



# Shelf Edge & Digital Signage

REVITALISE SHELVES AND CAPTIVATE CUSTOMERS WITH ENCHANT DIGITAL SIGNAGE.

Dynamic displays that offer real-time price and promotional updates with a spellbinding level of engagement through vivid HD visuals and integrated videos.



# Embrace the future of retail with DIGI's Shelf Edge Displays and Digital Signage - the Enchant Series.

DIGI's Shelf Edge Displays and Digital Signage solutions turn visionary retail experiences into a reality. Step into a brighter future and engage your customers like never before with the Enchant series of shelf-edge displays and digital signs.

These cutting-edge digital display systems offer vivid high definition visuals capable of bringing dynamic content to life while creating an immersive experience anywhere in your store.

The full range of Enchant Digital Displays securely integrate with our Electronic Shelf Label System empowering you with complete store shelf management.

## ENCHANT DIGITAL DISPLAYS

A game-changer for retailers, our DC-powered 10.1" multimedia displays come in single or double-sided LCD screens and unlock endless possibilities for maximising engagement with your promotional campaigns.

With an IP68 protection rating, Enchant Digital Displays are resistant to dust and moisture making them ideal for most in-store environments including fresh food departments.



## ENCHANT DIGITAL SHELF-EDGE DISPLAYS

Vibrant DC-powered shelf-edge digital displays that will elevate your brand presence and help your business stay ahead of the curve.

Attach Enchant high definition shelf-edge displays to retail shelving throughout your store to deliver dynamic content that is perfectly positioned for maximum effect. Easily configured with different multimedia designs, our Enchant range of digital displays bring promotional content to life with spellbinding effect. Not only do they provide real-time price and promotional content, they also elevate customer engagement with interactive content.



Specifications may change without notice

## PRODUCT HIGHLIGHTS

### Vivid HD Displays

Featuring vivid high definition displays, our digital signage and shelf-edge displays bring your content to life with exceptional vibrancy.

### Powerful In-Store Promotions with Dynamic Content

With the flexibility to showcase endless combinations of dynamic content, you can effortlessly engage your customers with eye-catching visuals, interactive advertising and compelling messages throughout your store.

QR codes can be incorporated to provide shoppers with access to the rich level of information they require.

### Enhanced Customer Experience

Up-to-date pricing information and improvement in the overall shopping experience. Digital Displays can also be used to display additional information with the use of QR codes or NFC Technology.

### Interactive Touchpoints

Create interesting customer touchpoints throughout your store with the Enchant Series Digital Displays and discover how incorporating engaging assets such as video and QR codes can help turn shopper experience into purchases.



### Generate Revenue

Grow in-store promotional revenue by offering brands the opportunity for premium advertising space in this perfectly positioned, unique and highly attractive platform.



### Real-Time Pricing Updates

Digital Displays eliminate the need for manual price updates and enable retailers to quickly respond to changes in pricing or promotions, reducing pricing errors and improving price accuracy.

### Remote Management

Remote management functionality enables retailers to wirelessly update content, optimise shelf space with split screens or automate live promotions at specified time slots using an RF station.

This powerful tool empowers businesses with flexibility to reduce the need for on-site maintenance and minimises downtime for new promotions while ensuring accurate pricing is displayed in real-time.

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## Reduced Labour Costs

Digital signage significantly reduces labour costs associated with manually changing paper price tags and in-store printed promotional material.

## Increased Efficiency

Enchant digital signage can be managed from a central location, making it easy to update pricing across multiple stores or departments. Streamlined operations and improved efficiency allow staff to spend more time focusing on the customer and replenishing stock.

## Perfectly Robust

Built to withstand diverse and variable in-store settings, our displays can endure a wide range of operating temperatures ensuring reliable performance throughout your store.

## SYSTEM INFRASTRUCTURE



## WHY WEDDERBURN?

Founded in 1896, Wedderburn is an industry leader in the retail industry, specialising in ESL (Electronic Shelf Labels) solutions and providing exceptional support to independent retailers across Australia. With millions of ESL installations across Europe, Asia and USA over many years, DIGI has emerged as a premium supplier of electronic shelf labels and now offer digital signage displays to complement the range.

We're a 100% family owned Australian business. We deliver quality products and services, take a customer centric approach to business and cultivate strong partnerships with our suppliers through dedicated Account Managers and Representatives.

There are currently 10 offices in New Zealand and 18 in Australia, and over 350 employees combined.



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# SPECIFICATIONS

## Enchant Shelf Edge Displays

| MODEL                       | Enchant 23.1" ESLSE231 (EG-2310)          | Enchant 35" ESLSE350 (EG-3500)                    | Enchant 47.1" ESLSE471 (EG-4710)                                    | Enchant 36" Large Format ESLSE360L (EG-3600) |
|-----------------------------|---|---|---|--|
| Dimensions - W x H x D (mm) | 597 x 60 x 16                             | 892 x 60 x 16                                     | 1212 x 68 x 26  | 900 x 270 x 34                               |
| Screen Size (inch)          | 23.1                                      | 35  | 47.1  | 36   |
| Display Size (pixels)       | 1920 x 158                                | 2880 x 158  | 3840 x 158  | 1920 x 532                                   |
| Display Size (mm)           | 588 x 50                                  | 880 x 50  | 1196 x 50   | 881 x 242                                    |
| Display Technology          | TFT LCD                                   |   |   |  |
| Operating Temperature       | 0 °C to 40 °C                             |   |   |  |
| Operating Humidity          | 20 % to 80 % RH Non-Condensing            |   |   |  |
| Operating System            | Android                                   |   |   |  |
| Compliance                  | CE, TELEC, RoHS                           |   |   | CE, RoHS                                     |
| Communication Mode          | WiFi 2.4 G                                |   |   |  |
| Power Source                | DC12 V                                    |   |   |  |
| Standard Interface          | Micro USB x 1<br>TF Card x 2<br>DC_IN x 1 | USB 2.0 x 1<br>Micro USB x 1<br>Micro SD Card x 1 | USB 2.0 x 1<br>USB OTG x 1<br>TF Card x 1<br>DC_In x 1<br>RESET x 1 | Micro USB 2.0 x 1                            |
| Content Format              | JPEG, PNG, BMP, GIF, MP4, MKV             |   |   | JPEG, PNG, BMP, GIF, MP4, MKV                |
| Net Weight                  | 0.66 kg                                   | 1.09 kg   | 2.72 kg   | 7 kg   |

## Enchant Digital Signage Displays

| MODEL                       | Enchant 10.1" Single-Sided ESLDS101S (EC-1011) | Enchant 10.1" Double-Sided ESLDS101D (EC-1012) |
|-----------------------------|--|--|
| Dimensions - W x H x D (mm) | 160 x 264 x 14                                 |  |
| Screen Size (inch)          | 10.1   |  |
| Display Type                | Single Sided                                   | Double Sided                                   |
| Display Size (pixels)       | 800 x 1280                                     |  |
| Display Size (mm)           | 135 x 216                                      |  |
| Display Technology          | Full Colour IPS                                |  |
| IP Rating                   | IP68   |  |
| Operating Temperature       | 0 °C to 40 °C                                  |  |
| Operating Humidity          | 45 % to 70 % RH Non-Condensing                 |  |
| Compliance                  | CE, RoHS, FCC MIC                              |  |
| Communication Mode          | WiFi 2.4 G                                     |  |
| Power Source                | DC19.5 V                                       |  |
| Standard Interface          | Power Rail                                     |  |
| Content Format              | JPEG, PNG, BMP, GIF, MP4                       |  |
| Net Weight                  | 0.62 kg  |  |