



إبتكارات المتقدمة
ibtikarat



LG Innotek

ESL

ESL - The new dimension for price labels

Electronic shelf labels (ESL) are digital price labels and they are THE innovative solution for product and price labels at the point of sale. The Ibtikarat ESL system links your stock management system to the ESL on the shelf. You can access the ESL directly and transfer information about the product and price, as well as make alterations immediately.

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Discover the advantages

- Immediate price and information changes on the product
- Time controlled price changes at weekends and special times
- Network between the till, online shop and electronic price labels on the shelf
- Stock monitoring and stocktaking mode
- Range of fixing solutions
- Battery life > 5 years
- Future-proof solution
- Secure data transfer
- Price consistency between product and till system

Using wireless data transfer you can **update product info and prices at the touch of a button**. Creating and exchanging price labels can be dispensed with completely. The encrypted radio connection ensures **secure data transfer** between the gateway and the label. Therefore, your radio network is protected from third-party access.

Altered prices, promotional discounts and special prices can be displayed on the ESL tags at the touch of a button. The display can be reinforced by showing graphics while doing so.

The prices and supplementary information about your products can be **monitored and controlled centrally** with the aid of ESL technology. You can therefore keep track of your prices at all times. The high resolution displays can **depict scannable bar codes** to support stock control. With the **Ibtikarat** ESL system you are equipped for the future. The system can be **extended with additional functions** and it can also be **integrated into existing systems**. The **optional NFC technology** enables the customer to call up supplementary information about the respective product on their NFC compatible smart phone.

Ibtikarat ESL **can be attached almost everywhere** and it **can be used for every product**. The comprehensive range offers a multitude of adapters, stands and rails. The labels are equipped with 'electronic paper' technology. **Electricity consumption is thereby reduced to a minimum** and energy efficiency is increased.

How the System Works

Label

Display of product and price information as well as communication with the gateway. The display on the labels can be configured using the template designer. Displays can include: product information, special information such as stock level, prices and special prices, as well as barcodes and graphics, etc.

ESL Software

The ESL software connects the ESL system with the till system and transfers data to the gateway.

ESL Client

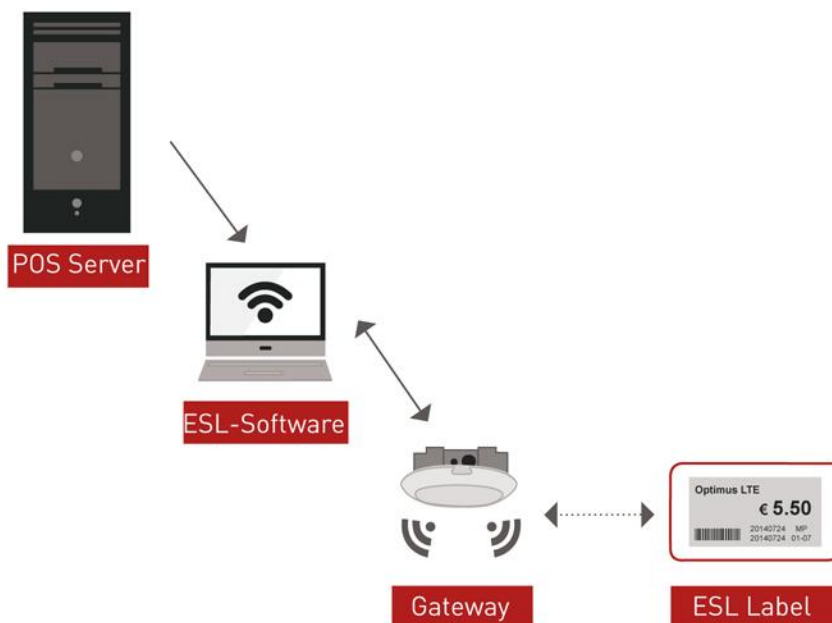
With the ESL client, system information can be pulled up (label and battery status, linked products, etc.). This makes the whole system self-monitoring and it informs itself of problems.

Gateway

The gateway transmits information to the tags and also detects battery status, fault notifications and network activity.

Rails and Adapters

The huge number of rails and adapters allows the **Ibtikarat** ESL to be attached to almost all types of shelves and in all point of sale areas.



Key

								
BL-Series								
BL15	39.6 x 48.3 x 14.8	152 x 152 27.6 x 27.6 1.5 inch	B/W B/W/R	140 dpi	1x CR2477	✓	✓	0°C - 45°C 32°F - 113°F
BL21	72 x 36.8 x 14.3	212 x 104 48.5 x 23.8 2.1 inch	B/W B/W/R	111 dpi	2x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
BL27	85 x 55 x 14.3	264 x 176 57.8 x 40.2 2.7 inch	B/W B/W/R	117 dpi	2x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
BL29	89.6 x 41.2 x 14.3	296 x 128 66.9 x 29.1 2.9 inch	B/W B/W/R	112 dpi	2x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
BL42	104 x 88.4 x 14.3	400 x 300 84.4 x 63.6 4.2 inch	B/W B/W/R	120 dpi	3x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
BL58	137.4 x 108 x 14.3	600 x 448 120 x 89.3 5.8 inch	B/W B/W/R	128 dpi	4x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
BL74	127 x 180 x 14.3	480 x 800 97 x 161.6 7.4 inch	B/W B/W/R	126 dpi	6x CR2450	✓	✓	0°C - 45°C 32°F - 113°F
IL-Series								
IL15	43.5 x 45 x 6.8	152 x 152 27.6 x 27.6 1.5 inch	B/W B/W/R	140 dpi	ERS50	✓	✓	0°C - 45°C 32°F - 113°F
IL21	710 x 36.3 x 6.8	212 x 104 48.5 x 23.8 2.1 inch	B/W B/W/R	111 dpi	ERS43	✓	✓	0°C - 45°C 32°F - 113°F
IL29	92 x 45 x 6.8	296 x 128 66.9 x 29.1 2.9 inch	B/W B/W/R	112 dpi	ERS50	✓	✓	0°C - 45°C 32°F - 113°F



Overall size (mm)



Display size (pixels / mm)



Colouring (black, white and red)



Resolution



Electrical power supply



Optional NFC



Scannable bar codes



Ambient temperature



Coffee
Coffee

Coffee
Coffee

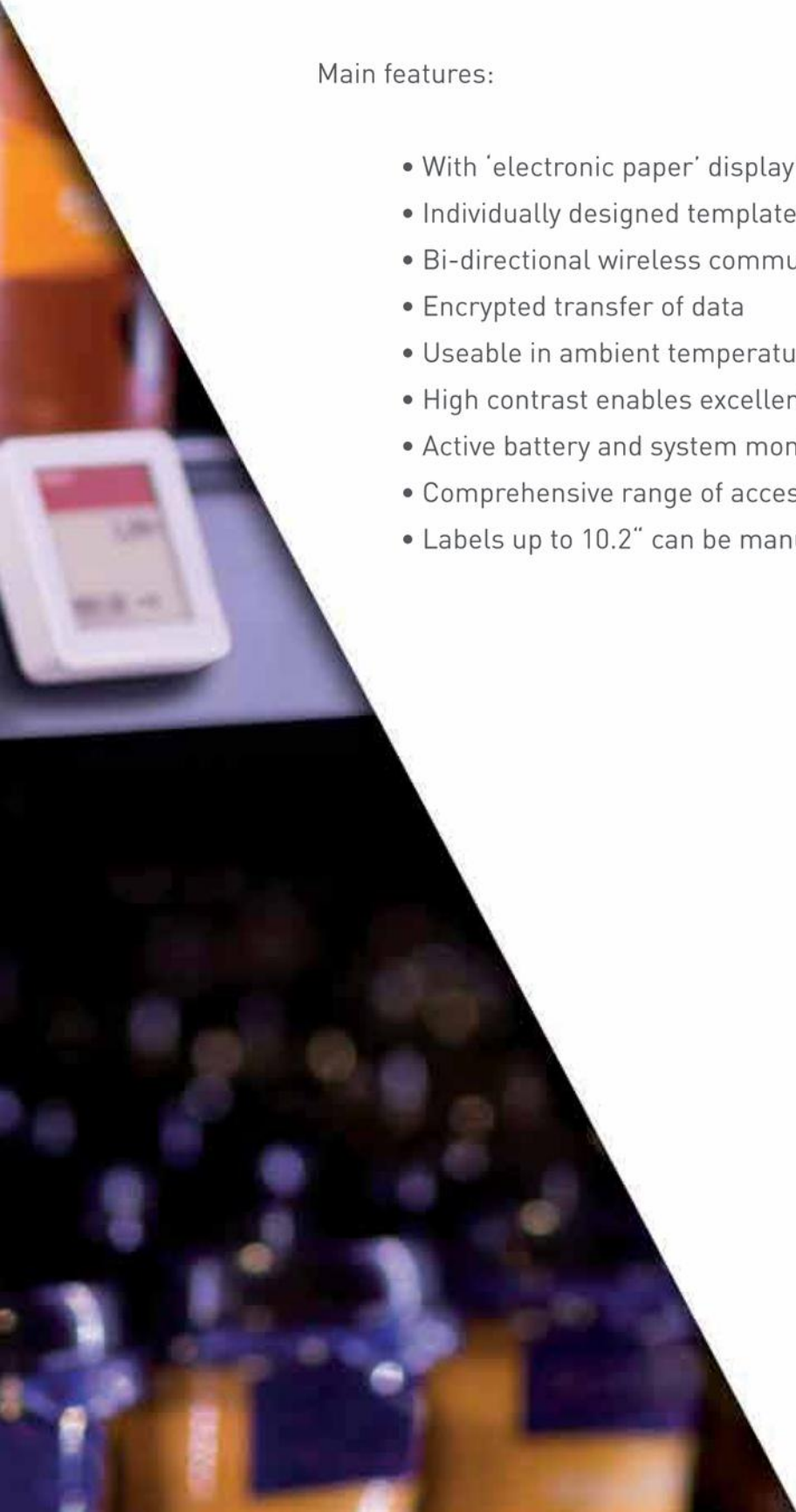
Latte macchiato
1,29€

Battery labels

Flexible display of prices: **Ibtikarat** battery-powered labels can be attached and used everywhere.

Main features:









- With 'electronic paper' display technology
- Individually designed templates
- Bi-directional wireless communication
- Encrypted transfer of data
- Useable in ambient temperatures from 0 °C to 45 °C
- High contrast enables excellent legibility
- Active battery and system monitoring
- Comprehensive range of accessories
- Labels up to 10.2" can be manufactured



BL15

1.5 inch








The smallest label in the battery-powered range has been specially developed for pegwall hooks and narrow compartments on shelves. The narrow width allows several to be placed compactly next to each other at the point of sale.

 39.6 x 48.3 x 14.8 mm	 152 x 152 px 27.6 x 27.6 mm	 B/W B/W/R	 140 dpi
 1x CR2477	 ✓	 ✓	 0 °C to +45 °C

BL21

2.1 inch

For optimal price display on the shelf, the **Ibtikarat** BL21 label is best suited because it has the same format as paper labels.









 72 x 36.8 x 14.3 mm	 212 x 104 px 48.5 x 23.8 mm	 B/W B/W/R	 111 dpi
 2x CR2450	 ✓	 ✓	 0 °C to +45 °C



BL27

2.7 inch



The BL27 is best suited to products where you want to display more information for the customer. Through the large display more lines of the same size text can be displayed in comparison to the BL29.

			
85 x 55 x 14.3 mm	<u>264 x 176 px</u> 57.8 x 40.2 mm	<u>B/W</u> B/W/R	117 dpi
			
2x CR2450	✓	✓	<u>0 °C to +45 °C</u> 32°F to 113°F

BL29

2.9 inch

For optimum legibility for products in shop windows and display cabinets, the BL29 label is a good choice: it offers a large field of view for the information that has to be displayed.

			
89.6 x 41.2 x 14.3 mm	<u>296 x 128 px</u> 66.9 x 29.1 mm	<u>B/W</u> B/W/R	112 dpi
			
2x CR2450	✓	✓	<u>0 °C to +45 °C</u> 32°F to 113°F



BL42

4.2 inch

For immediately obvious pricing on large products the BL42 label is ideal. All of the relevant information can be presented understandably in large scale.



104 x 88.4 x
14.3 mm



400 x 300 px
84.4 x 63.6 mm



B/W
B/W/R



120 dpi



3x CR2450



✓



✓



0 °C to +45 °C
32 °F to 113 °F

BL58

5.8 inch

The BL58 is suitable for displaying pictorial content or long product descriptions. With its large size, the display is not limited to showing the price. It allows use for example as a notice or door sign.



137.4 x 108 x
14.3



600 x 448 px
120 x 89.3 mm



B/W
B/W/R



128 dpi



4x CR2450



✓



✓



0 °C to +45 °C
32 °F to 113 °F



BL74

7.4 inch

The largest standard format of battery-powered labels is suitable for displaying pictorial content where the intended use is not limited to showing the price. It allows use for example as a notice or door sign.



127 x 180 x
14.3 mm



480 x 800 px
97 x 161.6 mm



B/W
B/W/R



126 dpi



6x CR2450



0 °C to +45 °C
32°F to 113°F

ACME
APPLIANCES

SALE · SALE · SALE · SALE

Navy green Top Loading washer with electric dryer

4.2 Cu Ft Total Capacity/
Deep Fill Dual-Action
Aptrol® Deep Rinse/
Auto Soak/Speed Wash/
6 Temperatures/14 Cycles/
700 RPM Maximum Spin
Speed/Stainless Steel
Wash/EasyTidy Finish

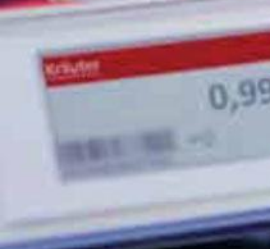
\$ 801.19
~~\$ 1,108.00~~

Spacemaker Stock Washer With Gas Dryer

3.3 Cu Ft Washer Capacity/
5.9 Cu Ft Dryer Capacity/
11 Wash Cycles/6 Wash/
Rinse Temperatures/
Auto-Load Sensing With
4 Water Levels/ACUPAT
Finish

\$ 1,299.19
~~\$ 1,499.00~~

Free 1-2 Day Shipping!



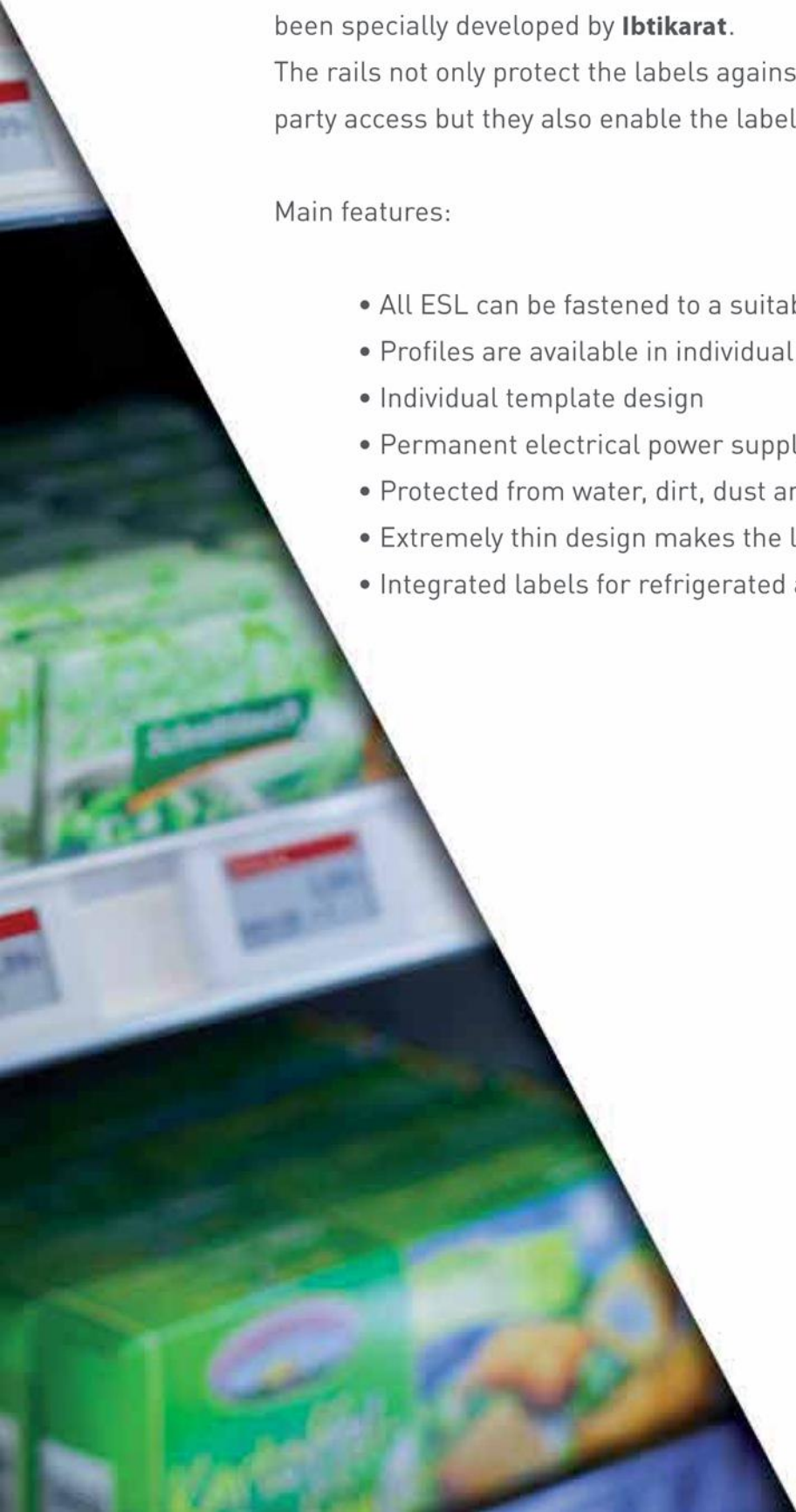
Integrated labels

The integrated labels have a slim construction and function without batteries because they are supplied with electricity by rails that have been specially developed by **Ibtikarat**.

The rails not only protect the labels against water, dust, dirt and third-party access but they also enable the label to be perfectly legible.

Main features:









- All ESL can be fastened to a suitable profile
- Profiles are available in individual lengths
- Individual template design
- Permanent electrical power supply
- Protected from water, dirt, dust and third-party access
- Extremely thin design makes the labels shock-resistant
- Integrated labels for refrigerated areas available on request



IL15

1.5 inch









The integrated label has been specially constructed in order to be independent of batteries at the point of sale. The IL15 label is designed for narrow compartments on shelving and several of them can be placed compactly next to each other on the products because of their width.

 43.5 x 45 x 6.8 mm	 152 x 152 px 27.6 x 27.6 mm	 B/W B/W/R	 140 dpi
 ERS43	 ✓	 ✓	 0 °C to +45 °C 32 °F to 113 °F

IL21

2.1 inch

The IL21 label replaces the standard paper labels in size and shape. The labels have been constructed to be as compact as possible, in order to provide all of the important information and save space at the point of sale.

 71 x 36.3 x 6.8 mm	 212 x 104 px 48.5 x 23.8 mm	 B/W B/W/R	 111 dpi
 ERS43	 ✓	 ✓	 0 °C to +45 °C 32 °F to 113 °F



IL29

2.9 inch

The IL29 label has been developed by **Ibtikarat** for improved legibility. Its large field of view enables product information to be displayed in large scale.



92 x 45 x 6.8 mm



296 x 128 px
66.9 x 29.1 mm



B/W
B/W/R



112 dpi



ERS50



0 °C to +45 °C
32°F to 113°F



Birnen Senfsauce

5,99 €



NFC

4005809837021



Fixings

The flexibility of the battery label leaves nothing to be desired.

By combining labels with acrylic stands, displays, hooks, hangers, clamps and floorstanding units, electronic pricing can be used nearly everywhere and with almost any product. We can also create a bespoke label holder for you on request. The open programmability of the labels opens up further fields of use. This allows the battery labels to be used, for example, as notices or door signs.



Universal Rail System (URS) - Rails for battery labels

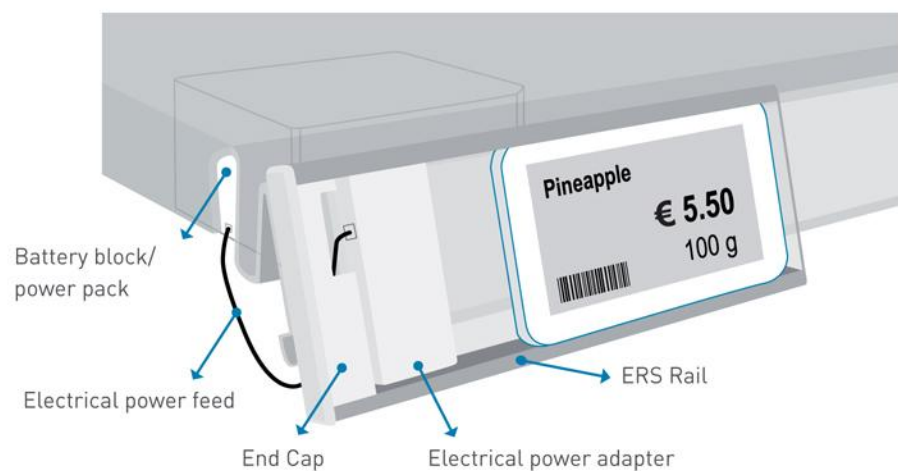
By changing the height of the profile this can be used for all label sizes in the battery label range. The upturned L shape prevents dirt, dust or water from collecting. The URS is available in lengths from 30 mm to 3020 mm, which allows them to be used as individual adapters or for entire rows of shelves. The **Ibtikarat** standard colours for these rails are black, white or transparent. Special colours available on request. Using various backing profiles we have the possibility to attach the rail to almost all conventional shelf units. Using a magnetic backing, the rails can be placed for example on metal surfaces such as refrigerators.



Electronic Rail System (ERS) - Rails for integrated labels

The rails are made completely from PVC with two copper tapes (nickel plated) inside. We also have a range of backing profiles available so that the ERS rails can be attached to almost all shelf types.

The transparent front of the rail protects the label from water, dirt, dust and third-party access and enables the electronic price label to be seen unrestrictedly. Furthermore, it is possible to read the bar code with a scanner through the rail thereby supporting stock control.



SEBP 01

Shelf Edge Backing Profile - Backing profiles for rails

For glass shelves between 5 mm and 10 mm thick.



SEBP 02

For wooden shelves between 18 mm and 22 mm thick.



SEBP 03

For perforated wall-hung shelves with a scanner holder.



SEBP 04

For wire baskets.



SEBP 05

For wire baskets.



SEBP 06

For Linde, Storebest, Tego and Adams shelving.



Adapters for battery labels

A wide range of adapters is offered by **Ibtikarat**. You can find a selection of adapters on the following pages, which can be fastened to battery-powered labels with the aid of the universal connector.

The battery label has a fastener on the back.



The universal connector serves as an intermediate piece for the label and adapter.



The adapters can be fastened to the universal connector.



ADC01

Double hook adapter



ADC02

Universal Connector



ADC03

Adhesive pad



ADC04

ADC05

ADC06

Price stand (200 mm)



Price stand (100 mm)



Price stand made from stainless steel



ADC07

Spear



ADC08

Hook for tubing



ADC09

Plastic holder for wire baskets and thin tubes suitable for material up to 20 mm in diameter



ADC10

Display with hanging attachment



Display



ADC11

Adapter for panels up to 60 mm thick



ADC12

ADC13

Adapter for panels up to 60 mm thick



ADC14

Holder for a table or board between 10 mm and 15 mm thick



ADC15

Clamp for fastening onto boxes, baskets and products up to 20 mm thick



ADC16

Holder for fastening onto shelves

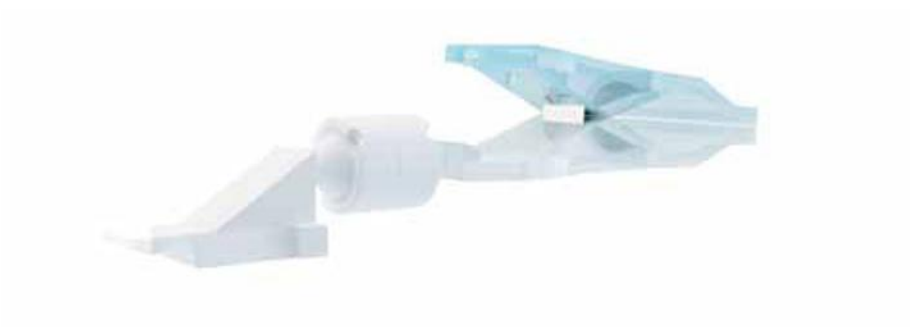


Large clamp for fastening onto products up to 30 mm thick



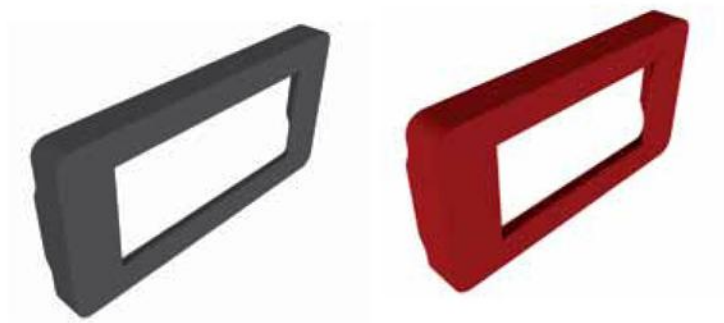
ADC17

Small clamp for fastening onto products up to 20 mm thick



ADC18

Exchangeable frame to clip to the front
(Printable and different colours available)



Acrylic and PET displays



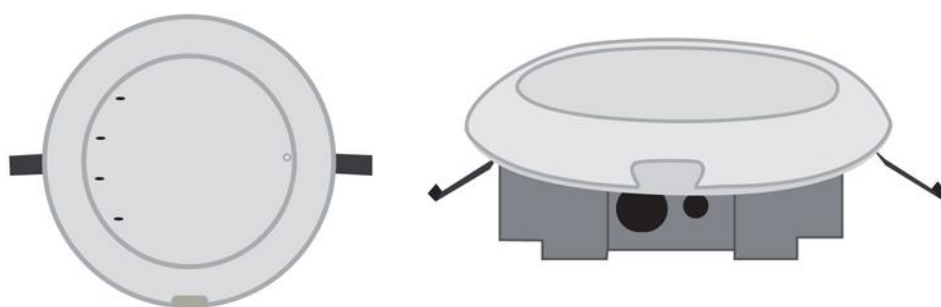
Floorstanding displays and ceiling hangers



ESL gateway

Features:

- Wireless controller for IEEE 802.15.4
- Controlled by the ESL client via the ethernet interface
- Offers extended RF standards: IR UVW, Bluetooth and WLAN
- Rapid transfer of data and real time location system (RTLS)
- Simple installation

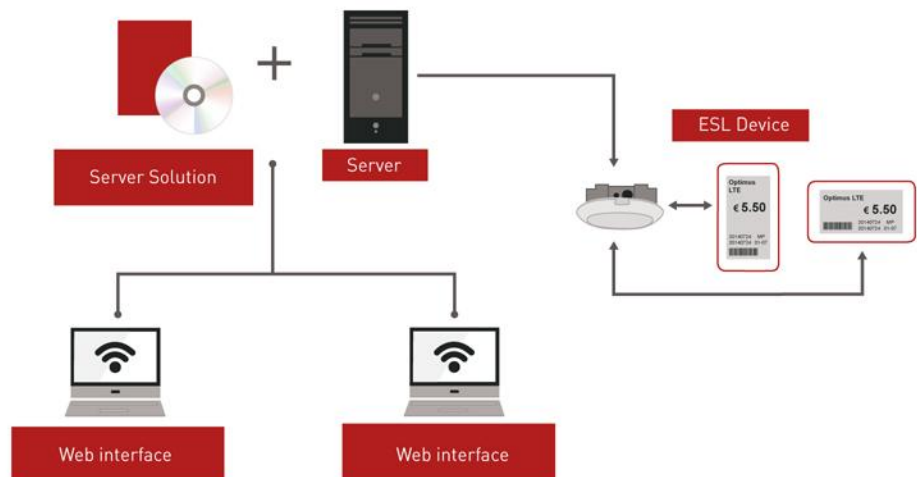


Size	161 mm x 63 mm
Weight	302 g
System	Linux Kernel 3.0.35 system with 4 GB flash and 1GB SD RAM
Upgrade	Automatic
Ethernet	1 ethernet port
Operating frequencies	802.15.4 x 3 (2.4 GHz) and 802.15.4a (3 GHz to 10 GHz)
WiFi	802.11 b/g/n (2.4 GHz)
Bluetooth	4.0 (2.4 GHz)
Encryption	802.15.4x : AES 128; ethernet: AES 128; Wi-Fi: WPA2
Range	40 m max.
Connecting equipment	802.15.4 : 5,000 per gateway is recommended; Wi-Fi: 5 (soft AP mode)
Electrical power consumption	DC 12V/1A 802.11af (PoE 48V/250mA)
Ambient temperature	between -10 °C and 60 °C

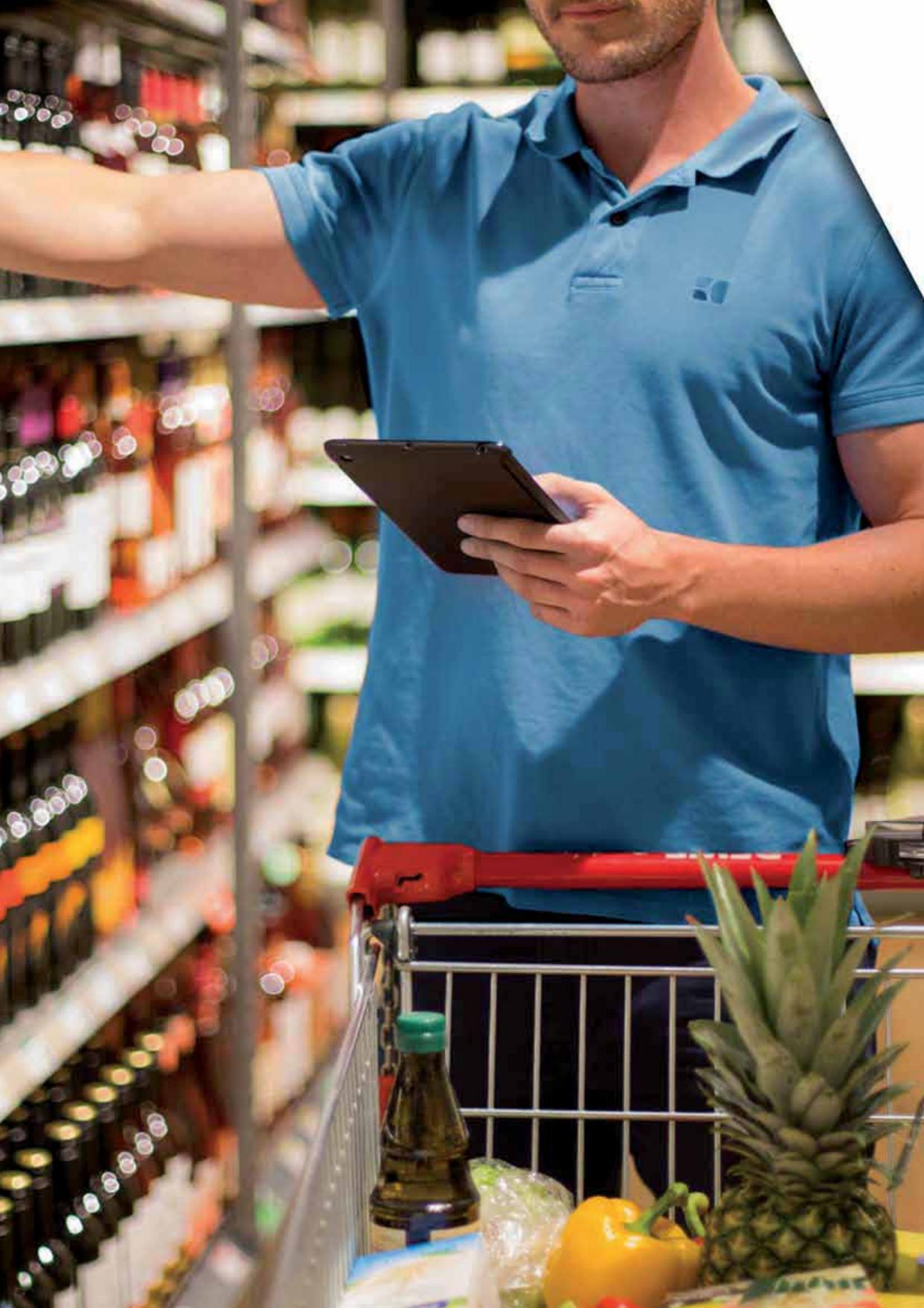
ESL software

The software (EMS, ESL management system) is the heart of our ESL system. It is responsible for:

- Interface (CSV, XML, XLS) for automatic import of your data
- Import of data which should be displayed on the screen
- Transfer of prepared data to the screen
- Control of special promotions and information updates
- Controlling the displays and connected gateways
- Detailed description of display and gateway status, e.g. battery status, template allocation, etc.
- Setting technical parameters such as transmission power, WiFi accesspoints, etc.
- Allowing manual matching: allocating items to a display (can also be done with a PDA or smartphone app)
- Comprehensive reporting including email sending
- Creation of templates with simple graphics user interface



Using the web interface the ESL system can be accessed from any PC or place to control and monitor the system. This makes it easier to access the complete system, to monitor the system status, to analyse and resolve problems from a distance. Through the bidirectional communication of the labels you always receive real-time data from the ESL system.



Advanced solutions

Advanced ESL solutions are offered to you by **Ibtikarat** and LG Innotek, in order to enhance the shopping experience and increase your productivity. As well as automatic price updates, supplementary information can be called up, personalised advertising can be sent out, or customers and employees can be guided towards items.



Enhancing the shopping experience

Guided shopping tours

Shopping has never been so easy. Shopping lists can be transferred to the smart phone. The customer will be guided through the market with the aid of the ESL system and based on the list.

Looking for offers?

The **Ibtikarat** ESL system draws the customer's attention to offers that are of real interest to them. The troniTAG system uses the interface with the smart phone to do this. The customer's position in the market can be determined precisely by means of the WLAN and Impulse Radio ultra-wide band. If the customer is in the vicinity of the products they need, then he can be advised of special offers directly.

A world of information

Supplementary information about a product can be called up with the aid of NFC technology (near field communication) and the smart phone. To do this, the smart phone should be held up to the ESL tag for the respective product.

Supplementary information like ingredients or allergens for example can be called up and displayed on the smart phone.

Improving productivity

Efficient use of staff

Employees can now be guided targetedly and with navigational support to products and compartments on shelf units, e.g., for refitting, filling or removing products. In this way you will always have an overview of accumulating work enabling you to control it optimally.

Goods with an expiry date?

Use the immediately updated prices to offer goods with expiry dates that lapse soon at special prices! You can encourage sales of specific products in this way and especially shortly before the shop closes.

Ibtikarat and LG Innotek offer you forward-looking ESL technology which can be extended with additional functions and integrated into existing systems. We are focused on developing advanced solutions as well as the advantages of ESL compared to paper labels.

Enhance your customer's shopping experience - increase your productivity!

Overview of labels

Battery labels (BL series)

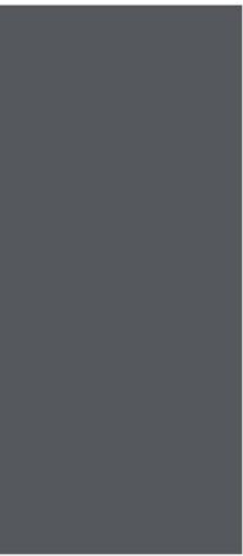
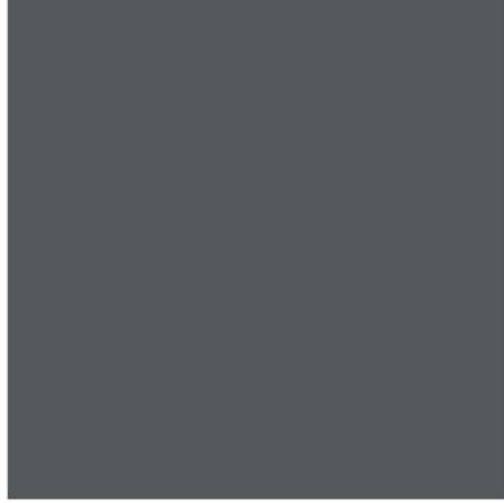


- ↓ BL15
- ↓ BL21
- ↓ BL29
- ↓ BL27
- ↓ BL42
- ↓ BL58
- ↓ BL74

Integrated labels (IL series)



- ↓ IL15
- ↓ IL21
- ↓ IL29





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