



S e a r c h i n g f o r a N e w B a l a n c e

e-Label & Hi-Touch

A New Shopping Experience With
Digi New Retail Solutions



e-Label

Thank you to our loyal customers for their continued support

e-Label

e-Label transmits prices and product information accurately, improving price management to optimise margins

1 Price Integrity

e-label is simultaneously updated whenever prices are updated to the PC scales from the office.

Product price changes no longer have to be administrated manually and independently from that at the scales, minimising the high costs of incorrect pricing.

2 Customer Satisfaction

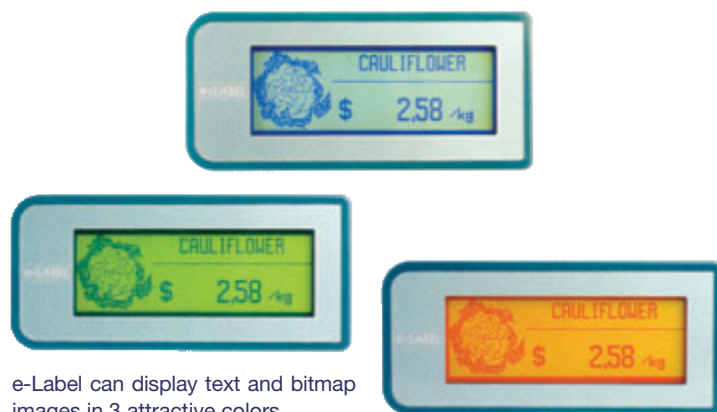
With e-Label, price changes within the store is simplified. Store personnel are relieved from the monotony of manual price labelling. They can redirect their efforts to active selling and rendering of superior customer service.

3 Product information

Unlike conventional electronic labels, the e-Label can display product and price related information such as traceability*, sales promotions and bitmap images on its attractive and colour LCD display.

4 Easy installation

Using wireless communication, e-label installation is easy and hassle free. Wireless e-labels can be relocated whenever the need arises without messy and costly cabling.



e-Label can display text and bitmap images in 3 attractive colors



e-Label's flexible design is useful for displaying information such as traceability data.

e-Label Applications

Change the product price and other related product information at the PC scale



RF transmission

Changed data is transmitted by wireless RF to the e-Label through the base station

Updated data is displayed on the e-Label



Hi-Touch

Fast and accurate Hi-Touch Wireless PLU entry increases customer confidence and satisfaction



1 Effective use with minimal training

As Hi-Touch operation is simple, learning curve is shortened thereby minimising training cost and time. Training new sales operators is a breeze.

2 Reduce waiting time & increase customer satisfaction

Hi-Touch effectively reduces serving time as mistakes are minimised with simple operation. Customer satisfaction soars when price integrity is maintained and waiting time reduced.

3 No PLU number recall

As PLU data is automatically transferred to the PC scale whenever the HI-Touch device is tapped, sales operator no longer needs to remember PLU numbers. Focus can be directed at serving the customers well.

4 Traceability information

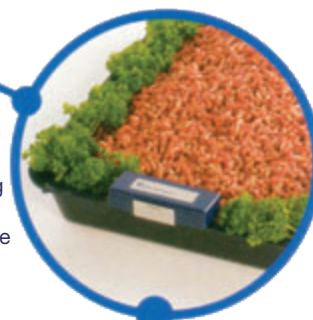
PLU related information such as traceability is seamlessly transferred from the receiving area to the sales area. Customers are assured of accurate product information at all times.

Hi-Touch Applications

Hi-Touch captures traceability information from the point where fresh carcasses are received to the point where the meats are displayed at the sales service counters.



At the receiving area, the supplier's reference barcode bearing traceability information on the meat product is scanned at the Hi-Touch writer.



This information is then registered at the Hi-Touch device representing each PLU. The Hi-Touch device is attached to the meat product before being brought to the sales service counter.



At the service counter, the sales operator taps on the Hi-touch device whenever a product is selected by the customer.

RF transmission



This automatically calls up the PLU number of the selected product at the PC scale. Traceability and product information is transmitted by wireless RF to the scale via the base station fixed on the PC scale. As multiple Hi-Touch entries could be made by several sales operators at the same time, all entries are displayed on the PC scale.

The sales operator has to select the preset button on the screen when weighing the selected product.

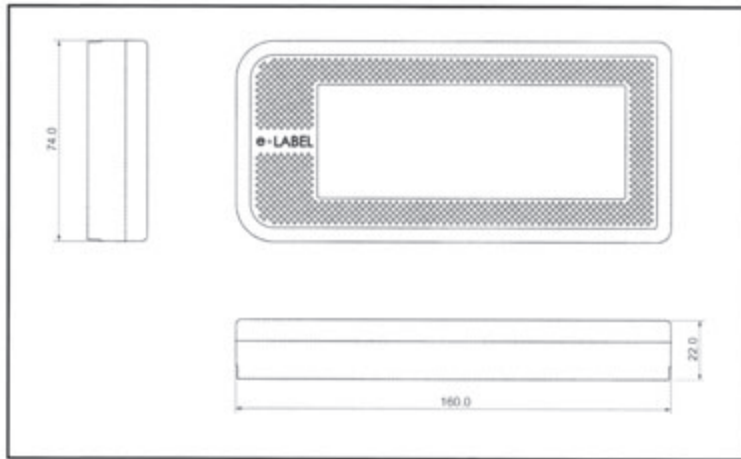
The transaction is completed when the label is printed.



Specifications

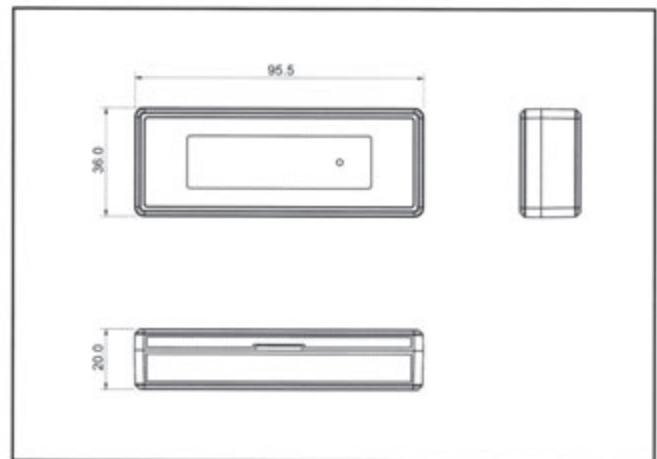
e-Label

Dimension (mm)	160 (L) x 74 (H) x 22 (W)
LCD resolution	240 x 80 pixels
Frequency band	2.4 GHz - 2.4835 GHz
Data rate	up to 250 Kbps
Operating temperature	-20 °C to 40 °C
Humidity	95% Max non-condensing
Battery life	5 years

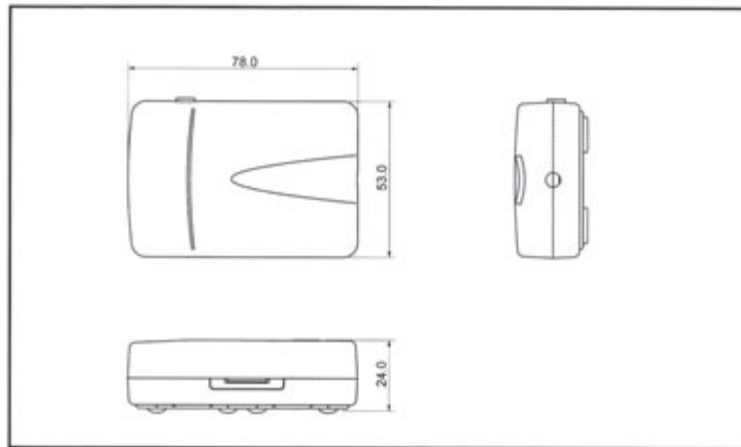


Hi-Touch

Dimension (mm)	95.5 (L) x 20 (H) x 36 (W)
Frequency band	2.4 GHz - 2.4835 GHz
Data rate	up to 250 Kbps
Operating temperature	-20 °C to 40 °C
Humidity	95% Max non-condensing
Battery life	5 years



Base Station



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