

Cashier-less Shopping

PE
range
ESLs



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The retail experience is changing at a rapid pace and has continued to do so for the last ten years. Consumers are balancing their spend between online stores; the physical stores and the retail industry needs to adjust to a changing market where consumers are more and more in charge of their spending.

Consumer Behavior is Changing

Where they used to be solely dependent on the physical stores, consumers now have a wide variety of products to choose from, both online and offline stores. If the physical stores do not develop and adjust their services and pricing, consumers will choose to order their products online. Not only the non-food retailer is threatened in its current existence, even supermarkets are planning to make changes in their strategy to keep up with e-commerce.

If retail can further trigger consumers to come to the store more often, then that would already solve a great deal of the issues at hand. Amazon proves that it is a necessity for physical stores to adjust to the ever-growing e-commerce. For a couple of years now, Amazon is expanding into selling grocery products online. As from 2018, Amazon is making

the crossover to physical stores in the U.S. by the name of Amazon Go. Customers can access the store by using the QR code in the Amazon app. The products are scanned on camera and the customer can walk out after taking the products of choice, thus avoiding checkout lines in these express stores.

Of course, Amazon is globally under a magnifying glass. The whole world is watching a leading e-commerce company incorporate a new technology that will affect us all. This step into a new direction that Amazon dared to take creates a gateway for Opticon to introduce enhanced technology to the market upon this newly created demand.



A versatile solution for many applications

- Active NFC
- RGB LED
- Sound feedback
- Easy installation



Solution from Opticon

Recently, Opticon has implemented the PE-292 with the largest supermarket chain in the Netherlands. With this 'Tap and Go' concept, they are preparing to enter the new decade and move towards the future. Opticon is participating in this development and manifesting this revolutionary technology so that we can all benefit from it. It will further increase customer footfall and create a more positive shopping experience.

What diversifies our ESL solutions is the added value of NFC, LED indicators and sound feedback. This enables you to use customer loyalty cards, payment and even pick-to-display solutions. The LED can be used as an indicator for a certain action, to attract attention or to find a product in a warehouse. When you develop a custom-made application, you can add even more functionalities to the Opticon PE-range that gives your customer control of their shopping experience, or you can use the application for your own purposes such as updating content on the e-paper.

Opticon has further refined the ergonomics and aesthetics by removing the need for batteries in this solution to create a slimmer fit to make the shelf look neat and the store making an impact to the consumer. The dedicated power rail supplies continuous power, which makes the PE-range a carefree solution by not having to swop batteries in due time. This smart design taps into modern society and the customer's wishes. The PE-range creates the 'wow-experience' we are all looking for.

High Speed Shopping in Practice

There are many applications possible with the use of the PE-range. We highlight the payment application, one of the solutions that Opticon is particularly proud of. The solution is implemented at several express stores of a large food retailer.

The journey for the customer starts by obtaining a physical card or by downloading the app, this is a onetime process only. When shopping, they take the product from the shelf, tap with their card/phone on the Opticon ESL and they simply walk out of the store without going through (self)checkout.

The integrated NFC enables the transaction. When there is no activity registered for 15 minutes, the system closes the transaction and the amount will be taken off the bank account automatically. This financial transaction process is dependent on what your local provider offers you.

We are tapping into the new decade



But Opticon's PE-range has more functionalities; when you tap on the ESL the LEDs provide a visual indicator and blink green whilst also giving a sound feedback that there was a successful transaction. In case there is a fault, the LEDs will blink red and give a different sound. If you take two products of the shelf, then the customer simply taps twice on the ESL, or when he decides to place the article back on the shelf the card/phone needs to be held

against the ESL for a little bit longer and the product will be taken out of the shopping cart. The options and combinations are almost countless.

Within a challenging timeframe, Opticon managed to create the next generation ESL. With the 'tap and go' technology we are literally tapping into the new decade of retail experiences.

Opticon PE-range

We see a couple of other solutions in the market. Some use hundreds of cameras in a store to register all transactions, but the installment is quite intense and generates a lot of data that needs to be analyzed. This puts pressure on the price and continuity. Our solution can be installed within a day, depending on the store size. You simply need the dedicated power rail and accompanying connectors, depending on your shelf system. Opticon facilitates various mounting options, without compromising in shelf space.

The PE-range consists of high resolution, fully graphical e-paper based ESLs with NFC and LED. Perfect for dynamic customer interaction in stores, payment purposes and warehouses. The PE-range has a modern look, comes in a 2" and 2.9" size and plays sound if required.

Installation

For more options and guidance on the dedicated rails, cables and accessories for the PE-range, please check our brochure [Accessories for PE-range](#).



For more information:

Please check our website www.opticon.com or contact our local representative.

Identifying Our Customer's Needs Since 1976

Opticon is an international manufacturer of a wide range of reliable 1D and 2D scanning solutions. By complimenting this range with new ESL and Digital Signage solutions, we have proven that

professionalism and dedication are still highly valued in this market. As a result, thousands of companies have identified Opticon as a trustworthy partner.

Opticon Sensors Europe BV is serving markets in Europe, North and South America, Africa, Australia, the Middle East and Asia. A network of 16 sales offices throughout the world provides extensive customer support and personalized assistance.



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