



Shelf-Edge Digital Solutions

Pricer

THE WORLDWIDE LEADER IN SHELF-EDGE DIGITAL SOLUTIONS

Pricer is recognized by international Tier 1 Retail as providing the most advanced, scalable shelf-edge digital platform in the market place for ESL. At its core is Infrared's (IR) superior performance delivering the speed.



Pricer is now bringing three major innovations that combined are redefining in-store infrastructure technology to meet increasingly sophisticated requirements:

SMARTFLASH

An ultra-low power light indicator, enabling task-to-light and new promotional capabilities. Pricer's unrivalled real-time shelf reactivity supports this important device invention in shelf label design since E-paper.

INDOOR MAPPING AND NAVIGATION SYSTEM

Pricer's platform is now also delivering integrated in-door navigation software solutions. Smartphone ubiquity is adding a new layer to in-store communication. Dynamic mapping, geofencing, shopper and employee guidance are now fully integrated solutions in the Pricer platform.

AUTOMATED REAL-TIME PRODUCT LOCATION

Pricer is transforming digital retail solutions by locating the ESL, the digital representative of the product.



With this revolution, Pricer helps retailers take the right path to performance by providing the industry's leading ESL platform with the lowest TCO. This forward-compatible digital infrastructure is now enabling in-store digital transformation, from price management and operational optimization to personalization and predictive tools.



SHAPING SMART RETAIL

Solutions are stacked on Pricer's single platform that adheres to the five major tenets of retail.



PRICE

To optimize pricing and guarantee price integrity: high speed, bidirectional, graphic and segment

PERFORM

To make operations more efficient and compliant: scalable, inventory data, pick-to-light, geolocation

PROMOTE

To help customers find promotions, to incentivize the right actions, at the right time, at the decision point: SmartFLASH, Geofencing

PERSONALIZE

To enable and empower the shopping experience where customers can connect and engage: Near Field Communication (NFC), guidance

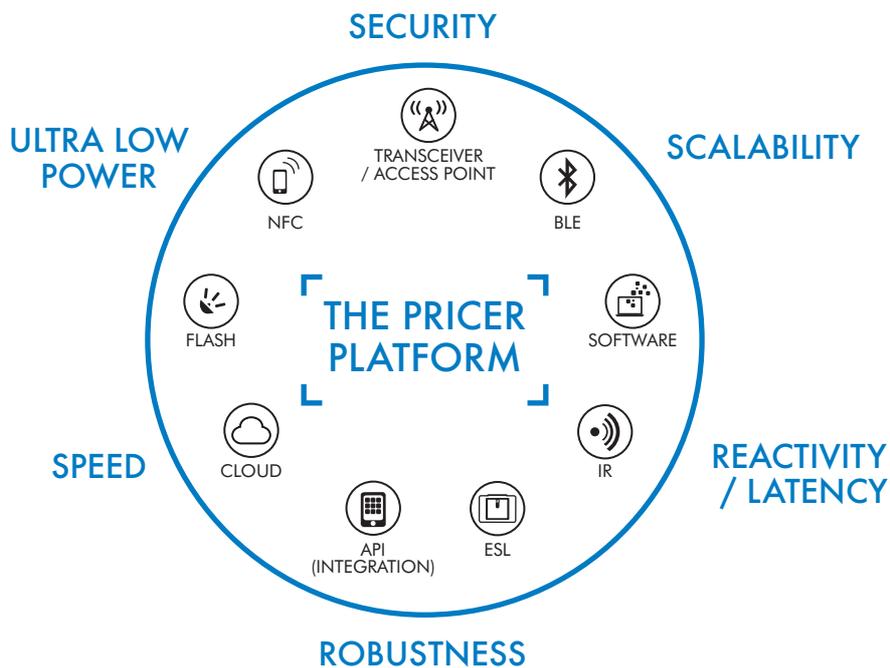
PREDICT

To track and analyze responses and activity to know customer wants and measure store performance: location & behaviour tracking, employee monitoring

COMMUNICATION PLATFORM

The Intelligence is in the Platform

The platform is a complete hardware-software system combining IR wireless communication and ESL geoposition, in-store navigation, ultra-low power displays, merchandising supports and tools and server infrastructure (cloud, distributed or in-store). The Pricer platform is open to third-party technologies and enables interconnection with any store software or system. It offers the flexibility you need to anticipate and overcome any retail challenge in the 21st century.



Operating outside of the ISM frequencies employed by many critical in-store solutions (Wi-Fi, ZigBee for LAN, surveillance, EAS, RFID) Pricer is redefining what's possible for retailers.

With the continued advances in wireless technologies and their exponential growth, Pricer and its leading tier one clients believe that IR as a solution is an essential and integral part of retail store infrastructure. Pricer is the only company that can deliver end-to-end solutions for today and tomorrow's in-store shelf-edge connectivity requirements.

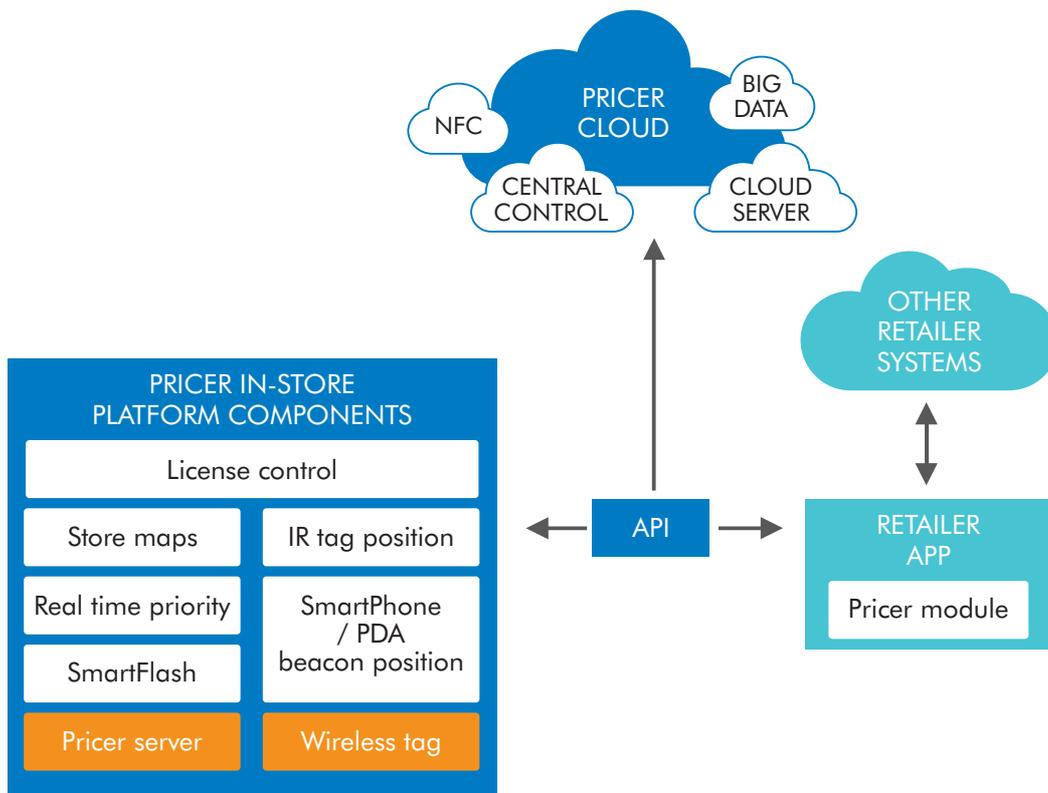
HOW IT WORKS

Software Architecture

Pricer architecture is a modern, 100% web-based software platform supporting some of the world's largest retail organizations in their digital shelf-edge evolution. It was designed from its inception as a multi-user enterprise solution.

Modern and robust, it is built to scale the high communication and data traffic requirements as well as deliver the flexibility of the bespoke platform interconnectivity. The architecture is modular at its core and provides the framework on which to integrate or build applications and extensions.

Pricer has built its reputation with tier ones based on key characteristics such as investment control, central monitoring and scalability. However, the benefits today go far beyond and address the experimentation requirements of retailers: modular components (store mapping, ESL and customer positioning, ESL light indicator) and extensive integration capacity (API, SDK, widget).



HOW IT WORKS

Hardware Architecture

FAST IR COMMUNICATION

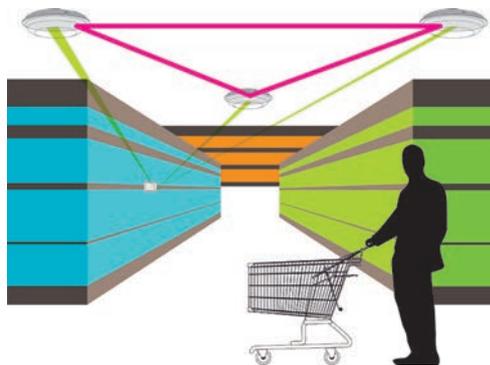
Pricer wireless communication is based on diffuse IR light (880 nm wave length). The protocol is proprietary to fit the unique requirements and is highly optimized for the task. The carrier frequency and the noise filtering have been carefully selected and matured over the past 24 years to deliver unequalled speed and reliability. The communication does not disturb nor is it disturbed by any active (e.g. radio, lighting...) or inert (e.g. shelving, posters...) equipment. Pricer complies with all relevant worldwide regulations.

PRODUCT INDOOR GEOLOCATION (ESL)

ESLs have become the digital representation of the product at the shelf-edge and therefore a powerful tool in today's compliance and planogram challenges. The IR signal strength of a Pricer label is used to calculate, at any given moment, its position in the store. A typical Pricer label response signal is seen by multiple transceivers reading different signal strengths depending on the distance from the label.

PERSON INDOOR POSITIONING AND GUIDANCE (SMARTPHONE)

Customer or associate positioning has become an integral part of the Pricer solution. By measuring the low energy signals (BLE) combined with smartphone sensors and digital store maps, Pricer can provide real time location updates. Beacons (BLE) are supported and powered by the infrastructure giving the retailer the ability to configure and monitor location services and applications.



Product Indoor Geolocation



Person Indoor Positioning and Guidance

KEY FEATURES

SHELF-EDGE INTERACTION

SmartFLASH

All Pricer Tags possess a built-in wireless low power flash capability. SmartFLASH is a retail shelf-edge innovation breakthrough, enabling radically new in-store solutions such as promo-flash and task-to-light.

Near Field Communication (NFC)

All Pricer SmartTAG ranges offer the option of integrating an NFC chip inside the ESL. The chip has been integrated following specific recommendations in order to be able to scan it easily by placing a smartphone on the ESL.



smarttag

IN-STORE ENVIRONMENT

SmartTAG universal design

SmartTAGs S, M, L, segment and graphic, have the same housing and back design in order to be mounted in the same rails and ensure mixing of display types on any particular shelf according to retailer needs.

Unique merchandising accessories

Pricer tags' unique design enables the integration and locking of shelf-talkers directly into the ESL via a SmartCLIP or SmartFRAME, providing a universal support and merchandising system.



- + New & unique flash capability
- + Real-time flash responsiveness
- + Ultra low power design
- + Enhanced promos
- + Fast and accurate product search
- + Task-to-light, alerts, click & collect

SYSTEM RELIABILITY

Real bidirectional communication

This functionality is mandatory for thorough central monitoring and local control of store operations, for guaranteed price integrity, label stock accurate management and re-stocking, all guaranteeing the industry's best TCO.

Longest battery life

The SmartTAG labels communicate with the server by infrared which has the lowest power requirements on the market. This is critical to ensuring complete flexibility for future replacement and system evolution.



smartclip

SMARTTAG LABELS



SMARTTAG - SEGMENT LABELS

- Industrial LCD displays - 184 segments
- Flashing red segment
- 90,000 full memory updates per hour
- Up to 10 year battery life - easy cassette change out
- Flash ready and NFC
- Specific layouts according to country requirements
- Three sizes: small, medium, large
- Dedicated freezer label
- 32 additional pages for merchandising and inventory information



SMARTTAG HD - GRAPHIC LABELS

- Fully graphic, E-ink displays - paper like
- 20,000 full memory updates per hour
- Up to 7 years battery life - easy battery change out
- Flash ready and NFC
- Red colour available
- Three sizes: small, medium, large
- Dedicated patented freezer label
- Multiple pages for merchandising and inventory information



SMARTTAG HD 110 - LARGE GRAPHIC LABELS

- Fully graphic, E-ink displays - paper like
- Up to 7 years battery life - easy cassette change out
- Flash ready and NFC
- Red colour available
- Multiple pages for merchandising and inventory information
- Large display, perfect for fruit & veg and electronics



SMARTTAG HD 200 - EXTRA-LARGE GRAPHIC LABELS

- Fully graphic, E-ink displays - paper like
- Up to 7 years battery life - easy cassette change out
- Flash ready and NFC
- Red colour available
- Multiple pages for merchandising and inventory information
- Large display, perfect for fruit & veg, electronics & premium products



SMARTPOSTER

- Pricer player plugs directly into any display (TV)
- Technically the largest ESL in the store
- Create digital signage with price integrity
- Perfect solution to display promotions, fruit & veg, delicatessen, fish or dairy products etc.