

Press Release

ZBD announces strategic partnership with ILID Pty Ltd.

ZBD, the epaper for retail specialist, has announced a strategic partnership with ILID Pty Ltd, the Australian ESL (electronic shelf labels) market leader that will see elements of both companies' retail display solutions combined to deliver an innovative solution powered by the ZBD Bounce RF communication system and data management applications.

The new solution integrates ILID's segment displays with ZBD's Bounce RF architecture, adding a low-cost segment display to ZBD's portfolio of epaper products. Using Bounce as the platform to drive both segment displays and epaper displays, retailers will be able to operate a mixed estate of displays. The move will enable both companies to target previously untouched markets, capitalising on the new solution's low touch infrastructure combined with the lowest cost ESL solution in the market today.

Shaun Gray said, *"Our two companies have been working together for sometime to deliver a solution that brings together ZBD's unique low touch infrastructure, ZBD's market-leading bistable dot matrix display and ILID's segment display. The market is already familiar with each technology and they understand the respective benefits. Our combined solution is, we believe, the most cost-effective technology available, which we know will appeal to markets previously unable to invest in ESL technology. This will be particularly attractive to those clients gradually migrating from segment displays, offering them a non-intrusive migration path"*

Commenting on the venture, Ralph Pickering, Director at ILID Pty Ltd said, *"We know that there is huge potential for our combined solution worldwide. With ZBD's minimal infrastructure requirements, and our cost-effective segment displays, it's a winning combination."*

ZBD and ILID will deliver the first installations of the combined solution in Q3 2010. The venture will see the two companies working together to sell ZBD's solution within territories previously untouched by ZBD, including the Middle East, and Asia-Pacific regions.

About ILID Pty Ltd

ILID Pty Ltd is a wholly-owned subsidiary of UXC Ltd, a publicly listed Australian company with revenues approaching AUS \$800 million. The company uses a technology invented in Australia and is now patented in 23 countries. ILID's segment displays have been installed in over 100 stores across 10 countries worldwide.

The ESEL market leader in Australia, UK and UAE, ILID Pty Ltd specialises in servicing Hypermarket, Supermarket, C-Stores, Wholesale, Hardware, Liquor, Fuel Forecourt and Pharmacy segments.

Headquartered in Melbourne, Australia, the company's largest installations have over 40,000 labels per store, with initial installations operating for over 10 years.

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