



## Electronic Label

### Physical characteristics:

- Dimensions: 105 x 33 mm
- Anti-theft grip system

### Bistable display:

- Resolution: 240 x 64 pixels
- Vision angle: 120°
- Active area size: 72 x 20 mm
- Zero-power

### Electronic characteristics:

- Battery life-span: 5 years

## Radiofrequency communication

### Communication interfaces:

- Bidirectional radio communication in ISM band.
- Very efficient communication mechanism: thousands of updates in a matter of minutes
- Information updating: graphical display and management information during updates
- Daily diagnostics reporting: battery level, radio link level, etc.
- Additional IR communication for initial setting and unprogrammed commands
- Firmware updating once installed

### System architecture:

- Three tiers: Software Management, *Access Points* radio (AP) and ESEL's
- *Access Point*: smart gateway LAN↔radio for information flow and monitoring (architecture Linux/ARM).
- Dynamic allocation label—AP upon radio link level
- Routing thru secondary AP's for reliability

## Software

### Software characteristics:

- Architecture: J2EE
- Framework: Spring, Hibernate
- Design patterns: MVC, IoC, AOP
- Graphical interface: AJAX, CSS 2.0



# Electronic Shelf Edge Label: LABEL HEADWAY

The new state of the art ESEL generation

[IMAGE QUALITY]

[WIRELESS COMMUNICATION]

[LONGER LIFE SPAN]

[GRAPHICAL DISPLAY]



[LABEL] HEADWAY

[LABEL] HEADWAY

TECHNICAL SPECIFICATIONS:



# EXCLUSIVE ADVANTAGES FOR LABEL HEADWAY CUSTOMERS

## Price manager for the retail industry

**LabelHeadway**®, with its bistable LCD brings graphical capabilities to price management within a retail chain

Labelheadway bistable display allows zero power consumption between updates which will guarantee life spans beyond 5 years!

**LabelHeadway allows showing and reading bar codes on the label screen itself**

## Price management automation

At last a true product to automate price management in supermarkets!

Label headway will automate the work of changing prices, facilitate campaign and strategic pricing and also display information such as stock control, product info, logos, space management ...

The wireless infrastructure shows bidirectional RF communication which together with an enhanced routing software and linux based radio access-points allow complete shop updates in minutes!

## Key characteristics of LabelHeadway

Graphical display, ultra low power consumption, **bar code reading**, high contrast, white back, wide angle view, **full content flexibility**, easy to integrate with marketing solutions, attractive promotional messages, value added info for end customers, **integrity** and very easy to maintain

# LabelHeadway

**LabelHeadway** is a start-up with a comprehensive Price Management product for the retail industry

**LabelHeadway** comprises electronic labels, a wireless infrastructure and software logic



## PRODUCT STRENGTHS

- Graphical display
- Zero power
- Bar code reading
- RF infrastructure
- Updates in minutes
- High contrast and wide angle view



## YOUR BENEFITS

- Save in bar code printing and sticking
- Price management automation
- Promotional campaigns
- Price integrity
- More information flow bandwidth

