



Electronic Shelf Labels (ESL)

REDEFINED SIMPLICITY. EXCEPTIONAL EFFICIENCY.

Setting new standards in customer experience and store efficiency, DIGI Electronic Labelling Solutions are based on simplicity - simple infrastructure, simple to manage and simple yet impressive customer interaction.



DIGI Electronic Shelf Labels - Redefined Simplicity.

Setting new standards in customer experience and store efficiency, DIGI Electronic Labelling Solutions are based on simplicity - simple infrastructure, simple to manage and simple customer interaction.

Our solutions include electronic price labelling for general store shelving, refrigerator and freezer shelving as well as butchery, deli and seafood labelling that connect seamlessly with Wedderburn's weigh labelling scales. Enhanced functionality delivers real-time and meaningful benefits to all stakeholders including lowering costs, increasing sales and better staff motivation.

Blending aesthetics and performance, this smart solution now comes in a variety of sizes, has longer battery life, vivid 4 colour display, 7 LED colours, 2 housing colour options, replaceable batteries and more.

From supermarkets, convenience stores to specialty stores and logistic warehouses, our ESL solutions help future proof your business.

STANDARD SHELF LABELS

Designed to operate in temperatures between 5 °C and 40 °C.

Ideal for use on general merchandising shelves in ambient temperatures and where label washing is not required. ESLs are available in a range of sizes and colours.



LOW TEMPERATURE SHELF LABELS

Designed to operate in freezer environments between -25 °C and 5 °C.

Low Temperature Shelf Labels have the same great functionality as our Standard ESLs however screen colours and sizes are different. Refer to the specifications sheet for details.



Dynamic Pricing

Engage your customers and increase spending per basket with timely wireless pricing updates. Dynamic pricing also ensures pricing is in sync during checkout to avoid inconsistency and lets you protect margins through timely price matching of your products to competitors pricing.

Split Screens

Save space and incorporate more than one message or product on each ESL with the split screen functionality.

Long Battery Life

With an impressive battery lifespan of up to 10 years*, our cost-effective Electronic Shelf Labels greatly reduce precious man-hours needed for battery replacement and minimises the environmental impact caused by frequent battery disposal.

*Battery life may vary based on the storage/operating temperature, number of updates, frequency of blinking per day and other factors.

Specifications may change without notice

Universal Mounting with Anti-Theft

The flexible rail system accommodates various sizes of ESLs and is adaptable to most shelving systems. The ESLs are securely attached to the rails with a tool for removal.

High Definition ePaper Displays

HD ePaper displays offer paper-like readability and the assurance displays will always look clean and clear.

Recyclable Shelf Talkers

Attract buyers attention to specific promotions with recyclable cardboard Shelf Talkers. Easily attached to individual ESLs.

Micro Web Pages for Merchandise Details

Display information that enables your customers to make informed decisions before purchasing. Operators can also opt to switch between the pages to display data from the POS system such as inventory and delivery details for work efficiency.

Attention Grabbing LED Flashlights

Built-in LED flashlights can be programmed in seven different attention grabbing colours for different tasks.

LED flashlights are an ideal and easy cost-effective way to draw customers attention to product promotions as well as alerting staff to out-of-stock items or picking on-line orders with greater efficiency (via customers app).



Easy Battery Replacement

Say goodbye to the hassle of replacing batteries.

Our battery compartment features an easy-to-open rear cover for quick and convenient battery replacement. The snap-fit design keeps everything secure without fumbling with tiny screws or complicated opening mechanisms.



SNAP-FIT DESIGN



SIMPLE INFRASTRUCTURE & MANAGEMENT

Simple Lean Infrastructure

We've kept our ESL System light on requirements to make it easy to install and simplistic to manage. The System only requires an RF Station, ESLs and Handheld Terminal to operate. It utilises the existing store wireless network for PDA operation.

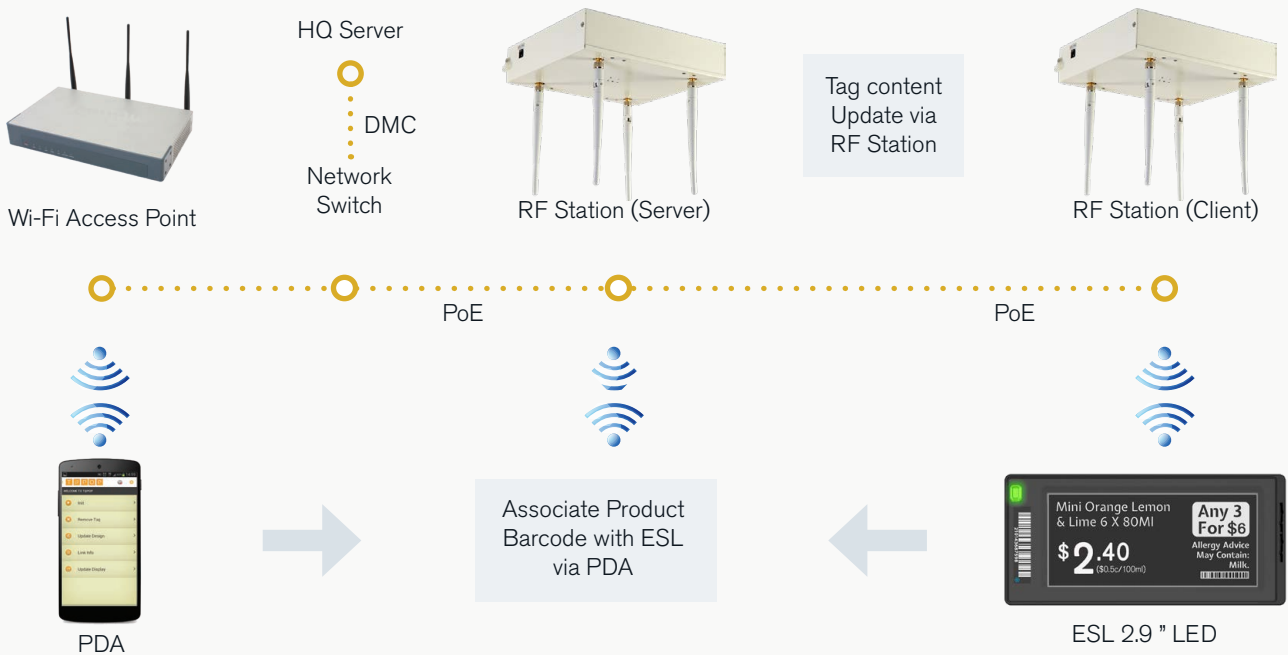
The RF station has a RF range of 30 m (radius) for ESLs however can vary depending on the operational environment.

Bi-Directional Communication

Each tag update is acknowledged by the individual electronic tag and feedback reports can be sent via email.

Improved Productivity and Customer Satisfaction

Central control and roll out of updates provides many benefits that all have an affect on profitability; reduced labour, price consistency across all stores, greater control over promotion start and end dates, reduced opportunity for human error, fewer refunds due to incorrect pricing, improved customer satisfaction and confidence that the shelf price is what will be charged at checkout.



ECOSYSTEM INTEGRATION

A compact and powerful base station now allows seamless integration with DIGI PC-based weighing scales. Retailers of smaller size stores who are already using DIGI SM5500 Series (or later) Scales now have an affordable way to introduce ESL technology into their stores without having to undergo extensive remodelling.

The base station has a range of 12~15 m (radius) making it an affordable solution for smaller retail stores.

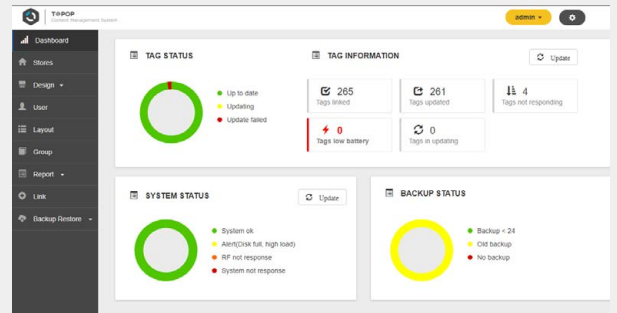


Specifications may change without notice

DIGI MANAGEMENT CONSOLE (DMC)

Monitor ESL status at a glance and equip your stores with self-diagnostic capabilities with our cloud-based central monitoring systems.

The DIGI Management Console (DMC) allows retailers to monitor ESL status across multiple stores quickly with its dashboard making it easier to manage panels or stores efficiently regardless of their location



ENHANCED FUNCTIONALITY

NFC & QR Code

Create the ultimate customer experience by using the Near Field Contact (NFC) for personalised shopping. Using their smartphones to scan labels, or tapping with NFC on our ESLs, customers have quick access to rich product details and allergens lists. The product locator function*1 provides real time in-store product location that links with the user's shopping list.

Personal Shopping *1

Enrich your customers' in-store experience by making it easy for them to locate specific goods, receive exclusive deals and easily access in-depth product information.

Leveraging these features delivers a personalised experience that entices customers to come back for more.



Merchandise Picking *1

Optimise profitability of online ordering. The Merchandise Picking System enhances productivity by improving picking speed and accuracy.



*1 Requires 3rd party customer app with integration to the ESL System and may require BLE capable tags

Specifications may change without notice

ESL SPECIFICATIONS

MODEL	ESLI3-154 1.54 Inch	ESLI3-213 2.13 Inch	ESLI3-290 2.9 Inch	ESLI3-370 3.7 Inch	ESLI3-420 4.2 Inch	ESLI3-750 7.5 Inch	ESLI3-213F Low Temp 2.13 Inch	ESLI3-290F Low Temp 2.9 Inch
Dimensions W x H x D (mm)	50 x 38 x 16	70 x 38 x 16	90 x 42 x 16	104 x 58 x 16	119 x 88 x 18	187 x 123 x 18	70 x 38 x 16	90 x 42 x 16
Screen Size (inch)	1.54	2.13	2.9	3.7	4.2	7.5	2.13	2.9
Display Size (pixels)	152 x 152	250 x 122	296 x 128	416 x 240	400 x 300	800 x 480	250 x 122	296 x 128
Display Size (mm)	27 x 27	49 x 24	67 x 29	82 x 47	85 x 64	163 x 98	49 x 24	67 x 29
Display Resolution (DPI)	140	131	112	130	120	124	131	112
Display Colour	4 Colours Black, White, Red, Yellow						2 Colours Black, White	
Frame Colour	Standard frames are black or white. Other colours available - minimum order quantities apply.							
Display Technology	ePaper							
Operating Temperature	5 °C to 40 °C						-25 °C to 5 °C	
Operating Humidity	65 % Max. RH Non-Condensing						85 % Max. RH Non-Condensing	
Compliance	CE, RoHS							
Water Protection (IP Rating)	IPX5							
NFC	Available							
LED Colour	7 colours: Red, Yellow, Green, Cyan, Magenta, Blue and White							



7.5 Inch ESL



1.54 Inch ESL



2.13 Inch ESL



2.9 Inch ESL - Low Temp



4.2 Inch ESL



3.7 Inch ESL

ESL & DIGITAL SIGNAGE

LABELS | LABELLING EQUIPMENT | PACKAGING EQUIPMENT
ESL & DIGITAL SIGNAGE | WEIGHING SCALES | POS SYSTEMS
FOOD EQUIPMENT | MAINTENANCE & REPAIRS | HIRE

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