



NIKE AIR MAX

32 ★★★★★

AVAILABLE SIZES

35	37
39	40
41	42

PROMO

50.00
-70.00

Italian Tomatoes
7 lbs, 500g 3.98/lb

SPECIAL 1.99

INTRODUCTION TO ESL

Electronic Shelf Labels are no longer just a simple, passive mechanism for displaying prices. They play a much bigger role in giving information to staff and customers. They are “micro web pages” that display essential omnichannel data. These elements enhance the in-store user experience by saving time and helping both staff and shoppers make informed decisions.

Our ESLs are now becoming the portal to an ever-increasing portfolio of Cloud-based applications focused on store automation, shopper engagement and data analytics.

300+
RETAILERS

32,000+
STORES

300M+
IOT DEVICES



GROCERY



FRUITS &
VEGETABLES



ELECTRONICS



COSMETICS



PHARMACY



FASHION



DIY



INDUSTRIAL

N.1
GLOBAL

Smart Labels are now becoming the portal to an ever-increasing portfolio of cloud-based applications focused on store automation, shopper engagement and data analytics:



Video Automation

Shelf monitoring & Stock-out detection



Price Automation & Analytics Intelligence



Product Geolocation

Real time Plannogram & Management



Shopper Connectivity

In-store digital services



Picking & Replenishment Optimisation



Digital Advertising

Display promos & discounts

PRODUCT FEATURES

The current line-up goes from 1.6 to 12.2 inches, with displays in black, white, red or black, white, yellow. Proven sales booster and essential part of the efficient and connected store, VUSION Labels have unique and key features to digitalize physical retail:

- High resolution color e-Paper displays
- Easylock Antitheft Protection System
- Active NFC
- Instant LED Flashing (7 colors)
- IoT ultra-low-power communications infrastructure (7+ year battery lifetime)
- Instant data transfer
- Super-wide viewing angle (near 180°)

VUSION Labels' components come from highly reliable and market-leading vendors, ensuring the highest ESL quality in the industry (100% inline test success).

ESL SIZING GUIDE:



1 Instant LED Flashing

Ultra-large viewing angle, 7 colors. Setting new standards in Electronic Shelf Label solutions.

2 IoT Protocol

VUSION Tags are connected to the VUSION IoT Protocol ensuring perfect connectivity in-store between the retailer, the brands and the shoppers.

3 Dual Frequency

Choose the frequency that best fits your needs. Two different radio frequencies, 2.4 GHz and SubONE, which offer different functionalities for the VUSION ESLs.

4 VUSION design

Thinner than any tag before, it adds a modern touch to every retailer's store. Plus, adapt the templates to the stores guidelines as much as needed.

5 NFC/QR

All our ESL tags are equipped with our Patented NFC Technology as well as the ability to display working QR codes to bring your website into your store.

6 All terrain labels

Waterproof and dustproof, our electronic price tags are reliable in every situation. Even in temperatures dropping to -25°C with special freezer labels.

7 Display

The best ESL displays on the market thanks to 10 years e-Paper experience with the integration of Pervasive Displays.

8 Easylock

Anti-Theft and Anti-Fall system to guarantee all electronic price labels positioning in-store and merchandising compliance. No mechanical stress on digital price tags and fits with all the previous fixings.

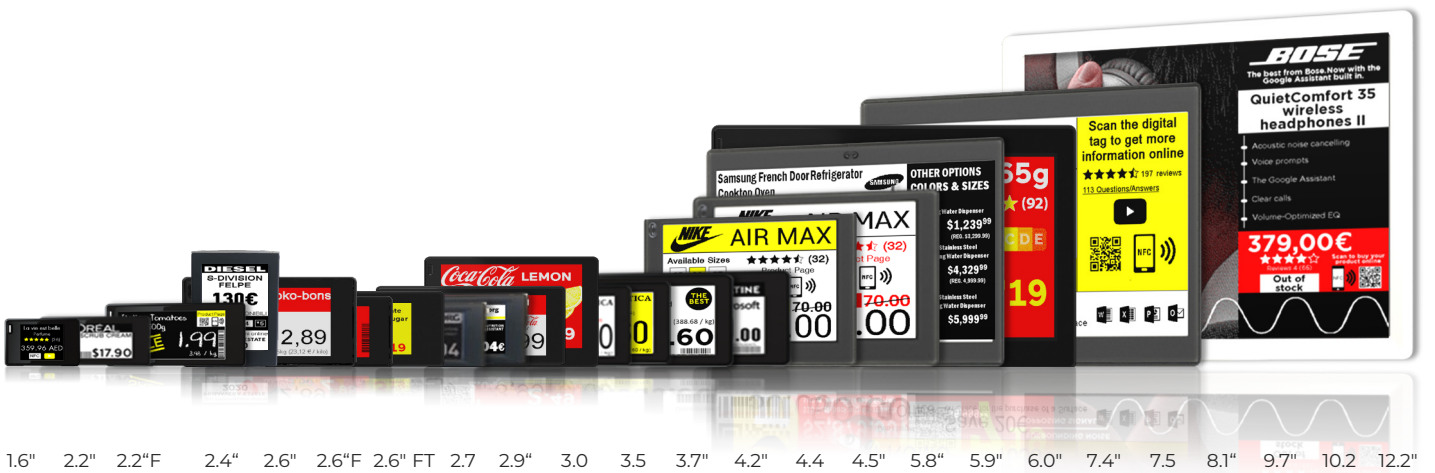
WHY GO ESL

1. **Price Accuracy:** ESLs eliminate pricing errors and discrepancies caused by manual price changes. Prices are automatically updated and synchronized with the central database, ensuring consistency across the store.
2. **Real-Time Pricing Updates:** ESLs enable retailers to update prices instantly and remotely. They can respond to market changes, promotions, and sales events quickly, ensuring accurate pricing information for customers.
3. **Efficient Price Management:** With ESLs, retailers can manage prices efficiently and centrally. They can easily update prices, implement dynamic pricing strategies, and make changes across multiple stores simultaneously, reducing labor costs and improving operational efficiency.
4. **Enhanced Customer Experience:** ESLs provide a better shopping experience for customers. They can easily view accurate and up-to-date pricing information, including discounts, special offers, and product details, without the need to search for staff or check prices manually.
5. **Personalized Marketing and Promotions:** ESLs can display personalized offers and promotions based on customer profiles, purchase history, or loyalty programs. This targeted approach increases customer engagement and enhances the effectiveness of marketing campaigns.
6. **Inventory Management:** ESLs can be integrated with inventory management systems, allowing real-time inventory tracking. Retailers can monitor stock levels, identify out-of-stock items, and trigger automatic replenishment orders, improving inventory accuracy and reducing stockouts.
7. **Time-Saving and Cost Reduction:** ESLs eliminate the need for manual price changes, price tag printing, and labor-intensive activities related to price management. Retailers can save time and reduce costs associated with pricing tasks, allowing staff to focus on customer service and other value-added activities.
8. **Flexibility and Adaptability:** ESLs offer flexibility in displaying information. They can show additional details such as product descriptions, nutritional information, or reviews, enhancing product visibility and helping customers make informed decisions.
9. **Analytics and Insights:** ESLs can collect data on pricing, customer behavior, and product performance. Retailers can analyze this data to gain insights into pricing strategies, customer preferences, and sales trends, helping them make data-driven decisions.
10. **Pick to Light:** ESL tags PTL enable faster and more accurate order fulfillment. They guide retail pickers by illuminating the exact location of the items to be picked, reducing picking errors improving productivity.

TECHNICAL SPECS

ESL SIZING GUIDE:

	BW	BW F	BWY R1.2	BWR R2.0
Operating Temperature	0°C to +45° C	-25°C to +30° C	10°C to +40° C	0°C to +40° C
Operating Temperature (MAX Lifetime)	21° C	21° C	21° C	21° C
Operating Humidity (Non-Condensing)	30% - 80%	30% - 80%	40% - 60%	35% - 70%



1.6" 2.2" 2.2"F 2.4" 2.6" 2.6"F 2.6" FT 2.7 2.9" 3.0 3.5 3.7" 4.2" 4.4 4.5" 5.8" 5.9" 6.0" 7.4" 7.5 8.1" 9.7" 10.2 12.2"

ECOSYSTEM PARTNERS

SOFTWARE:



INFRASTRUCTURE:



MANUFACTURING:



LOCAL PARTNER:



7 Pick to Light Colors to choose from



CHANGE THE RETAIL ENVIRONMENT

CONTACT US FOR ENQUIRES

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THANK YOU

HUSSMANN®