 1.245 MHz – Low environment noise
- Speed: 50 000, up to 200 000 full memory changes per hour
- Cellular Communication
- Coverage limited to store surface
- IEC CB Test Certificates



Two-way ESL sends back information to server

## Electronic Shelf Label

- Full DotMatrix™ Range, from ESL size to A5
- Full Continuum range with 6 housing formats
- Streamlined dimensions: Small (HS) 48mm x 36mm and Standard (HN) 70mm x 36mm
- Ratio LCD / surface Standard ESL: 42% – Ratio LCD / ESL small: 47%
- Class 3k3 standard IEC721 humidity – 25%-85% non condensation
- LCD Anti-reflective (excepting Fruits et Vegetables ESL)
- 32 registers in memory
- Water resistant Fruits & Vegetables – ESL
- Welded box – Rigidity, anti-humidity
- 8 to 10 years of life minimum
- Option Exponent
- 3 price fields (up to 5 fields)
- 1:3 multiplex with 1/3 BIAS
- Bit error rate <10e-7
- Lithium Battery
- PLL band transmitter
- 184 segments managed by processor
- AGC circuitry for increased dynamic range
- Fixed identity – pre-baptized at manufacturing
- Clock filtering/detection – accuracy <100PPM
- Polycarbonate materiel – shock proof, anti-scratch
- Promo Flash (flashing red signal) red integrated in LCD (non LED)
- Freezer ESL -30° (PCB protected / liquid LCD )
- Low cost overlay print for static information
- Standard symbols – Liter, Kg, 100g, g, 100ml, euro (other)

# The Pricer system overview

## Software

- Multiplatform architecture
- Dual Platform support both segment-based and DotMatrix™ displays
- True Client, web browser oriented: multiple GUI to ease store operation and staff training
- OS Windows 2003 server, XP and 2000
- Window “Fast View” infrastructure and ESL status
- Alert and supervision capacity
- Print-out reports, Internal Logs
- Jobs scheduling
- Functionality Audit System and ESL
- Auto-Roaming
- Diagnostics Infrastructures and ESL
- Daily/weekly Task Programming
- Daily/weekly Action Programming
- Security level parameters
- Number of ESL/SKU unlimited
- Multiple level of Backup for Full security

## Benchmarking

	Continuum Range	DotMatrix™ Range
Bi-directional	yes	yes
Communication Platform supports both segment based and electronic bi-stable displays	yes	yes
More than 4 label formats	yes	yes
Battery life span	8-10 years	5 years
Exchangable battery	yes	yes
Graphical display	n/a	yes
Industrial LCD	yes	n/a
More than 180 segments	yes	n/a
Quarter VGA	n/a	yes
Viewing angle more than 85°	n/a	yes
Operating humidity non condensing	yes	yes
Operating temperature 5°C to 40°C	yes	yes
Number of pages in memory	32	3
Readable Bar code on display	n/a	yes
Logo on display	tampoon	yes
Adaptability to layout of display	n/a	yes

# Pricer ESL in different environments

Pricer's ESL offer is based on two display technologies: segment-based LCD displays, the Continuum range, and bistable graphic displays, the DotMatrix™ range. Both ESL ranges are complementary and adapted to the different needs of each store department.

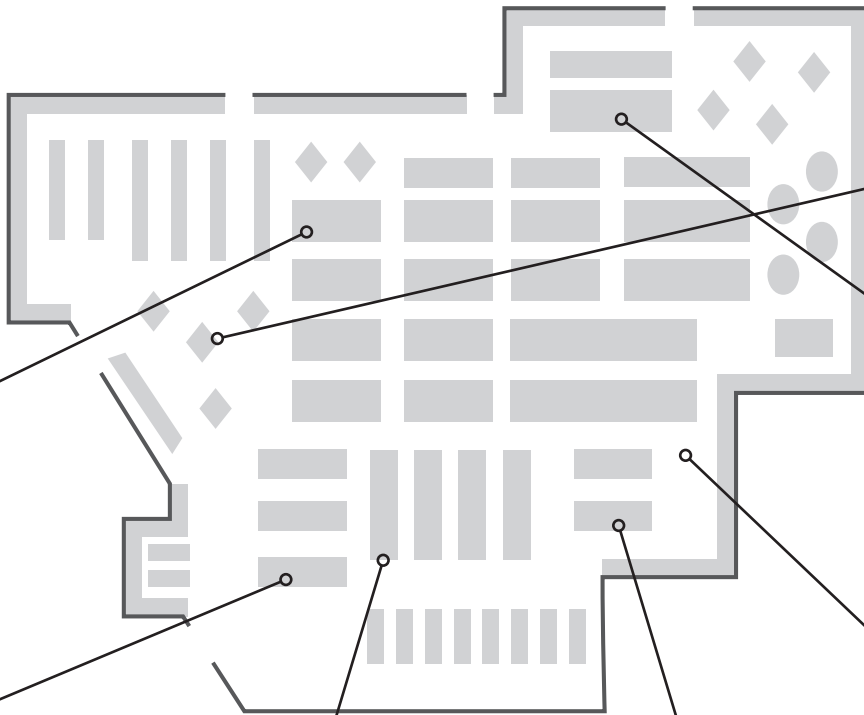
Example of a store in Food Retail:



The Continuum range



The DotMatrix™ range



DotMatrix™ DM110 in the fruit & vegetables area



DotMatrix™ DM110 in the home appliances area



DotMatrix™ integrated in a shopping cart



Continuum HCN in the grocery department



Continuum HCS in areas with peg hooks



Pricer Video Poster on end of aisle



DotMatrix™ DM 3370 in the perfume aisle

# The DotMatrix™ ESL range

DotMatrix™ is the new generation ESL range developed by Pricer and the first scalable solution of pixel-based wireless displays. DotMatrix™ graphic ESL offer paper-like display with the management advantages of ESL and increased operational benefits for the store.



## DotMatrix™ bistable display technology...

Pricer DotMatrix™ displays use a new and exciting display technology termed **bistable**, which has the ability to retain on-screen images with very limited power needs. As the term bistable implies, the picture elements are stable in two states (black and white). The display needs power only when the content changes.

The electronic display contains an electronic liquid powder which aims to generate greater brightness and a broader viewing angle than comparable LCDs. Full pixel based images can be displayed, also termed “all point addressable”.

## Customer benefits

### READABILITY

The pixel technology offers paper-like display. A wide view angle enables to read the information without standing in front of the ESL.

### FLEXIBILITY

DotMatrix™ graphic displays give full flexibility in the content. The store can very easily create its own template. The system is adapted to send images and logotypes on the ESL.

### EASY

The readable barcode permits to scan the ESL once installed. DotMatrix™ ESL are compatible with most attachments on the market for easy installation.

### CUSTOMIZATION

DotMatrix™ ESL frames are designed for colour. On the smaller ESL, both the inner and outer frame can be customized with colour. ESL can also be customized with separate snap-on frames. These frames are designed for logotype printing and available in various standard colours.

### EVOLUTION

The DotMatrix™ technology is adaptable to many applications and gives you many possibilities beside product information at the shelf.

# The DotMatrix™ ESL range

## Product highlights

- Flexible wireless graphic display
- Low power, bi-stable display technology
- Bi-directional system to ensure limited shrinkage
- Supported by the wireless Pricer platform
- Wide angle view - excellent readability
- Clear characters of any font
- Paper-like display, multiple colour options
- Readable bar code
- Several pages to display price and information
- Full content flexibility
- Configurable Fast Access IR Key
- WiFi PDA compatible
- Integrated with major print solutions
- Supported by most accessory vendors
- Can be installed on most PC based hardware, for example scales
- Full size range from ESL to 5"x7" / A5
- Multiple colour combinations
- Snap-on accessories
- Rugged and lightweight

## Product range overview

	<b>DM3370</b>	<b>DM4292</b>	<b>DM110</b>	<b>DM200*</b>
Article number	13301-00	13407-00	13203-00	13402-00
Outer dimensions	33 x 70	42 x 92	80 x 124	145 x 200
Display (pixels)	72 x 172	90 x 230	192 x 320	320 x 480
Resolution	92 dpi	88 dpi	80 / 88 dpi	76 dpi
Display size (mm)	19.7 x 48	25.9 x 66.2	61 x 93	108 x 162
Weight	29 g	40 g	108 g	n/a
Number of pages (minimum)	4	4	2	3

*\*Pre-released product*



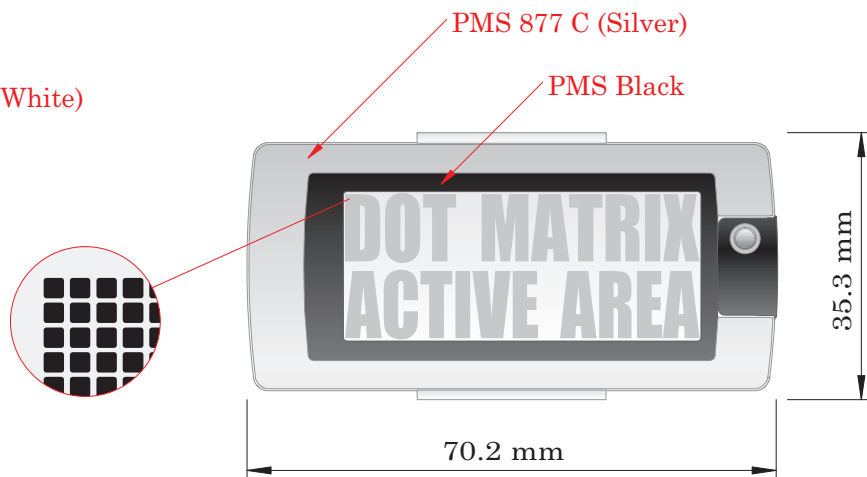
# The DotMatrix™ range: DM3370

Reference: 13301-00

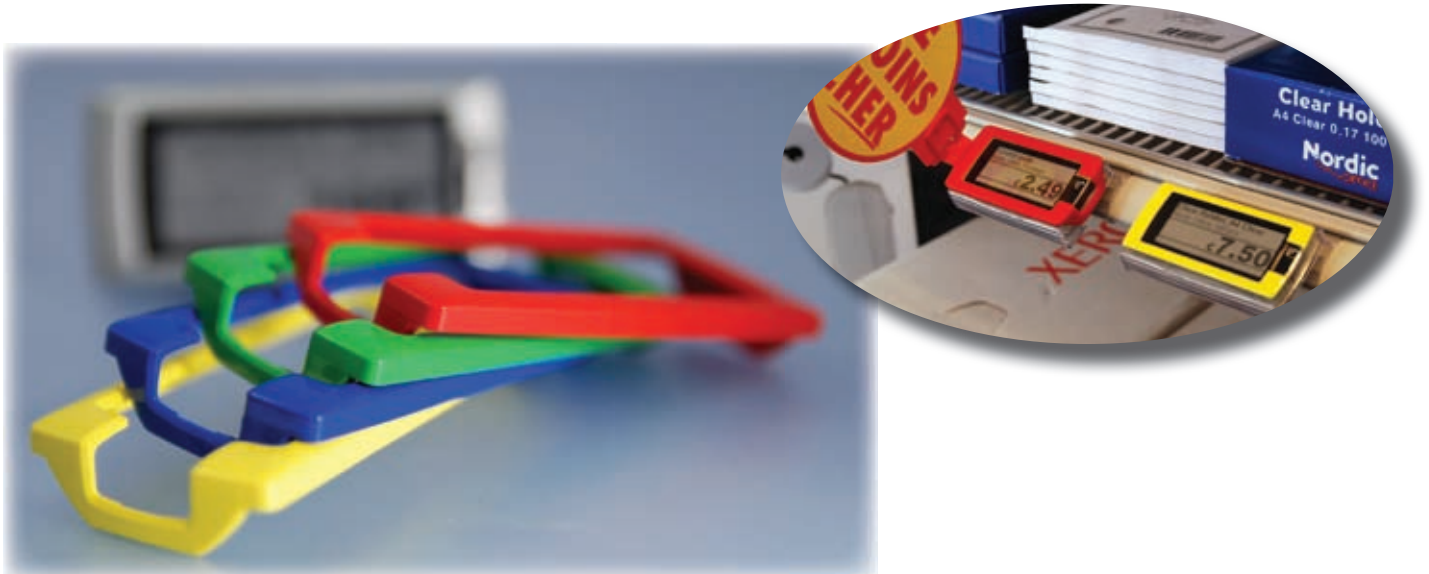


DotMatrix™ DM3370 has been designed with the size of a paper label in order to be used at the shelf edge. DM3370 has a readable barcode and offers full flexibility of content and paper-like visibility.

- Active area: 47.3 x 19.8 mm (w x h)
- No of columns: 172
- No of rows: 72
- Resolution: 90 dpi
- Monochrome (Black/White)



DotMatrix™ ESL can also be customized on demand with separate coloured snap-on frames to highlight promotions in the store. Minimum quantity of 500 pieces.



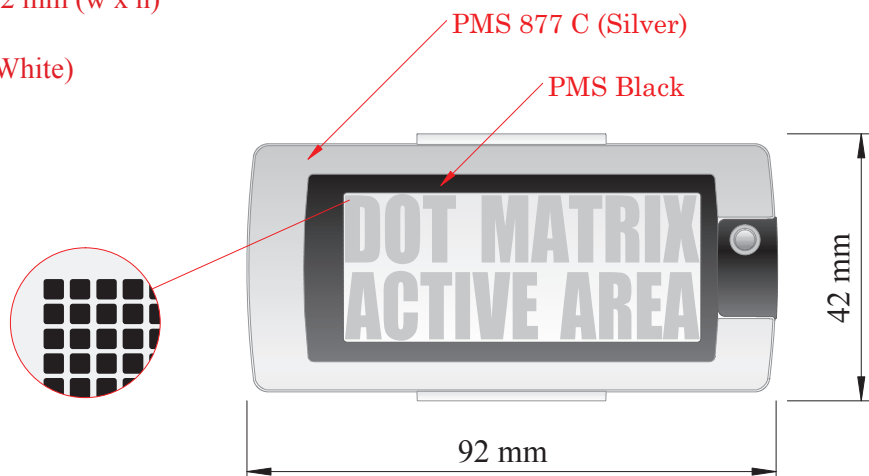
# The DotMatrix™ range: DM4292

Reference: 13407-00



DotMatrix™ DM4292 has been designed for optimal price readability at the shelf edge. DM4292 has a readable barcode and offers full flexibility of content and paper-like visibility.

Active area: 25.9 x 66.2 mm (w x h)  
Resolution: 88.2 dpi  
Monochrome (Black/White)



DotMatrix™ ESL can be customized on demand by changing the inner and outer frame colours. Minimum quantity of 200 000 ESL.



Outer frame colour



Inner frame colour



# The DotMatrix™ range: DM110

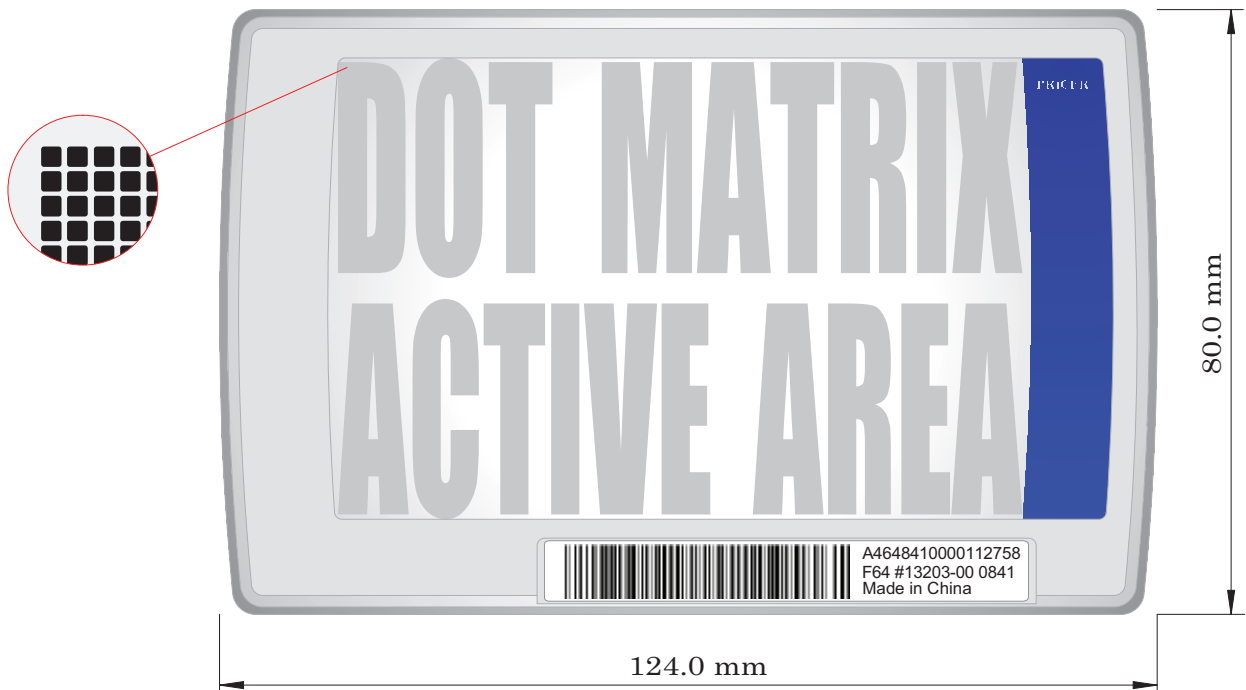
Reference: 13400-00



Active area: 93.0 x 61.0 mm (w x h)  
 No of columns: 320  
 No of rows: 192  
 Resolution: 88 dpi (horizontal), 80 dpi (vertical)  
 Monochrome (Black/White)



DotMatrix™ DM110 is a large display, ideal for the Fruit & Vegetables area where product information has to be detailed.



DM110 can be customized with coloured snap-on frame on demand.

- Standard colours: white, black
- Special colours: minimum quantity of 5000 pcs

Reference: 66123-xxxx (pantone ID)

Snap-on frames can also be customized with a logotype.

- Logotype: minimum quantity of 500 pcs

DM110 is standard grey. Outer frame can be customized with colour for a minimum quantity of 10 000 ESL.



# The Continuum ESL range

## Product highlights

- Supported by the wireless Pricer platform with over 50 000 updates / hour
- Bi-directional system
- Up to 32 registers, high storage capacity
- Flash and scroll synchronization (all labels)
- Full currency support
- Display transitions and animations such as flash and scroll
- Red promotional symbol on/off or flash
- Yellow field highlight
- Alphanumeric string, 9 characters, expandable to 30 with scroll
- Unbroken product name on overlay directly underneath LCD
- Fast Access IR Key with multiple configurable key pad
- WIFI PDA compatible
- Fully compatible with robotic ALAM labeling machine
- Programmable consumer key interactivity
- Single attachment or extruded carriers with locking system

## Product range overview

<b>Model</b>	<b>HCS</b>	<b>HCN</b>	<b>HCW</b>	<b>HCM</b>
Article number	18210-00	18310-00	18410-00	18041-10
Outer dimensions (mm)	48 x 35	70 x 35	96 x 35	92 x 47
Display size	35 x 21	56 x 21	81 x 21	27 x 72
Paper overlay size (mm)	46 x 10	66 x 10	92 x 10	90 x 17
Freezer version	no	yes	no	no

# The Continuum ESL range

Continuum is Pricer's segment-based ESL solution. Continuum is the most extensive ESL range on the market and covers the needs in all the departments of a store and in any store type. Pricer Continuum ESL are characterized by their modern and coloured design. The platform is the fastest on the market and permits massive price changes for optimal price competitiveness.



## Customer benefits

### **HIGH PRICE REACTIVITY**

Fast and massive price changes: over 50 000 changes per hour  
Centralized control on prices and product information

### **OPTIMAL VISIBILITY**

Liquid Crystal Displays (LCD) active area with preset segments for information display.  
6 different sizes of ESL to guarantee a good readability in all the areas of the store.

### **IMPROVED MANAGEMENT CONTROL**

Large storage capacity to facilitate information management. Each ESL has 32 registers to provide all necessary information on prices, promotion prices, promotion dates, stock inventory, order processing, facings.

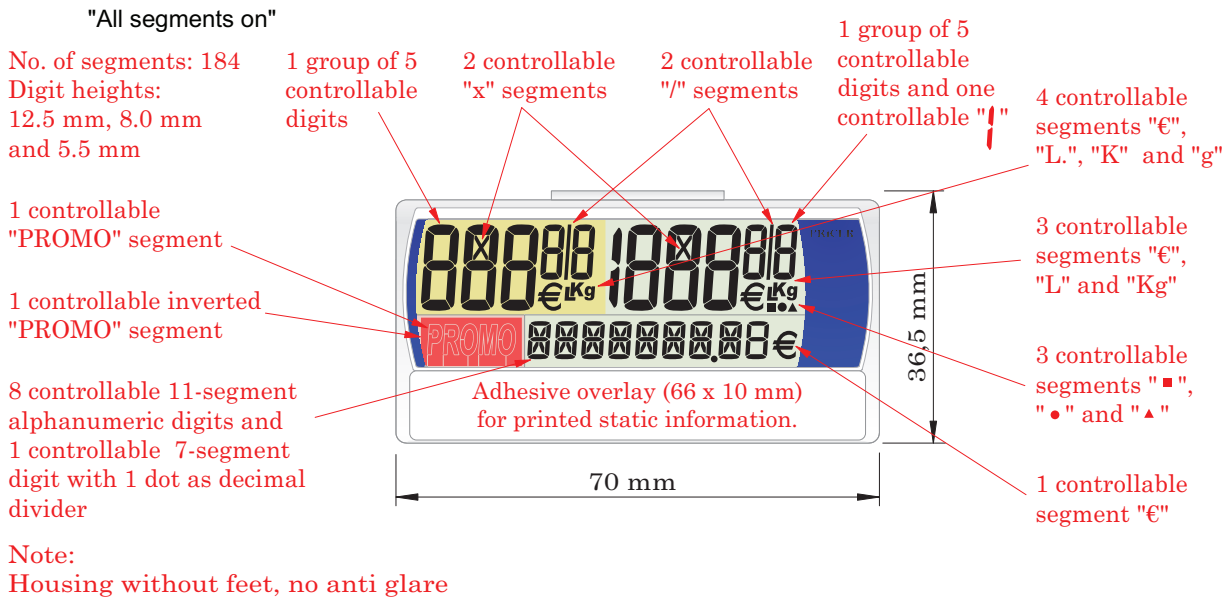
### **COST-EFFICIENT AND SECURE INVESTMENT**

Low power consumption  
Long operating life: 8 to 10 years

# The Continuum range: HCN E3

Reference: 18312-00

Continuum HCN E3 offers a large alphanumeric area at the bottom of the ESL.



## Customization

Continuum HCN can be designed to specific housing colour requirements using blue or red colours.




# The Continuum range: HCN E4

Reference: 18310-00



Continuum E4 HCN (Housing Normal) is the standard ESL of the Continuum range, with a size equivalent to a typical paper label.

 A **Freezer version** of Continuum HCN has been developed for frozen food areas. This ESL is equipped with a specific processor and LCD material that allows resistance to negative temperatures (up to -30°C).

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

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

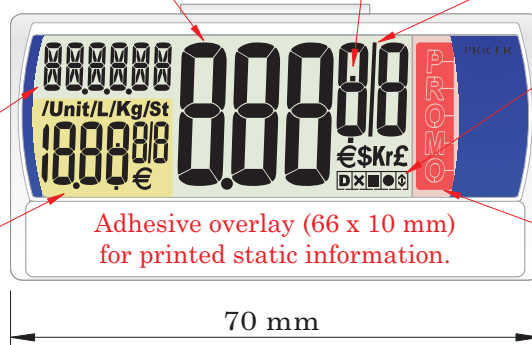
2 controllable " - " segments to show "cent" character

2 controllable "/" segments

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

6 controllable alpha numeric characters

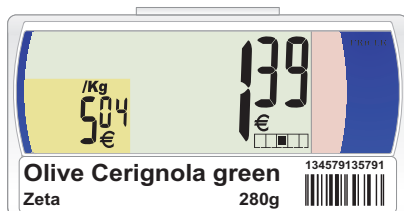
5 controllable dots



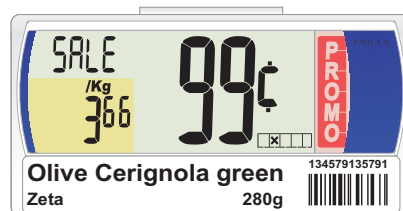
3 controllable segments forming arrow sign "↕"

2 controllable special offer segments *PROMO* or *inverted*

## Normal mode



## Special offer mode



# The Continuum range: HCW

Reference: 18410-00



Continuum HCW (Housing Wide) is recommended for large product facings or in areas where product prices can be >999.

No. of segments: 180  
Digit heights:  
19.0, 12.5 mm  
8.4, 5.5 mm  
6.4 mm

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

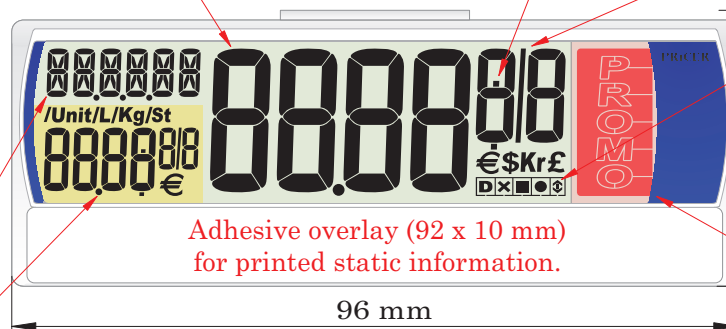
6 controllable alpha  
numeric characters

5 controllable dots

2 groups of 6 controllable  
digits  
(Interval: 0 - 9999 99)

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

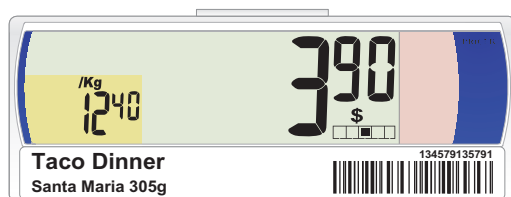
2 controllable  
"/" segments



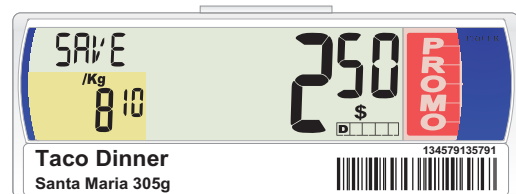
3 controllable  
segments forming  
arrow sign "↕"

2 controllable  
special offer  
segments  
*PROMO* or  
*inverted*

## Normal mode



## Special offer mode





# The Continuum range: HCS

Reference: 18210-00



Continuum E4 HCS (Housing Small) optimizes small product facings and peg hooks areas.

No. of segments: 165  
Digit heights:  
12.5, 8.2 mm  
5.5, 3.6 mm  
5.5 mm

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

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

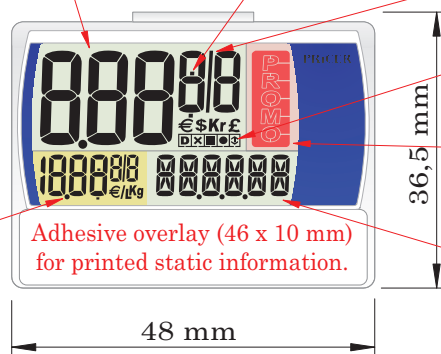
2 controllable "/" segments

14 controllable segments:  
"€" (x2), "\$", "Kr", "£", "¤",  
"x", "■", "●", "□□□□",  
"/", "L", "K" and "g"

3 controllable segments forming arrow sign "↕"

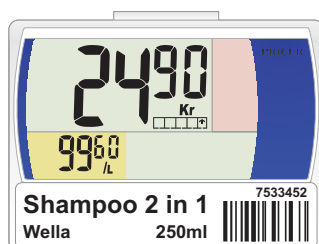
2 controllable special offer segments  
*PROMO* or *inverted*

5 controllable dots

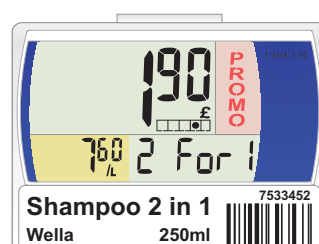


6 controllable alpha numeric characters

## Normal mode

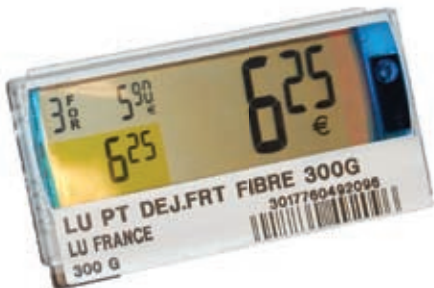


## Special offer mode



# The Continuum range: HCM

Reference: 18041-10



Continuum HCM (Housing Maxi) has been designed with large size digits to improve visibility for the shoppers in areas where information is displayed far, such as the open frozen food area or high shelving.

1 group of 5 controllable digits and 2 groups of 6 digits with one dot as decimal divider (on, off, or all segments flashing). Interval: 0 - [1] 999 99)

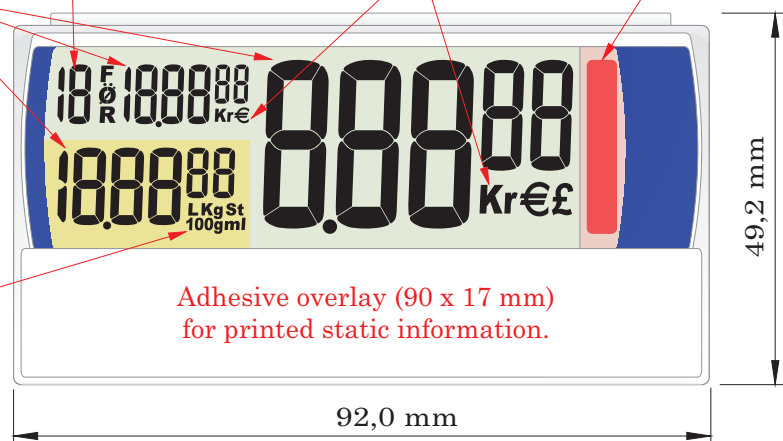
2 controllable digits and 3 segments "FOR", "•••" and "•/•" (on, off, or all segments flashing).

5 controllable segments: "Kr" (x2), "€" (x2) and "£" (on, off, or all segments flashing)

Controllable special offer segment (*on, off, or flash alone*).

No. of segments: 134  
Digit heights:  
22.30, 14.65 mm  
10.25, 6.70 mm  
7.90 5.20 mm

6 controllable segments: "L", "Kg", "St", "100", "g" and "ml" (on, off, or all segments flashing)



## Normal mode



## Multi-price mode



# FVL segment-based display

Reference: 18619-00



The FVL display uses a segment-based display technology. This display offers high price readability and highlights promotions with a red "flash" area.

1 group of 5 controllable digits with one dot as decimal divider (on, off, or all segments flashing. Interval: 0 - 999 99)

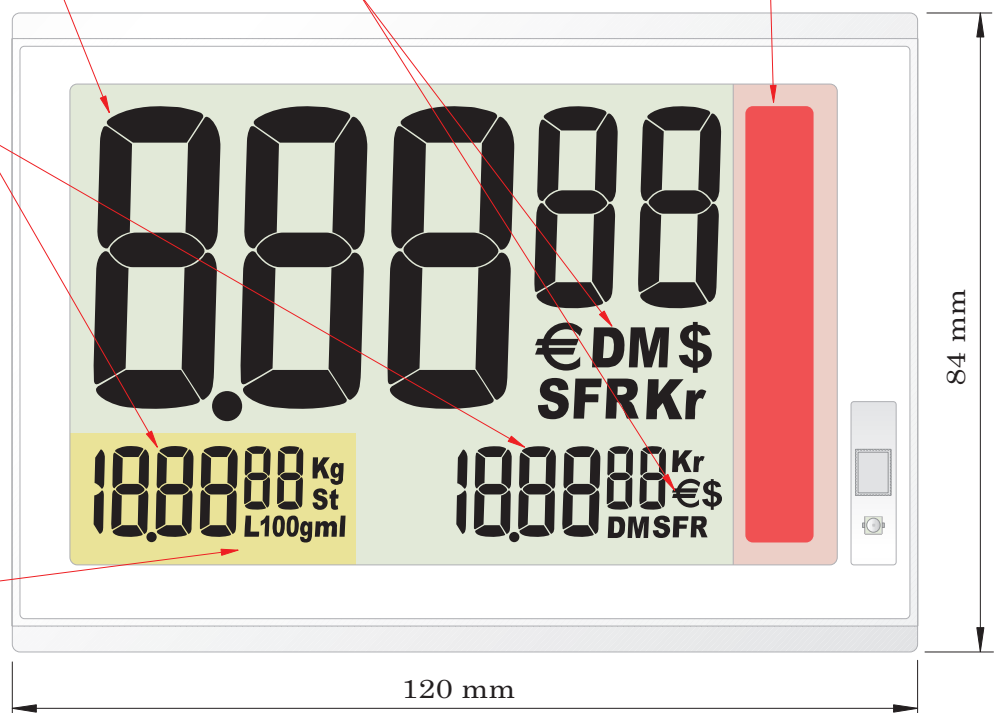
2x7 controllable segments: "€", "DM", "\$", "S", "F", "R" and "Kr" (on, off, or all segments flashing)

Controllable special offer segment (on, off, or flash alone).

2 groups of 6 digits with one dot as decimal divider (on, off, or all segments flashing. Interval: 0 - 1 999 99)

No. of segments: 131  
Digit heights:  
40.00, 26.70 mm  
12.00, 8.40 mm

6 controllable segments: "L", "Kg", "St", "100", "g" and "ml" (on, off, or all segments flashing)



# Software and Infrastructure

The Pricer Server Software is a complete ESL Client/Server software controlling and handling the total Pricer ESL system.



## Software & Licenses

### **Art. Nb. - 76110**

Pricer R3 server for small installations. Only with micro base station.

### **Art. Nb. - 76112**

Pricer R3 server for large installations with more than 1 mini base station.

## Pricer R3.5 Server

Pricer's software version R3.5 has been designed to further optimize a retailer's ESL investment and staff, improve store-efficiency and use display tools for DotMatrix™. A video tutorial is available and updated on the Pricer website.



### Scheduling

Pricer R3.5 allows to program the display times for your store support information on the different registers of the ESL: facings, stock inventory, next delivery date, etc.

### Maintenance

Management reports in the R3.5 server contribute to improving operational control and store efficiency. The reports indicate the status of the ESL in the store and trending of performance and optimization. Price logs from ESL update status gives proof of current and past conformity.

### Central and local monitoring

Pricer R3.5 permits to control and monitor the system at a store level, by department, but also centrally, at headquarters level. The two-way communication technology enables the system to give a complete status overview of several stores at the same time.



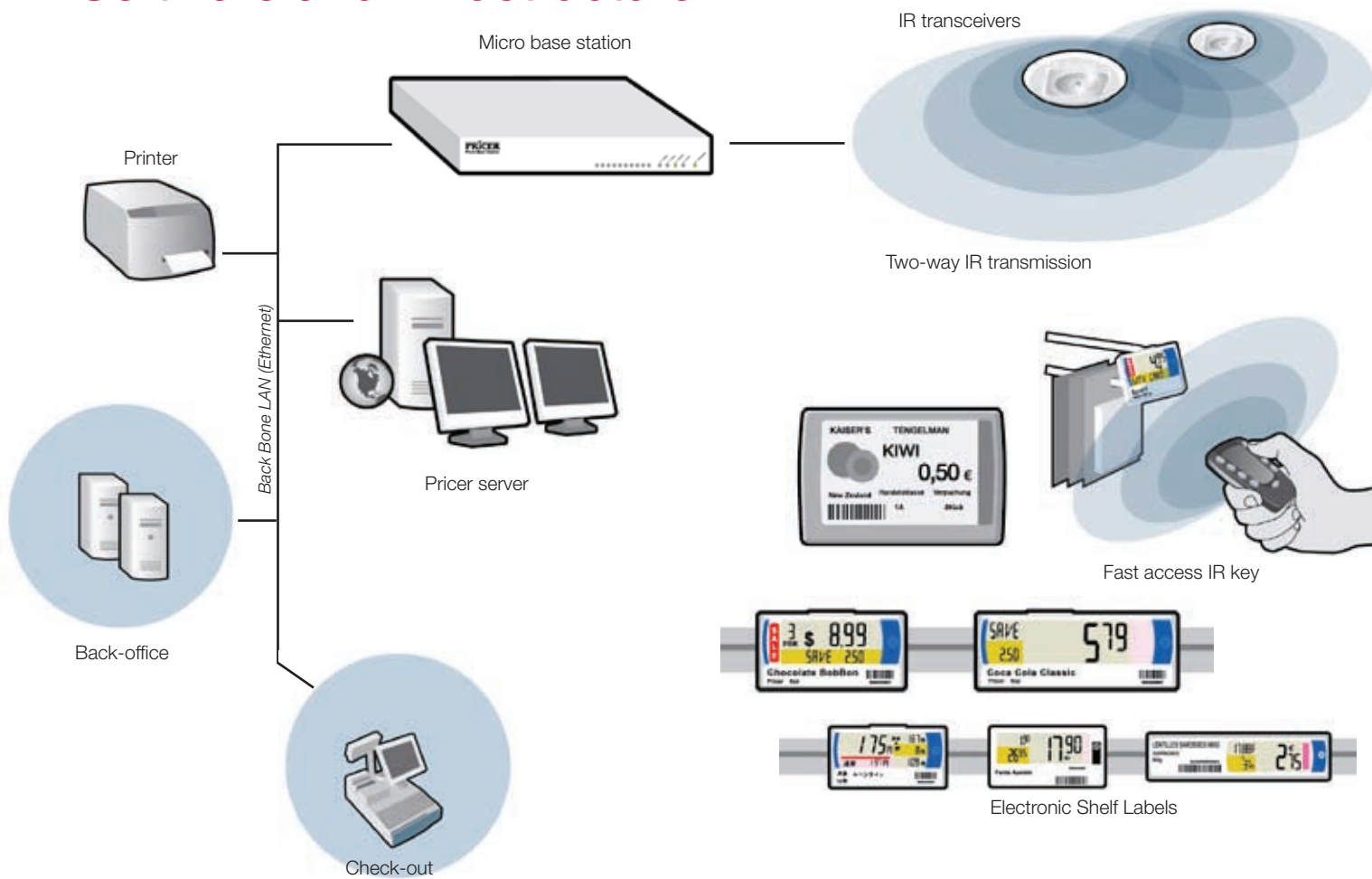
### DotMatrix™ support

Pricer R3.5 offers increased communication speed and efficiently manages the new generation DotMatrix™ graphic displays. The system facilitates image creation and accepts special characters in order to give total flexibility in the content of the displays.

### New devices

Pricer's latest software has been designed to support future evolutions of the system and innovative devices based on the Pricer solution. Among these are the Pricer Web Viewer, a management tool to help increasing store productivity at all levels of the staff, and the Pricer DM Trolley, an innovative solution to create timely campaigns in the store. *Read more about Pricer Web Viewer and Pricer DM Trolley on pages 47 to 52.*

# Software and Infrastructure



## Why Infra-Red (IR) communication?

It's all about bandwidth!

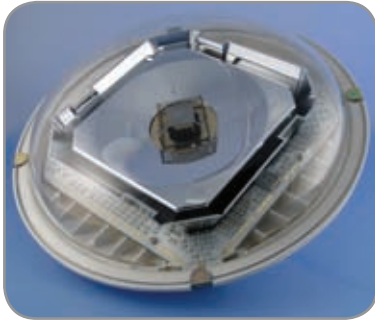
- **High transmission speed** for total price reactivity and flexibility
- **Full two-way communication**
- **Cell communication**
- **Efficient energy use**
- **No interference** with any electronic material inside and nearby the store.
- **Not disturbed** by any RF devices
- **Scalability** by number of ESLs, by store surface supported by the system.
- **Security of information**, IR communication cannot be intercepted.

## What are the benefits of two-way communication?

- **Gives control** of store operations.
- **Reduces operational costs** through improved ESL stock management.
- **Secures ESL investment**
- **Ensures reliable price information** for shoppers.
- **Regulatory conformity:** price logs from ESL update status gives proof of conformity
- **Effective ESL management increases shoppers' satisfaction**
- **Improves store margins** by ensuring prices at the shelf conform to those in the database.

# Software and Infrastructure

The infrastructure consists of hardware units called Base Stations (BS) and Transceivers (TRX). The base stations are connected to the Pricer server either via a standard Ethernet network or via a serial link. The base stations communicate with the transceivers via a twisted pair cable network. The transceivers communicate with the Pricer ESL using a wireless infrared two-way connection.



## Transceiver TRX 40SE

**Art. Nb. - 25041**

The Transceiver 40SE serves as both IR transmitter and IR receiver. It is connected to the BS via a cat.5e FTP (Folded Twisted Pair) cable and uses PP4C, a proprietary protocol owned by Pricer.

Transceivers must be installed from 3 to 5 meters above the floor. Depending on the store layout they cover up to 140 m<sup>2</sup>.



## Micro Base Station

**Art. Nb. - 25030**

Controls up to 4 transceivers and can be used with any Pricer Server release. It is suitable for small retail outlets of less than 400 m<sup>2</sup>.

It is connected to the Pricer server via a standard serial cable (RS232 or RS422) or Ethernet cable using a serial to Ethernet adapter. The micro base station has a built-in powersupply and one-way transmitter to update ESL in back-office area.



## Base Station E32

**Art. Nb. - 25046**

Controls up to 32 transceivers via integrated Ethernet connection, and is to be used with Pricer R3.5 software.

BS E32 offers support for Pricer Quadspeed protocol which quadruples DotMatrix update speed. Each BS can manage up to 4000 m<sup>2</sup>. It is connected to the Pricer server via a standard serial cable (RS232 or RS422) or Ethernet cable. A powersupply is needed: 110-120 volts AC 60Hz (NA) or 220-240 volts 50 Hz (Europe). Use wall mounting kit for attachment.



## Wall mounting kit for Base Station

**Art. Nb. - 65024**

Kit includes a wall plate to which the Mini Base Station and Power Supply is attached and a protecting wall cover.



## Power Supply Unit

**Art. Nb. - 25045**

Powers the Base Station E32. One Power Supply Unit (PSU) per Base Station. Fits in the Wall-Mounting Kit.

# ESL accessories and tools



## Adhesive paper overlays

For Pricer Continuum ESL and printer Tec SV4.

- Art. Nb. 66093-01** - Paper overlays for Housing Continuum Small (HCS)
- Art. Nb. 66090-01** - Paper overlays for Housing Continuum Normal (HCN)
- Art. Nb. 66096-01** - Paper overlays for HCS/HCN all-in-one
- Art. Nb. 66097-01** - Paper overlays for HCS/HCN/HCW all-in-one
- Art. Nb. 66094-01** - Paper overlays for Housing Continuum 25 (H25)



## Printer Toshiba Tec SV4 and accessories

### **Art. Nb. 66111-10**

Thermal transfer printer for printing paper overlays. The package includes one ink ribbon, one roll of paper overlays, cleaning kit, installation and instructions manual, 1-year warranty.

### **Art. Nb. INKROLL**

Ink ribbon for overlay printer Toshiba Tec SV4. Approx. 18 000 prints per roll.



## Pricer ESL Bin

To be fixed against the wall on the store surface. Permits to collect all ESL in the store that are unused or need to be linked or unlinked in the system. Prevents from losing the ESL and thus reduces roaming in the server.



## Pricer ESL Work Station

A complete Work Station with a desk, racks and trays to install the Pricer server, all accessories and store the ESLs. The Pricer ESL Work Station allows you to keep a clean area for your ESL solution.

*Please contact us for conditions.*

*\* this picture is not contractual*



## ALAM Robot

Pricer's patented Automated LAbeling Machine (ALAM) produces up to 3000 ESL per day.

The ALAM Robot is connected to both the Pricer server and the printer. It prints the paper overlays, sticks them onto the ESL and finally links the ESL.

The ALAM Robot can produce all sizes of Continuum ESL.

*Please contact us for conditions.*

## ESL accessories and tools



### **Fast Access IR-Key** *Art. Nb. 66110-00*

This tool is necessary to switch from one ESL register to another. For example to check stock levels on a product item.  
Compatible with both Continuum and DotMatrix™ ESL.



### **Pricer Scan Flash** *Art. Nb. SCANFLASH*

For express-scanning on the store surface to print a paper overlay for new product items.



### **WiFi PDA**

Provides an access to the Pricer system directly on the store surface and allows to link and unlink ESLs.



### **Bar-code Scanner** *Art. Nb. - 65005*

For linking and unlinking the ESL with the product items in the Pricer system.



### **ESL Removal key**

This tool is necessary to remove ESL from their attachment as they are firmly fixed.



### **Pricer's user tips**

ESL removal keys can also be ordered directly from attachments suppliers: HL Display, Sitour, Ovelar, etc.



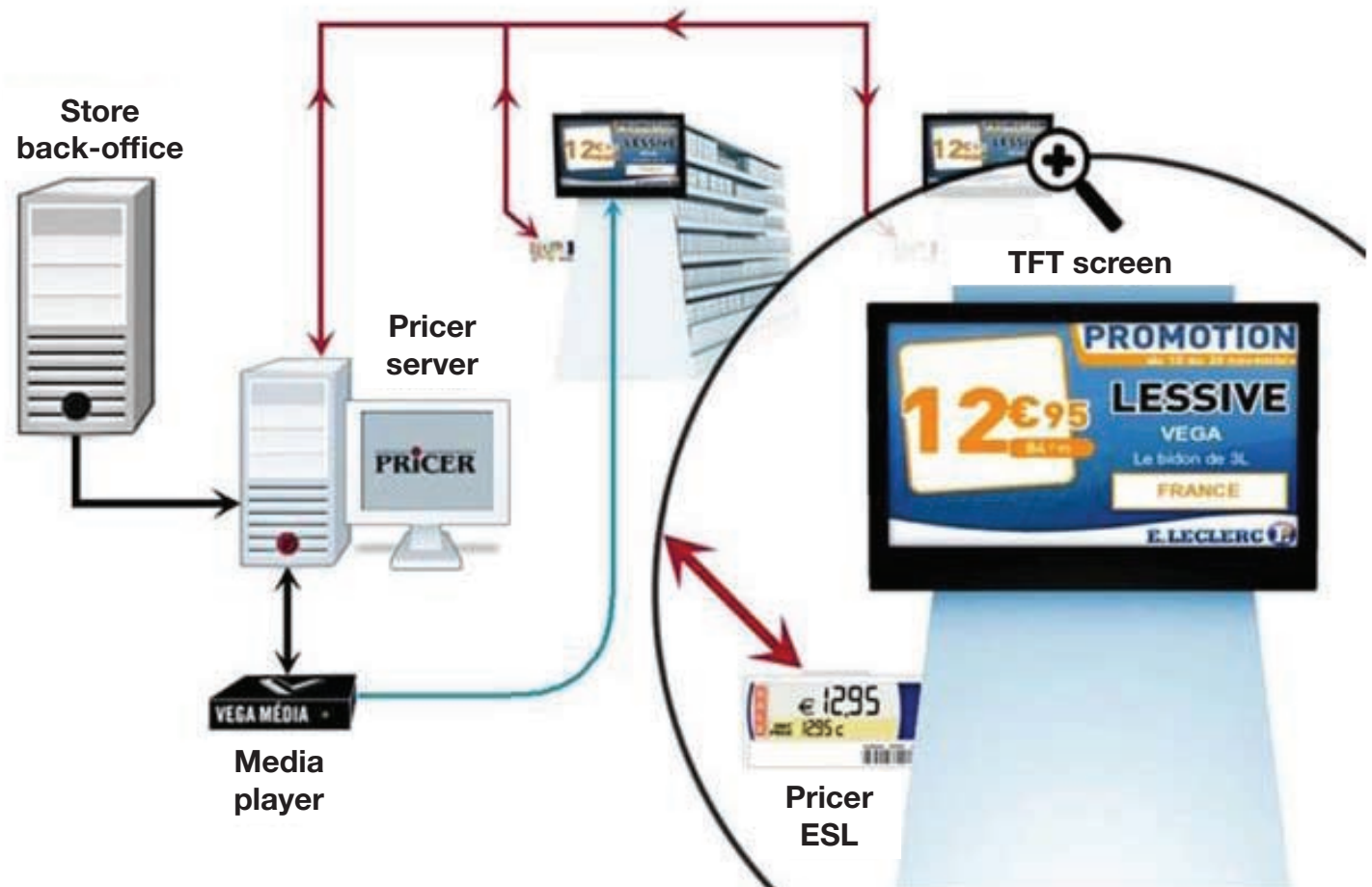
# Pricer system and new applications for retail



# Pricer Video Poster

**Pricer Video Poster is retail's first fully automated dynamic display solution.** Video Poster utilizes the existing Pricer infrastructure and the system's two-way communication technology.

## System architecture



The Pricer Video Poster is a multi-screen system and can be placed anywhere in the store.

It is supported by the existing Pricer infrastructure and displays product information extracted from store's product database.

Message can be selected automatically according to store department, it requires no time from staff.

## Pricer Video Poster

The Pricer Video Poster brings promotions alive in the store and helps increasing additional sales. Product information is displayed in real time in on large screens and in an attractive way so that shoppers can immediately identify the promotions. The fully automated content frees up man hours and staff is more available for sales and service, increasing customer satisfaction.



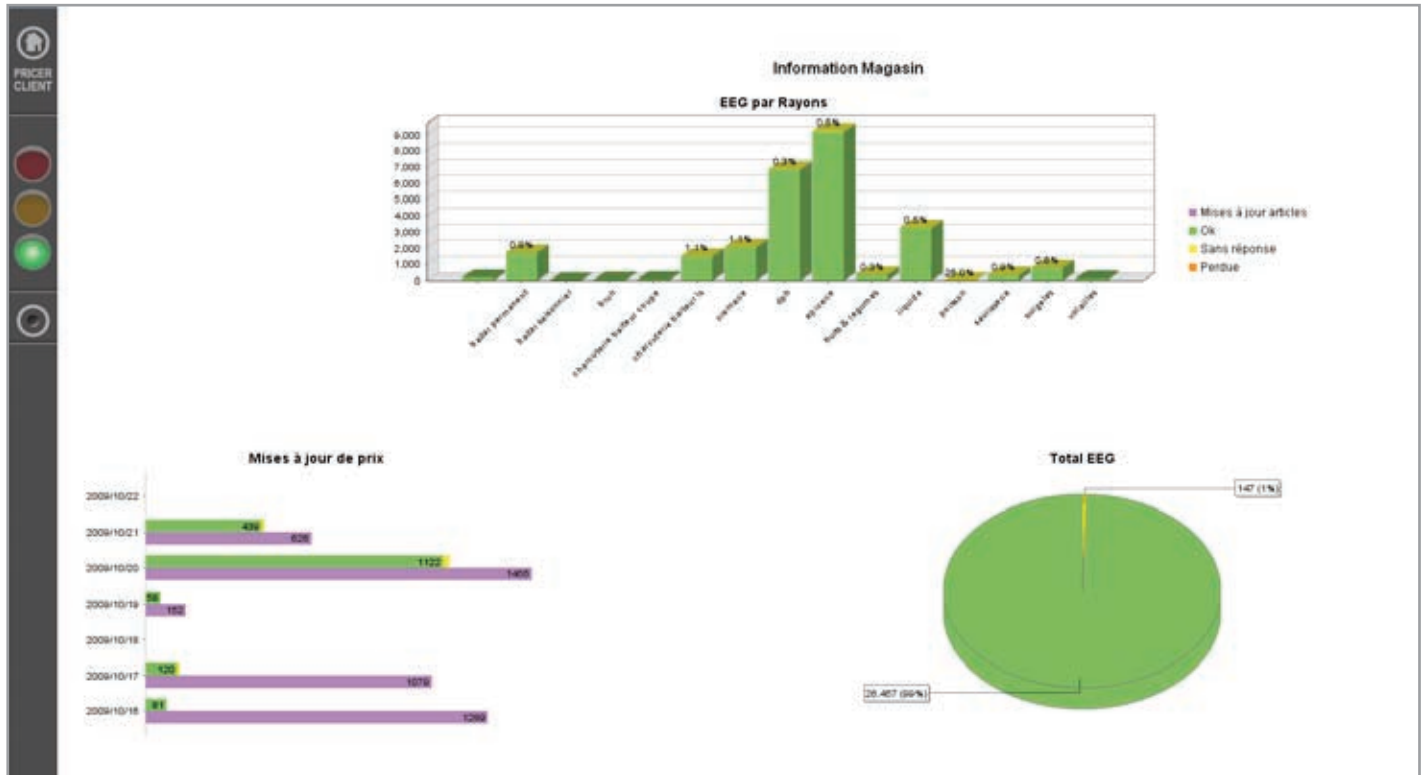
### Advantages of Video Poster

- Full content automation
- Increases staff availability for clients
- Dynamizes your campaigns
- Increases impact of promotions
- Reliable information to shoppers
- Increases customer satisfaction
- Easy management for the store
- No maintenance required

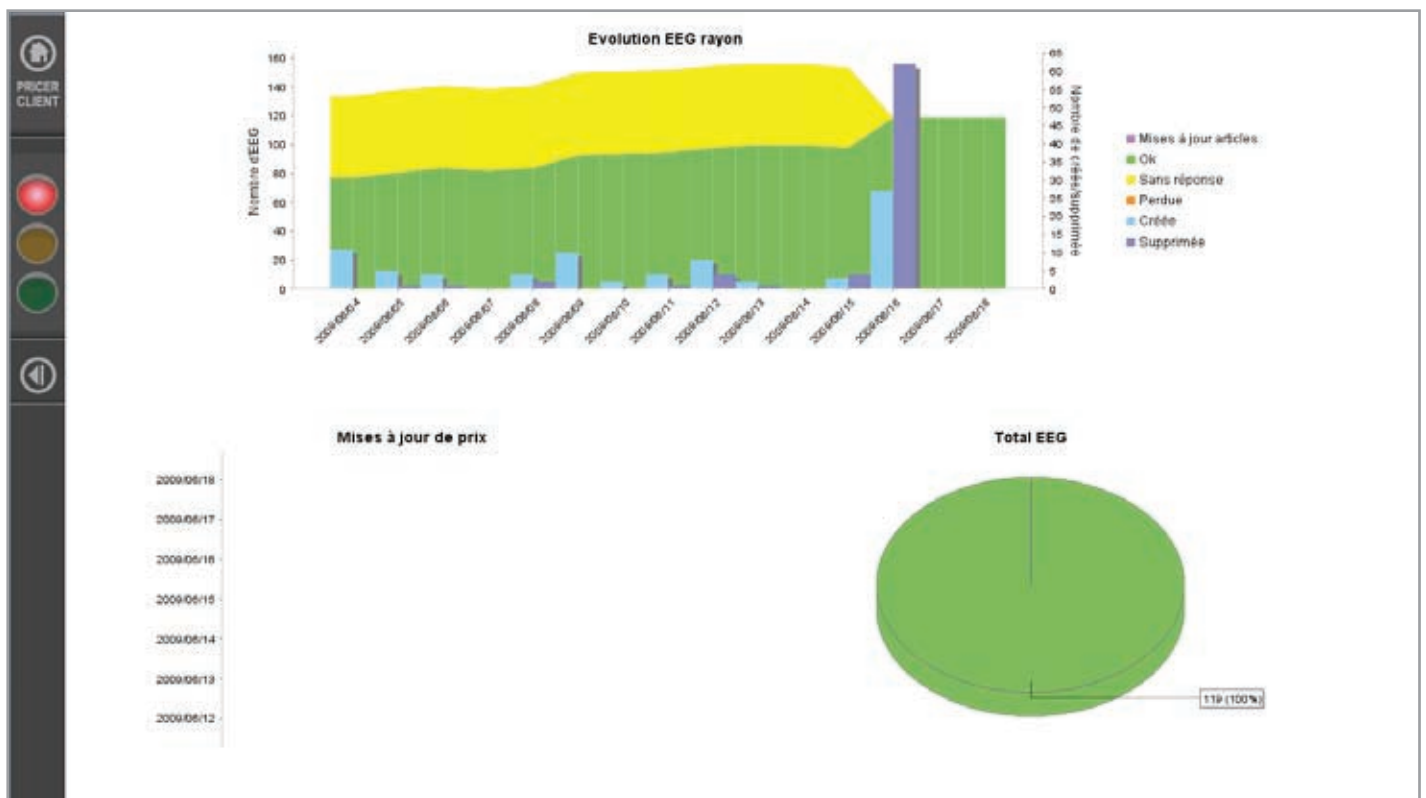


# Pricer Web Viewer

The Pricer Web Viewer is a dynamic dashboard that adds control to store operations. This application utilizes the two-way communication of the Pricer system to provide timely and detailed information on the ESL system status, at a department level. It significantly contributes to improving store efficiency.



Screen view showing ESL system status per department.



Screen view showing ESL system status detailed within a department.

# Pricer Web Viewer

The Pricer Web Viewer can be installed anywhere in the store, offices or even rest places and is accessible to the entire staff, to help controlling shelf management. The Web Viewer gives a clear overview of the ESL system status for each department. The tactile screen allows staff to navigate easily.

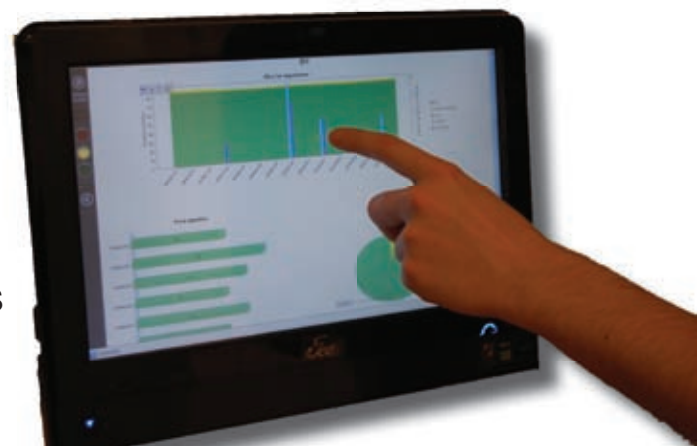


*Web Viewer in coffee area for staff*

The Pricer Web Viewer requires no infrastructure, it is supported by the installed Pricer platform and connected to the store network.

## Advantages of Web Viewer

- Gives control to ESL store operations
- Improves store efficiency
- Displays trends and history
- Accessible at all staff levels
- Detailed information per department
- Instant overview of ESL system status
- Utilizes existing Pricer infrastructure
- Requires no maintenance



# Pricer DM Trolley

Pricer's DM Trolley is another application of the DotMatrix™ solution. It utilizes the existing Pricer infrastructure and requires no further investment. A DotMatrix™ wireless display, inserted in the trolley handle, communicates with the server and displays messages that are previously selected by the staff in the product database or randomly by the system for product promotions.



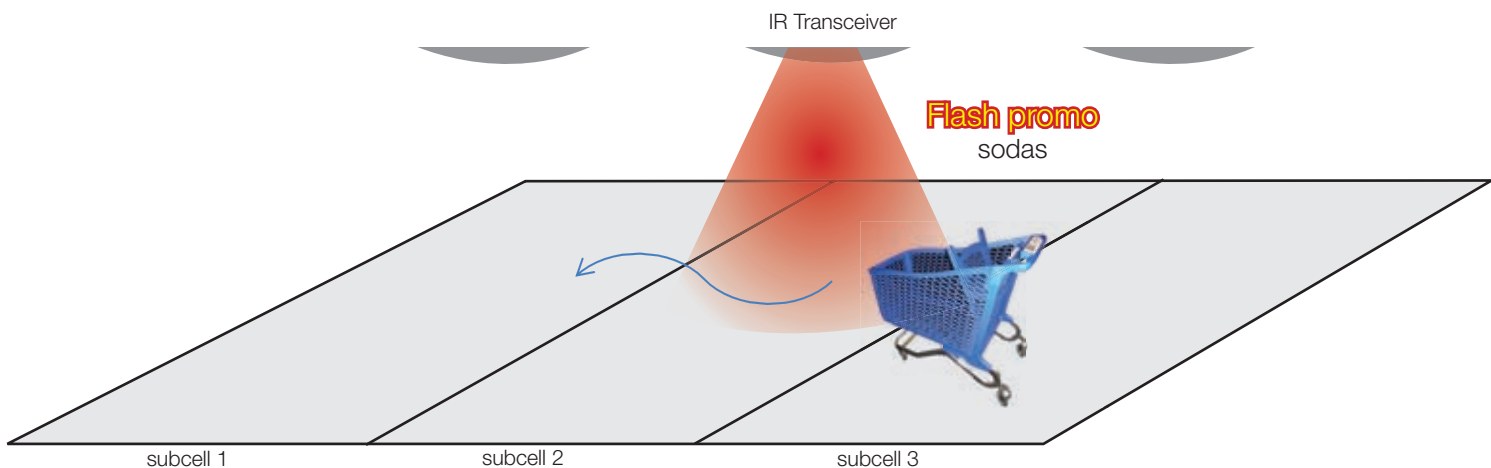
## Advantages of DM Trolley

- Dynamizes your campaigns
- Increases the impact of your promotions
- No promotional pollution on the shelves
- Reliable promotional informations
- Easy management for the store
- No extra investment
- No maintenance
- Message is visible for the shopper

**Two-way system confirms product on the shelf with ESL acknowledgement, and therefore promotion of product flows to the trolley.**

DM Trolley utilizes the store subcells (product environments defined by the store) to display the messages. The store selects the area where the message is to be broadcasted.

For example, a store can broadcast a promotional message in the subcell with sodas. All the trolleys that will enter this area will receive the message and consumers will be instantly alerted about the promotion.



# Pricer ESL Best Practices

1

Every product should have an ESL.

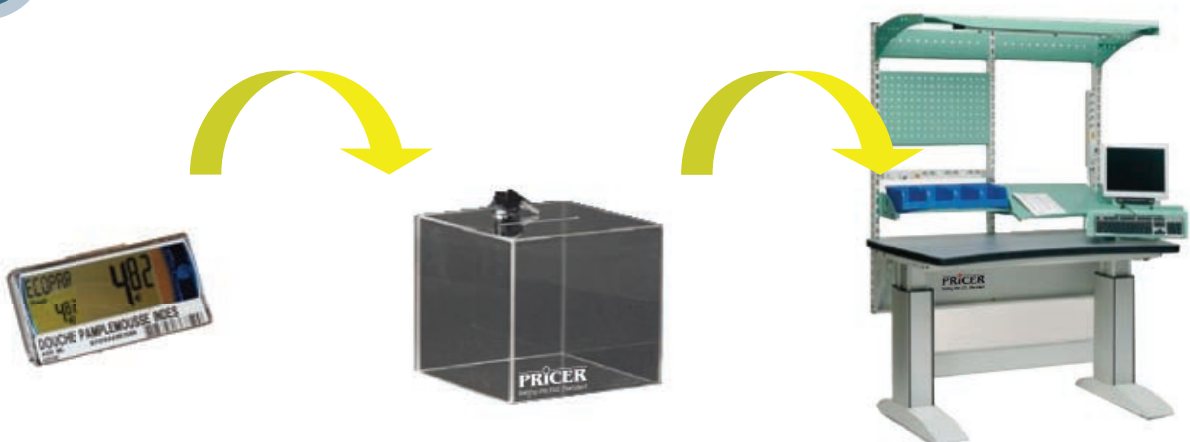
2

We recommend to always check status of lost ESLs (roaming) in the system to ensure your investment is properly managed.

- Always unlink ESLs from the system when not in use.
- Always unlink a defective ESL before returning to Pricer.
- Keep unlinked ESLs in workstation area.
- Do not keep ESLs in your pockets, nor in the store area !
- Deposit all unused ESLs in the Pricer bin. We suggest you install the bins at the entrance to offices and warehouse.
- Damaged ESLs at the shelf edge should be quickly removed, unlinked and replaced.
- Do not toss ESLs in the garbage, even when broken.

3

Never remove the ESL barcode at the back of ESL.



**HEAD OFFICE**

Pricer AB  
Bergkällavägen 20-22  
SE-192 79 Sollentuna  
Sweden  
Telephone: +46 8 505 582 00  
Fax: +46 8 505 582 01

**SALES EUROPE**

Pricer S.A.S.  
3 Parc Ariane - Bât. Saturne  
Rue Hélène Boucher  
78280 Guyancourt  
France  
Telephone: +33 1 61 08 40 20  
Fax: +33 1 61 08 40 30

**SALES AMERICA**

Pricer Inc.  
PO Box 1086  
New York City, NY 10040  
USA  
Telephone: +1 212 567 5490  
Fax: +1 212 849 6901

**SALES ISRAEL**

Pricer E.S.L. Israel Ltd.  
2 Levontin  
65111, Tel Aviv  
Israel  
Telephone: +972 3 6887879  
Fax: +972 3 6889151

[www.pricer.com](http://www.pricer.com)  
[info@pricer.com](mailto:info@pricer.com)