

Press Release

ZBD announces epop 55 for US and European hypermarkets.

The most cost-effective epaper display for the large-scale hypermarket sector.

ZBD, the 'epaper for retail' specialist, has announced a new electronic shelf label (ESL), the epop 55, designed for the US and European hypermarket sectors: typically stores with over 40,000 SKUs.

The epop 55 offers almost double the screen area of comparable shelf edge displays on the market today. ZBD's bistable LCD gives excellent image detail and unrivalled capability to display full graphical content such as logos and scannable barcodes.



Building on the success ZBD's existing range of products, the epop 55 has been designed for large-format retail outlets that wish to convey more comprehensive information to their customers, particularly promotions, but also additional consumer advice and even competitor data. Within the highly automated hypermarket environment, the larger screen will also be utilised when the displays are in operational mode (eg: during replenishment periods) to convey remerchandising and management information graphically.

The epop 55 enables a fast return on investment (ROI) with its rich content display. Coupled with ZBD's light touch infrastructure, it brings a highly functional and cost-effective solution for the specific needs of the US and European hypermarket sectors.

Jann Naef, Director of Product Marketing for ZBD, said *"We have been working with innovative retailers in the USA and Europe to arrive at the design of the epop 55 so we are confident that the extra screensize and readability will deliver a great business tool to unlock the full benefits of epaper in retail."*

"Our customers benefit from accessing ZBD's world-leading team of scientists and engineers dedicated to solving their needs. Because the inventors of this technology are still part of our company today, we can respond rapidly to our US and European customers and partners and deliver more screen size and functionality for little extra cost" said Naef.

As with ZBD's epaper range, which comprises the epop 50, 300 and 500 (pictured), the epop 55 is fully graphical and includes all the standard features of the epop 50. It fits seamlessly into ZBD's low-touch Bounce communication system, providing retailers with a complete, integrated ESL solution. Each Bounce Communicator can support thousands of updates per hour across a full store.



epop 55 dimensions:
88mm x 42mm
240 x 96 pixels

For further information, please contact:

Delfi Technologies A/S på tlf. +45 70 222 555 or visit www.breecesystem.com



Denmark +45 70 222 555
Sweden +46 8 742 20 55
Norway +47 32 78 12 11

www.delfi.com info@delfi.com

