

PRICER

BRINGING TRUST TO RETAIL

Digitalization Solutions for Retail

Maximize store efficiency and customer engagement

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1. This is Pricer

Solutions with the power to shape the future of retail

Pricer has delivered a constant stream of innovative technologies, products and solutions to the retail market for three decades. Based in Stockholm, Sweden, and with significant global presence, Pricer continues to dominate and drive forward the market for smart retail in-store technology in collaboration with some of the world's leading retailers within grocery, DIY, electronics and pharmacy.

These leading retailers have a tireless focus in driving cost, efficiency and customer engagement. They demand constant innovation while requiring longevity and reliability of in-store systems.

Pricer's core offering has been built around ESL (Electronic Shelf Label) technology using a unique and highly advanced optical wireless network system. This system is based on the near-infrared spectrum operating far above the highly congested frequency bands used for radio-based wireless or Wi-Fi equipment. Infrared technology tends to be used in critical applications such as aircraft, hospitals, advanced manufacturing and massively scalable system requirements where low power utilization, high reliability, massive scalability and interference free communication is required.

Pricer's investment in ASIC (application-specific integrated circuit) technology, advanced optical wireless technology, instant flash and close collaboration with E-Ink for clarity of display, is part of a sophisticated architecture that encompasses hardware and software, cloud based systems, Artificial Intelligence and image recognition. It also delivers the foundational functionality to support a wide range of use cases and solutions.

Pricer provides a sophisticated range of cloud-based applications through its Pricer Plaza platform, that offers multiple business models, for example SaaS (Software as a Service) which has seen huge adoption across the retail market in recent years. This enables a wide range of ecosystem partners to be smoothly integrated to allow the core ESL based in-store system to deliver different use cases. It also enables the retailer to take advantage of live up to date information for more informed, dynamic and predictive decision making.

Pricer's advanced architecture is complemented by a sophisticated service model offering a range of additional capabilities ranging all the way from basic support through to advanced consultation. This is delivered in concert with a highly capable and qualified set of integration and reseller partners focused on anticipating, meeting and exceeding all the needs and expectations of retail organizations across the globe.

2. The Pricer system platform

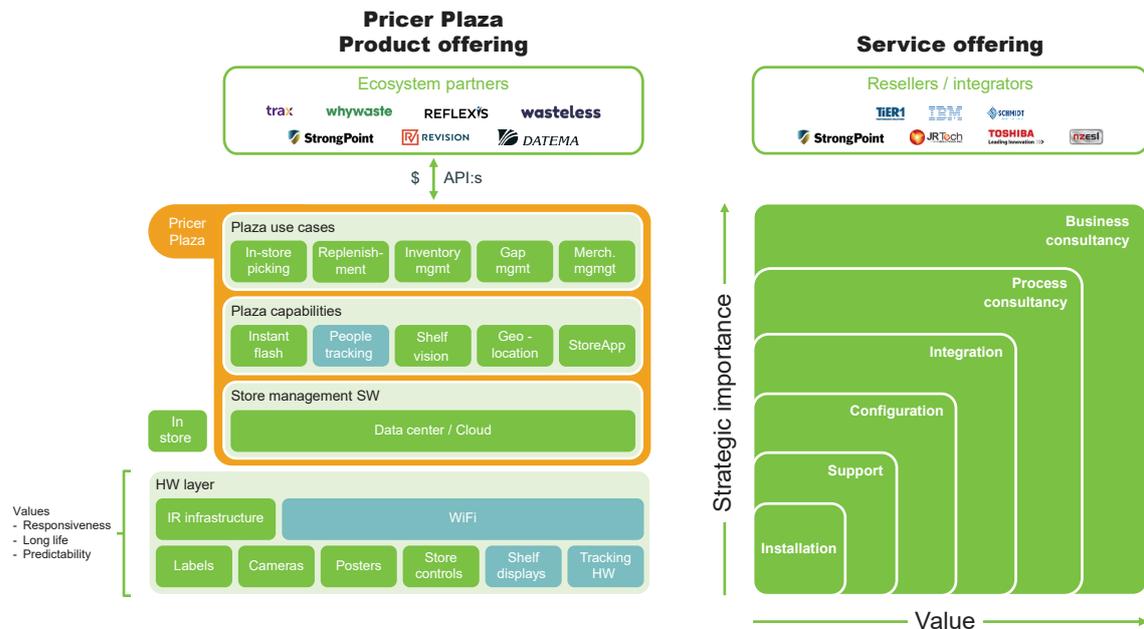
The most scalable, the fastest, the most future-proof and reliable shelf-edge communication system in the world.



The Pricer system is designed to provide the retailer with the core foundational platform for a fully capable infrastructure for smart retail to enable maximum efficiency and cost savings in store operations, combined with high levels of differentiated consumer engagement. Pricer has developed and evolved all of these components since the company's founding in 1991 utilizing the multiple decades of experience of deployment within some of the most demanding retail environments worldwide.

The Pricer system is based on a closely integrated set of products and technologies. It is made up of five main components:

1. Industry leading Electronic Shelf Labels (ESLs) (also known as Digital Tags, Digital Shelf Labels).
2. A unique, highly scalable and reliable communications system using optical wireless communication.
3. A secure, highly scalable cloud-based platform, Pricer Plaza. Pricer Plaza provides all of the required services for managing, monitoring, configuring the Pricer systems and enabling a wide range of use cases as well as providing flexible APIs to enable the integration and communication with other elements of the Smart Retail ecosystem.
4. A wide range of additional accessories ranging from shelf attachment and display stands to cameras and sensors, and tools for managers and associates.
5. Apps that can be used on a wide range of IOS and Android based devices to enable the store associates and managers, as well as consumers.



Pricer also provides a sophisticated support infrastructure and set of services that are covered in Section 4.

Pricer system components

Electronic shelf labels (ESL)

Pricer's range of ESLs are built around the basic principles of reliability, longevity and flexibility. The core of the ESL is a unique ASIC based system that uses optical wireless communication to communicate with the rest of the Pricer system delivering massive scalability with ultra-low power consumption. This allows the Pricer ESLs to deliver both low cost and low total cost of ownership (TCO) with a unique battery life ranging from 5-15 years. This means that there is also significant power available to drive the most advanced use cases with a high number of updates per day to support dynamic pricing and omnichannel synchronization. Pricer's ESLs also support extensive use of flash for use cases such as click and collect, and advanced replenishment. They also support integration with other systems such as AI machine vision applications.

NFC support

Pricer supports cloud active NFC support which combines advanced NFC communication with easy to deploy and manage, URL based linking. This provides for a flexible, scalable and secure system enabling advanced customer engagement systems such as product information and shelf payment solutions.

Please see section 5 for more information on the full range of Pricer ESLs and their functionality.

Optical wireless communication

Operating outside the ISM frequencies employed by many critical in-store solutions (Wi-Fi, ZigBee for LAN, surveillance, EAS, RFID) Pricer is utilizing advanced near infrared (IR) based optical wireless communications.

Infrared provides many benefits over radio based wireless technologies:

- Ultra-low power consumption. This allows Pricer to deliver ESLs with (in many cases) double the usable power capability of the nearest radio-based competitor.
- Massive scalability – for a demonstration of the massive scalability of infrared communications, please see such example as when Montreal company PixMob lights up 2020 Super Bowl halftime show with 65,000 wristbands (<https://globalnews.ca/news/6488924/super-bowl-2020-pixmob-montreal-wristbands/>).
- Interference free, flexible and reliable communications – light based communications are widely used in the most demanding and hostile environments in which radio or Wi-Fi based systems are either not allowed or cannot operate such as airplanes, hospitals, industrial production and military systems. Infrared is not line of sight – think of a light on a side table still providing illumination under a coffee table – and as such is ideal for use in retail environments that already have an excess of Wi-Fi and radio-based congestion as well as metal shelving that creates “dead-spots” for radio-based ESLs.
- Leaving spectrum for radio-based systems that may be also required within the store environment for such systems as robots, cameras, other IOT devices and associate devices such as PDAs.

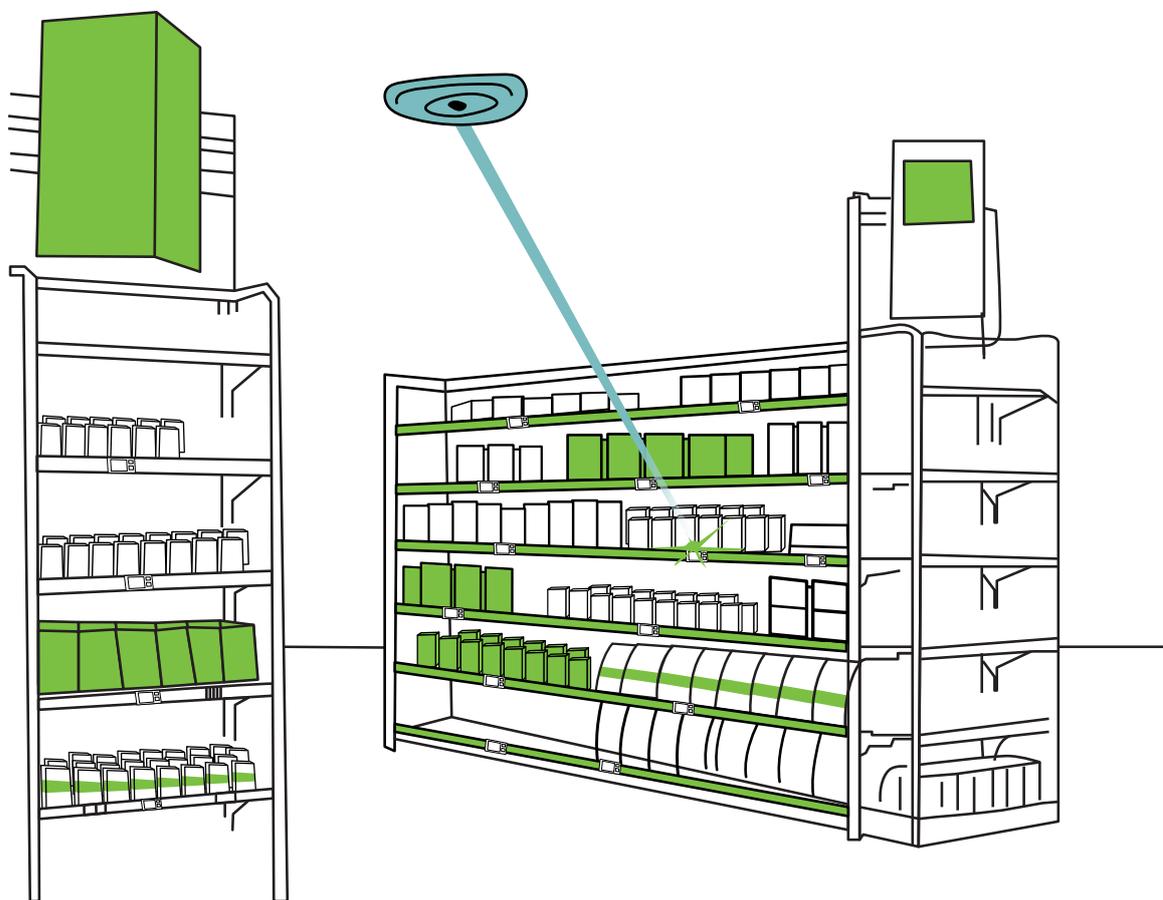
Pricer's optical wireless communication system allows for far greater numbers of updates enabling, for instance, dynamic pricing environments, and supports advanced solutions such as:

- In-store geo-location for product positioning.
- Instant flash for click and collect/pick to light and rapid replenishment.
- Advanced low battery usage shelf edge camera integration and activation.

These capabilities and the use cases they enable are covered in more detail in section 3.

Infrastructure requirements

To provide the coverage and advanced solutions, Pricer deploys transceivers in a structured pattern across the ceiling of the store. Infrared is not line of sight (light reflects highly effectively creating wide dispersion areas) and can reach all areas of the store. The requirement for a structured approach enables ESL geolocation and positioning through sophisticated trilateration.



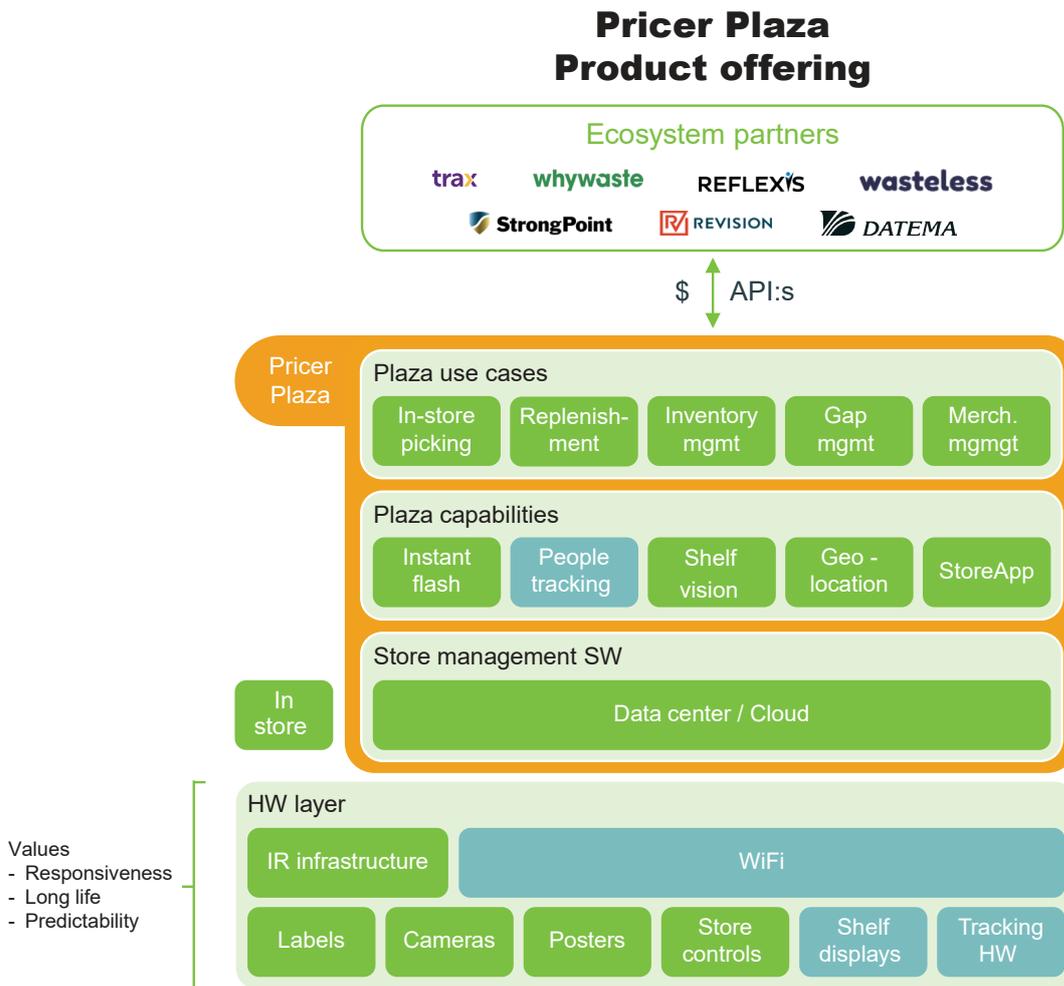
Pricer's optical wireless communication system allows for many different use cases.

The transceivers (also known as optical access points) connect through a wired Ethernet network to an in-store base station or direct to the cloud based Pricer Plaza SaaS system depending on the required or requested deployment model.

Pricer Plaza platform

Pricer Plaza provides a sophisticated cloud-based platform for the complete scalable management, monitoring and integration of a digital in-store system. Pricer Plaza supports a range of business and deployment models such as SaaS (Software as a Service) or private cloud, and also supports the integration of in-store management solutions where internet communication may be less reliable or too expensive.

Pricer Plaza also provides the main integration point through a range of secure and sophisticated APIs, to systems such as waste management, dynamic price management, payment, stock and assortment management systems provided by our industry leading ecosystem partners.



Additional hardware and accessories

Pricer provides an extensive range of additional hardware and accessories.

Pricer Shelf Vision provides sophisticated imaging options for the shelf edge using the optical wireless communication infrastructure and IOT infrastructure to provide imaging solutions for advanced solutions such as out-of-shelf monitoring, shelf optimization, planogram and merchandising compliance. Shelf Vision can be used in association with advanced AI based systems such as Quopius (Trax) and belive.AI through integration with Pricer Plaza.



Pricer Shelf Control provides a low-cost alternative to a PDA to allow associates to perform simple tasks such as linking and unlinking ESLs, barcode scanning and ESL flash management reducing the risk of theft and cost of PDAs.

For more information on Pricer's wide range of accessories please refer to the latest attachment catalog.

Store apps

Pricer provides multiple different apps for in-store management of systems.

Plaza Store App is part of the Pricer Plaza SaaS platform and provides a set of capabilities to allow store associates to perform the required shelf front operations such as linking and unlinking ESLs, replenishment of goods and item geopositioning on map.

The Pricer Smart App provides all above functionality and some Pricer server specific management functions. Pricer Smart App will work also in Plaza deployments as well as on-premises deployments.

3. Advanced solutions

The increasingly feature-rich Pricer platform provides the foundation for our customers to continue to enhance store efficiency and profitability, and drive new innovations in customer interaction and enhanced experience through a whole range of enhanced capabilities. Some of the key functionality areas are advanced and flexible price management, Click & Collect capabilities for ensuring maximum efficiency and predictability in collection time, product location and in-store geo-positioning.

3.1 Price automation

We know what a huge difference the right price makes. We believe that the right price matters in terms of customer satisfaction and in the cumbersome task of updating the prices on thousands of price tags for every campaign or season. But the real strength of the electronic shelf labels is the unique ability to synchronize your prices across multiple channels, such as stores, online and offline, app or multiple locations. Price automation brings competitive advantage, drives margins and pushes out costs while building customer trust.

Pricer is the global leader in providing in-store shelf-edge digital solutions that enhance both store performance and the shopping experience.

Pricer's price automation solution enables retailers to execute their pricing strategy:

- Fully automate one of the most challenging in-store functions.
- Centralize the core pricing function.
- Meet today's complex omni-channel requirements.
- Maximize margins with immediate price reactivity.
- Execute dynamic pricing.
- Build customer trust.
- Modernize stores and enhance image.

Price integrity

The wrong price can be costly. Our electronic shelf labels allow you to sleep well at night, safe in the knowledge that you're always showing the right price at the right time.

In a Pricer store, the prices are updated digitally and automatically, ensuring that the price displayed on the shelf is always the same as the price at the point of sale. The result is happy customers and no loss of sales or stock issues due to wrong pricing. Shelf crawl is reduced dramatically since labels are securely mounted at the shelf and requires a dedicated tool to be moved.

Boost productivity

By automating the pricing process, crucial time is freed up to work on value-adding processes such as helping shoppers and stocking up critical products. Manual price changing is a boring task that few employees find rewarding. Additionally, since price changes often come in irregular batches, it is also difficult to staff accordingly. Stores might have to call in a lot of extra people to get the job done in time, and this in itself is not always possible.

Fast updates

A store can have a number of time-critical pricing processes, where delays have an impact on shopper happiness, profitability and sales. Examples of situations that demand quick updates are promotions, regulatory changes, for example VAT changes, "Happy Hour", i.e. promotions that run during a selected few hours and requiring prices to be changed back and forth with very little time to spare or online synchronization to meet the expectations of the connected shopper, where the price has to immediately be the same in the store as it is online.



3.2 Click & Collect for e-commerce orders

The online revolution puts new demands on stores. When a shopper orders online, he or she expects the goods to be delivered quickly, correctly and at a low cost (if any). This poses a significant problem, especially for grocery where cold chains have to be maintained.

A common solution is to use the existing store network as the local warehouse to fulfill the online orders. Some customers also transform part of the store to a dark store from where the most common items are picked.

Picking goods is one of the most important and time-consuming parts of managing online orders for grocery shopping. Each order often contains many items and it is important that the right item ends up in the right bag in order to be delivered to the right customer.

A typical grocery order can take 15-30 minutes to pick, so with hundreds of orders per day, the store is suddenly faced with having to hire a lot of people, which is both costly and not always easy.

By using modern digital systems for in store picking, it is possible to improve, secure and speed up the process significantly.

How Instant Flash helps Click & Collect operations



Dynamic product positioning

Show the picker where the product is on a map



Route planning optimization

Plan the most optimized route for the picker



Find the product

No need to think, just grab the flashing product

Product finding made easy

With the Pricer system, we assist the picker in finding the product much quicker. Pricer's electronic shelf labels (ESL) and the flashing of the labels, Instant Flash, facilitates and speeds up the product collection.

The item to be picked is activated and the label on the shelf starts to flash, allowing the picker to just walk up and take it. When the item has been picked and scanned, the label stops flashing. Then the label for the next item to be picked starts to flash. This is controlled automatically through the PDA used by the store associate.

Also, the automated product positioning can feed the correct position of every product into the routing algorithm of the picking software, ensuring that the route is always accurate and optimal.

The flashing light on the shelf label makes it easier to find the right product for the employees. This is particularly noticeable in sections with products that have similar appearance such as baby food, spices, sauces, beauty products, etc. With Instant Flash the employees find the right product much quicker.

Pricer's main supporting solution is map and flash assisted in-store picking. Pickers are guided along an optimal route on a map to where to pick the products. The system turns on the flash for the product to be picked, saving critical seconds.

Given the sheer volume of orders and items to pick these seconds accumulate to large savings. Typical time savings are 5-10 seconds per pick. It is not uncommon for stores to do 1-2 million picks per year, and still growing, which leads to huge potential savings.

Picking assisted by the picking system allows for either an increased volume of picking with the same staff or, for resource-constrained retailers, there is also the possibility to operate with a reduced staff.



3.3 Simplified in-store inventory management

Running out of stock, or having the wrong stock level, are major concerns for today's retail. With Pricer inventory management the stores' stock data can be improved and inventory checks simplified. Modern retail supply chains are typically built on automatic ordering where orders will be placed on stock levels and sell-through rates. Unfortunately, stock level data is notoriously hard to keep accurate.

There are many different root causes for this: products in the wrong place, broken multi-packs, multi-rebates, waste, theft and inaccurate supply data. In order to fix the data regular shelf inventory checks are continuously done, a time consuming and error-prone task. All the locations for the products must be found and the units counted. Again, finding products is not easy.

Solution A – checking before the store opens

The first method is to simplify the search for suspect stock levels by highlighting products with a low or even negative theoretical stock. This is done outside opening hours by shifting all labels to a staff page that shows supply chain-related information such as stock level, next delivery date, batch sizes and similar. This is usually coupled with flashing the labels where there is reason to suspect that the data is bad or that something is wrong, typically negative theoretical stock and non-moving items.

Negative stock means that the theoretical stock in the system is less than zero, which is obviously not possible; non-moving items are when the system sees that an item which normally sells fast have not sold any recently (can be during the day or for a full day depending on the POS-data available). Inventory checks are thus greatly simplified by using flash to bring immediate focus. Flashing can also be used for high priority items (items on promotion, with high margin or seasonal).

Solution B – checking during the day

The second solution is to find critical items throughout the day. The employees again use Instant Flash and map to locate the items to check. The same checks can of course be made here: negative stock, non-moving items or high priority checks.

The value of the solutions is both on time save and in improved stock level data. The latter is very important for e-commerce and for not binding up more capital in stock than absolutely needed.

Other solutions

Other methods are more indirect, although still very effective. By using the flash-guided solution, replenishment errors are drastically reduced.

For example, the guided replenishment avoids the common mistake that a product is put in front of a very similar-looking but not identical product, thus hiding the one behind and invariably leading to mistakes further on in the replenishment chain.

Customer experience

Pricer's solutions for inventory management are widely used by our customers. One example is a major retail chain with 650 stores, ranging from convenience stores to supermarkets and hypermarkets, in a European country that has used these solutions for several years allowing employees to work more easily and efficiently.

Every morning, until 15 minutes before the store opens, they shift the information on the labels to display the inventory status which is also shown on their personal digital assistant (PDA). They can check the theoretical stock, last day of order and ordered amount, planned or past delivery dates and quantities, the average sale of the week, etc. directly on the shelves and for each of the products.

Thanks to the interconnection of the Pricer ESL system with the customer's own back-office applications, their reference prices are shown on the labels, but the Pricer system can collect the information concerning the management of the stores and display them on the additional pages on all labels whether they are segment or e-paper labels.

The speed of the Pricer communication system based on optical wireless communication technology allows the system to be set so that these management pages are displayed at a time set by the store. It is also possible to view these pages in real-time using Pricer's remote control, a simple but flexible tool for various kinds of shelf edge use cases.

3.4 Replenishment made easy

The biggest single process in a store is the replenishment of shelves. A typical supermarket puts tens of thousands of products on their shelves every day. It is a very time-consuming task and also one that is surprisingly error-prone. If the employee does not check the price tag properly, there is a risk that the product ends up in the wrong place or hides the correct product. The consequences are that the right product might not be replenished with correspondingly reduced sales and that the stock levels end up wrong on both the correct and the wrong product.

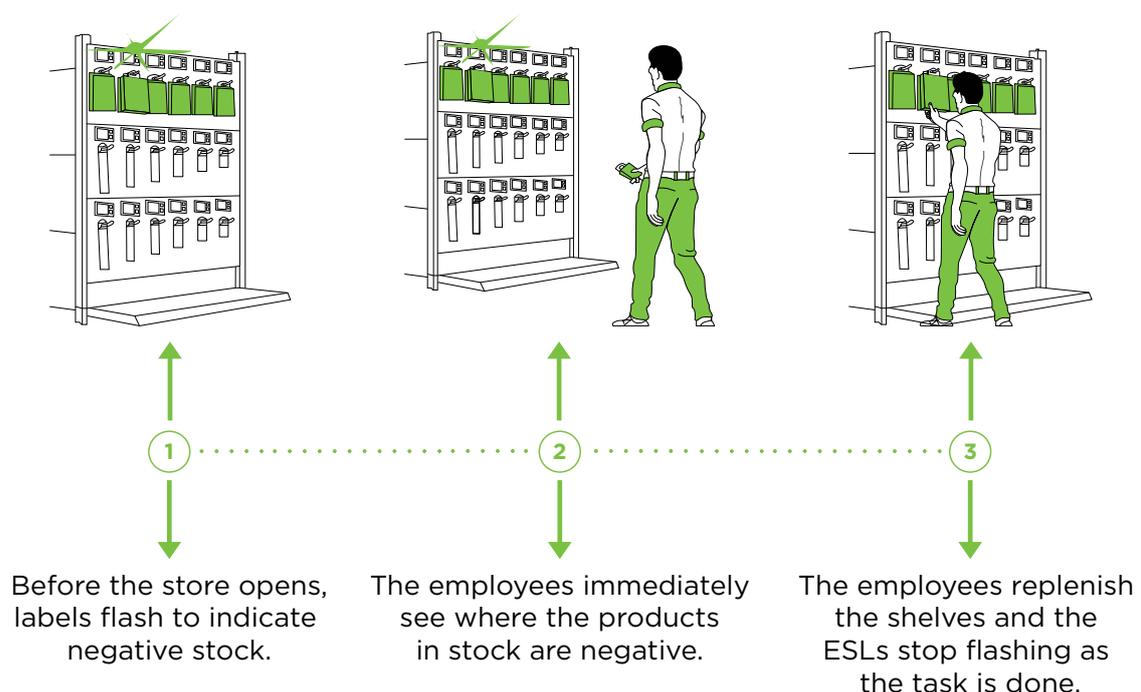
“With Pricer’s Instant Flash, replenishment of shelves is no longer a painful task.”

Instant Flash: a real time-saver

With the replenishment process being guided by Pricer’s system, risks are reduced and replenishment work is sped up. This is achieved by letting the employee simply scan the barcode on the product that needs to be replenished using a handheld device. When this is done, the system immediately does two things. Firstly, on a map of the store, it shows exactly where the product is. Secondly, and most importantly, it triggers the flash on the label.

Removes risk and increases speed

The flash and the map allow the employee to find the product quicker and also remove the risk of putting the product at the wrong price tag. The end result is that shelves are better and more correctly stocked in less time. As a side effect, stores become neater and better run – factors that are known to increase sales. The guided replenishment is also easier, which means a reduced need for training and store knowledge, making staffing easier and more affordable.



3.5 Geo-positioning

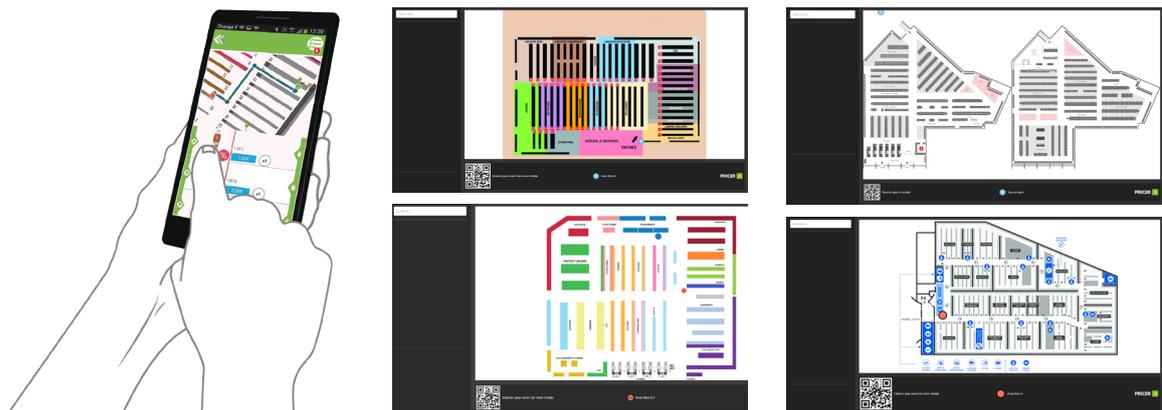
In a large store, such as a hypermarket or DIY store, finding a product is not always easy. Layouts differ between stores, chains and countries, and shoppers find themselves at the mercy of finding a staff member who is available to help them. Of course, there is also the risk that they simply give up and walk out if they cannot find the product.

The solution

Pricer offers an automated solution to this problem. By dynamically positioning each and every label, the system knows where all products are on a map. These positions can then be searched using the Pricer Quick Search tool, which is available at a kiosk and as a mobile web search. Typically, a few search kiosks are placed throughout the store, allowing shoppers to conveniently search for products. Links to the mobile Quick Search can be provided with a simple QR code, enabling anyone with a smartphone to use the search.

In-store maps

With product geo-positioning, it is critical to have appealing and accurate maps. Pricer provides the tools to create, update and distribute maps for multi-store retailers.



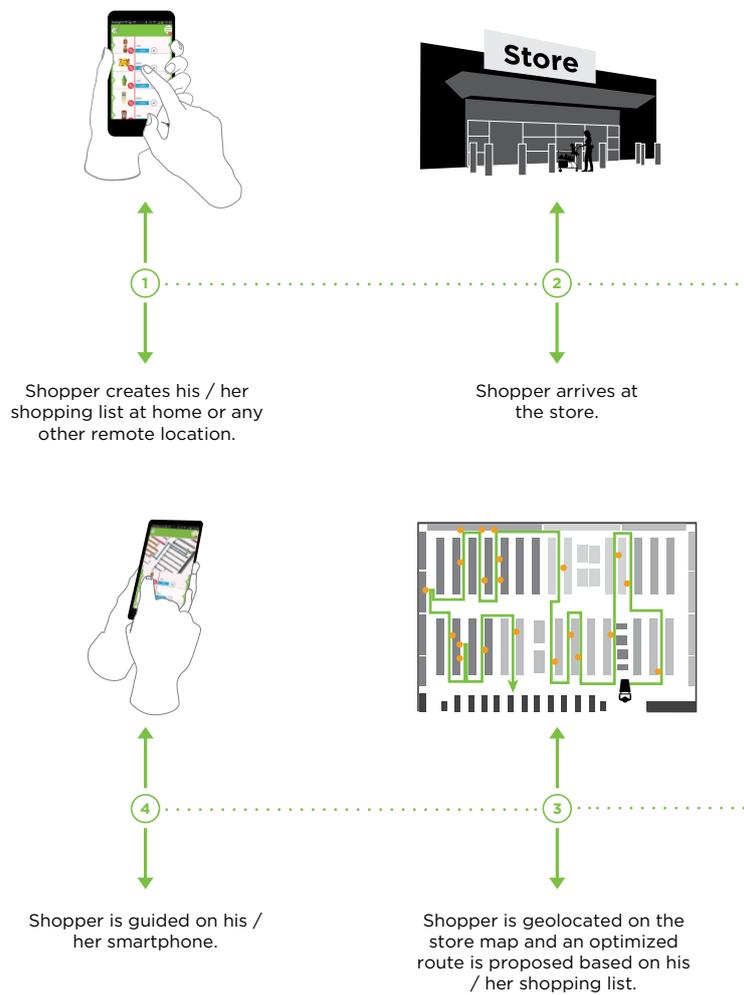
In-store consumer guidance

The kiosk provides shoppers with product location based on Pricer's ability to automatically geo-locate the product's Electronic Shelf Label in the store. The shopper can search products directly on the interactive terminal or transfer the link of the digital store map to a smartphone without opening a specific application.



Customer and store benefits

- The shopper becomes more autonomous to find products and promotions.
- Automatic item location in the store through the search tool or a smartphone.
- Associates can guide customers with precision by showing a PDA screen.
- Improved customer experience and customer loyalty.
- Ability to enforce and audit the planogram.
- Compliance.



3.6 Waste management

Of all food produced about one third is never consumed and a large part of that waste occurs in the store. This is becoming an increasing priority, from a cost perspective and, more importantly, from a sustainability perspective. To help combat the waste Pricer offers a solution to make the date checking efficient and to sell the expiring products at the optimal price before they go to waste.

The improved date checking is done with an app to record the closest expiry date per SKU. Using the collected data daily focused date checks can be made on only the relevant products. To quickly find the right product to check the flashing is used. Typical time save is 50% and waste reduction of 20-40% in relevant categories.

3.7 Merchandizing management

Merchandizing such as shelf talkers and flags are used to drive sales. One use is to inform and educate the shopper about the products. They can highlight products that are organic, gluten free, vegan, local and similar. They are used to draw attention to products on promotion. As with many in-store processes this is time consuming and not so easy to get fully correct.

Pricer's solution is to assist with flash and information on the display. When the store is closed for customers the labels are switched to merchandizing management mode and only the labels that require a shelf talker are set to flash. It then is a straightforward task to walk the aisles, remove all shelf talkers from non-flashing labels, check the ones that flash and have shelf talkers and put them up on the ones that flash but are currently without shelf talkers.

The time saved typically is between 50-75% and the value is directly linked to the amount of shelf talkers. It also helps to keep the merchandizing compliant.

Just as with inventory management this can also be carried out throughout the day, for example to check a weekly campaign. Then map and flash will be used.



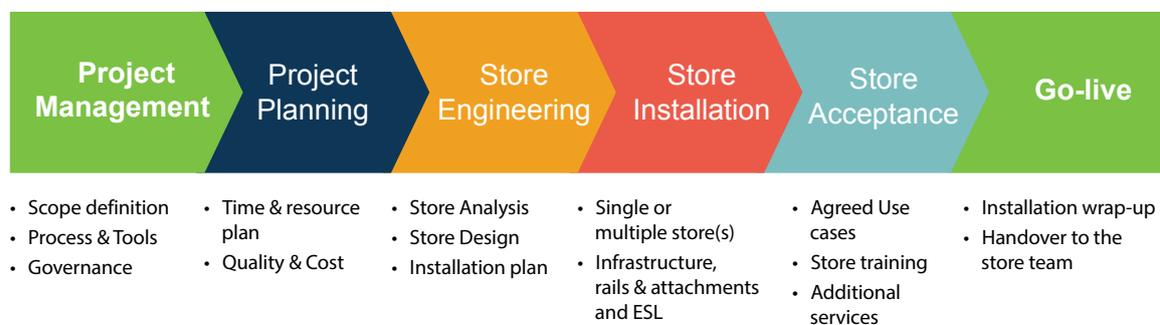
4. Services at Pricer

The number one objective for Pricer is customer satisfaction. For our customers it is easy to work with Pricer.

We do everything we can to be a customer centric and proactive partner with focus on transparency and availability. To that end we have created a customer operations team consisting of dedicated professionals in several countries with expertise within logistics, systems engineering, project management, technical support and service management. This global organization setup supports customers during the entire lifecycle of a solution, from project planning to product recycling. The objective of the team is to ensure that agreed services are delivered in time, with required quality and at the right cost. Success is measured in customer satisfaction. The experience should be excellent.

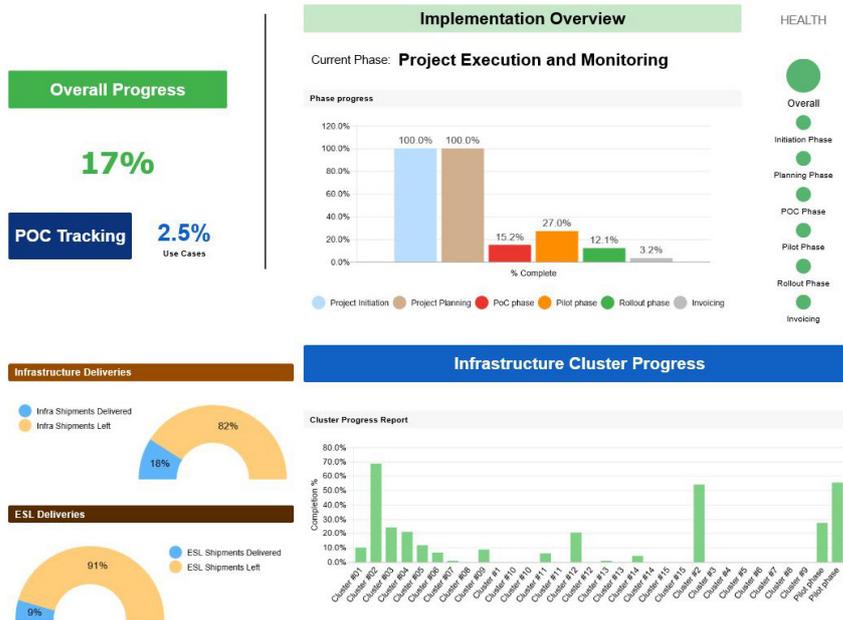
4.1 Delivery and installation

Pricer offers a project management service for the installation of the solutions in the stores. Depending on the need, the service can be adapted from installation support to a full turnkey solution.



Project management and installation process.

The project manager will ensure that agreed deliverables will be delivered on time, within budget and of the right quality. For all new customers Pricer uses a project management tool, Smartsheet, that is used to manage all ongoing projects. Smartsheet is an online tool which gives the customer a real-time picture of all ongoing projects. With a standard tool we can ensure that all projects are run following a standardized process so that we can assure the highest quality.



All new customers get access to an implementation dashboard for full transparency and the possibility to monitor the implementation in all stores.

4.2 Support and maintenance

With focus on support and maintenance, Pricer’s aim is that the customer should be able to make the most of the system. The Support and Maintenance service offered by Pricer is split into the components Technical Support, Software Maintenance and Hardware Maintenance. Pricer’s customer centric support organization offers global and local support, and customers get access to an online support tool for maximum transparency. Ongoing support tickets are handled through this system. Pricer’s on-line support platform is available for customers through an on-line portal where the customer can create and manage all support and maintenance related issues. In addition to managing support tickets, the tool offers a knowledge database to speed up support and SLA fulfillment is visible through the tool.

4.3 Professional services

Depending on customer needs, Pricer offers a wide range of professional services:

- Engineering support
 - Software installation and configuration
 - System upgrades
- Third party integration
 - Backoffice integration
 - Smart tools
 - Implementation of supported third party solutions
- ESL template design
 - Layout design and editing
 - Update & Management
- System audits
 - Verification of performance
 - Tuning of system
- Training
 - Training of store & technical staff

5. Products and attachments

The basis in Pricer's range of electronic shelf labels consists of the SmartTAG product range and the new SmartTAG Power and SmartTAG Power+ families with features such as market leading battery capacity, sub-second response time for both display and flash, and enhanced sustainability with reduced energy utilization and recyclability. Below is a brief presentation. For further details, please see the product specification sheets.

SmartTAG Power and SmartTAG Power+ Additional Useable Power for High Utilization Use Case and Dynamic Pricing Environments

- Fully graphic, E-ink displays - paper like
- Up to 10 years battery life (15 years for Power+)
- Multi-color and multi-level flash for different use cases (RGB, Flash types: 4)
- Integrated NFC as standard
- Black & White, Red (Yellow on request)
- Multiple pages for merchandising and inventory information
- Small, medium, large, shelf edge attached displays
- Dedicated freezer label



SmartTAG Power and SmartTAG Power+ S, M, L.

SmartTAG HD – Graphic Shelf Edge Labels

- Fully graphic, E-ink displays - paper like
- Up to 8 years battery life - easy battery change out
- Instant Flash and NFC (optional)
- Black & White, Red (Yellow on request)
- Four sizes: small, medium, large, tall
- Dedicated freezer label
- Multiple pages for merchandising and inventory information



SmartTAG HD - Graphic

SmartTAG HD 110, HD150, HD200 – Large Display Graphic Labels

- Fully graphic, E-ink displays - paper like
- Up to 8 years battery life – easy cassette change out
- Instant Flash (RGB “Flash types”: 4 (soon to be released - to complement Power labels)) and NFC (optional)
- Black & White, Red (Yellow on request)
- Multiple pages for merchandising and inventory information
- Large display, perfect for fruit & veg, electronics, premium



SmartTAG HD 110



SmartTAG HD 150



SmartTAG HD 200

SmartTAG – Segment Labels

- Industrial LCD displays - 184 segments
- Instant Flash
- Up to 8 years battery life - easy cassette change out
- Three sizes: small, medium, large
- Dedicated freezer label
- 32 additional pages for merchandising and inventory information



SmartTAG - Segment

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 & vegetables, delicatessen, fish or dairy products, etc.



SmartPOSTER

Pricer SmartTAG key features

Enhanced interaction

Instant Flash

All Pricer ESLs possess a built-in wireless low power flash capacity. Instant Flash is a retail shelf-edge innovation breakthrough, enabling radically new in-store solutions such as promo-flash and task-to-light. By exploiting the highly optimized optics, the flash viewing angle approximates 180 degrees giving clear visibility up and down the aisle. The unique component, the optics, the wavelength and Pricer's ultra-low power label architecture brings complete solutions to shelf-edge automation, in effect, solving the last mile of retail: product identification in real time.



The latest ESLs, SmartTAG Power and SmartTAG Power+, offer multicolor flash with different flash types, from low intensity to high intensity, optimized for different types of store activities.

Segment or graphic

Whether they are segment or graphic, Pricer has conceived labels with the clearest readability of the market. By being the first to install stores with graphic labels using E-ink technology because of its incredible paper-like readability, Pricer has set today's standard for graphic displays.

Near Field Communication (NFC)

In all SmartTAG Power and SmartTAG Power+ labels, NFC is standard. All Pricer SmartTAG ranges offer the option of integrating a 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. Our NFC labels have been recognized by an independent lab as having the easiest tag connectivity capabilities in the market. Our unique NFC architecture allows immediate web redirection using the basic Android reader.

- Unique flash capability
- Instant flash responsiveness
- Ultra low power design
- Enhanced promotions
- Fast and accurate product search
- Task-to-light, alerts, Click & Collect

System reliability

Real bidirectional communication

Each time the Pricer tags receive data updates or are queried, a response is sent back providing a real time dashboard view of the system and the tags. This functionality is mandatory for thorough central monitoring and local control of store operations, for guaranteed price integrity and label stock accurate management and re-stocking, all guaranteeing the industry's best TCO.

Reliability, Longevity and Flexibility – Industry's Longest Battery Life

All SmartTAG labels communicate with the Pricer Management System by optical wireless communication using a near infrared band. This, along with the years of investment that Pricer has made into sophisticated ASIC technologies within the label, ensures that the SmartTAG labels have the lowest power requirements on the market. The basic attributes of the Pricer system all support this:

- Interference free communication between label and system means lower retry and resend rates than congested radio or Wi-Fi systems.
- Efficient optical wireless communications requires far less (factors well in excess of 10x) power for communications than radio-based ESLs.
- Sophisticated protocol design ensures that functions such as flash can deliver sub second response times without long power hungry communication periods and even longer delays due to attempted optimization of battery life.

These are just a few of the unique features in the Pricer system. For more information please refer to "How to Stress Test an ESL system" and also "Explaining and Understanding a Pricer System Part 2".

This level of reliability and longevity is critical to ensuring complete flexibility for future replacement and system evolution. Segment tags have a life span of up to 10 years and graphic tags up to 15 years depending on model, in a retail environment. Some SmartTAG model's lifetime can be extended by way of battery cassettes which are easily replaced in 3 seconds. The SmartTAG Power and Power+ families offer a dramatically extended battery capacity for maximum flexibility and advanced use case implementation.

In-store environment

SmartTAG universal design

SmartTAGs S, M, L, segment and graphic, and the SmartTAG Power and SmartTAG Power+ 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 SmartCLIP directly into the ESL, providing a universal support and merchandising system.

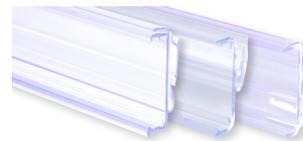


Pricer attachment solutions

Below you find a selection of Pricer's attachment solutions. For further details, please see Pricer's attachment catalog that you can download from our web.

Rails

Pricer has partnered with the world leading as well as important local merchandising companies to provide the most comprehensive shelf rail solutions.



Rails

Mounting solutions (example)

Pricer Multiposition Locking Peg Hook

- Compatible with 4 to 8 mm diameter T hooks
- Minimum of 15 mm wide T hooks
- 5 angles -50°, -25°, 0°, +25°, +50°
- Shelf-talker can be hang under the peg hook



Locking Peg Hook

Mounting solutions for fruit and vegetable areas (examples)

White Suspension Hook

Hook to fix the SmartTAG HD 110 on wire baskets, tubes or similar.



White suspension hook

Multiposition Hook

Multiposition hook to be attached to furniture or crates in order to fix the SmartTAG HD 200 or the SmartTAG HD 110 in the fruit and vegetable area. The label can be positioned in a landscape or portrait mode.



Multiposition Hook

Narrow Slate with Pocket Display

- Black slate with aluminum straps to fold on the furniture
- A paper display of 120 x 80 mm to insert your own sale communication (not provided)



Pocket Display

High Black Rotative Articulated Clamp

- Black ABS 360°rotative and articulated clamp
- Can be used with adapter plate 92000 or waterproof box to display L or Tall label



Black Articulated Clamp

Mounting solutions for delicatessen or fish area (examples)

White Articulated Stand

Mainly used to place the label on flat surfaces in the delicatessen area. Can be attached to the SmartTAG HD 110 or S, M, L sizes (segment or graphic).



White articulated stand

Short Ice Pick

- Short alimentary PET ice pick
- 750 mm under the box 94002-02



Short ice pick

Waterproof Boxes

- Alimentary PET box with complete sealing.
- White belt around the box. (other color possible if volume)



Waterproof Boxes

Multimedia holders

Adapter Plate

Adapter plate is used to fix the SmartTAG HD 110 or HD 200 on a flat vertical surface. The adapter plate can be magnetic, adhesive or used with screws.



Adapter Plate

Large Foot Holder

Used for placing the SmartTAG HD 200 on flat surfaces. The label can be portrait or landscape oriented.



Large Foot Holder

Merchandising accessories

Snap-on Standard

Plastic snap-on to clip on HD ESLs.



Snap-on Standard

Colored Snap-on

Customizable frame (color and logo) that can be clipped to the front of the label.



Colored Snap-on

SmartCLIP

The SmartCLIP is inserted in the label. It is used to sturdily fix a shelf talker on the left side of the label.



SmartCLIP

Transparent Snap-on + Mask

- Screen protection cover.
- Pricer can provide customized communication "mask" to insert behind the cover.



Transparent Snap-on + Mask

SmartTAG Slim Protective Cover

- Transparent PMMA protection cover to clip on the ESL (HD200 and HD150).
- It protects labels from scratches and can allow to use masks, to communicate around label.



SmartTAG Slim Protective Cover

SmartTAG Power and Power+ attachments

- The SmartTAG Power and SmartTAG Power+ labels come with a whole range of attachments, such as Power Flag, Power clip (adapter for using Smart flag on Power tags) and snap-on frames.



SmartTAG Power and Power+ attachments

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