

MEINK

Electronic Shelf Labeling



Today's savvy retailers are casting a critical eye to determine how to optimize and enhance their store operations.

Three key areas under close scrutinization are pricing, promotions and costs.

media mea's Electronic Shelf Labeling, MEINK solution addresses these key areas as it allows retailers to instantly and accurately execute price changes and promotions anytime to any store shelf from a centralized location.

In addition, MEINK eliminates the paper labels that are oEen changed weekly in stores -- freeing up labor and reducing paper waste.

media mea's wireless MEINK system is optimized for the retail industry as it is based on a innovative radio architecture and e--ink tags and displays that provide advantages in performance, coverage, cost and power consumption.

media mea's end--to--end solution aims to dramatically impact how retailers operate their businesses providing a superior platform that can improve a retailer's profitability and enable new customer--facing applications, promotions and loyalty programs.



The Benefits of MEINK

- Ensures Accurate Pricing and Product
- Information Enables
- On--Demand, Real--Time Pricing Promotions
- Improves Margin and Increases Sales
- Reduces Labor Costs and Errors
- Enhances Customer Loyalty and Satisfaction
- Integrates with Existing Retail Systems
- Centralized Administration of all Devices with Full Visibility
- Create In--Store Marketing and Promotion Centers
- Intelligently Manage Shelf Layout

- 1titi% Content Flexibility Allowing for Future Updates
- System can be Deployed as Shelf Tags, Overhead Displays, or as End Caps and Kiosks
- No Expensive Back--Office
- Server Infrastructure.

Specifications:

The EBS3ti ESL Base Station communicates bi-directionally with the ESL tags and manages the centralized administration of all devices and content.

- **CPU:** Cortex M3 32-bit MCU
- **Clock:** Frequency: 8ti MHz
- **Memory:** Flash ROM:

256Kb, Internal RAM: 96Kb External RAM: 8 MB

- **Ethernet:** 1ti Mbit/sec & 1titi Mbit/sec, half duplex & full duplex
- **Protocol:** IEEE 8ti2.15.4 based
- **Modulation:** DSSS
- **Band:** 2.4 GHZ, 18 available channels
- **Encryption:** 128-bit AES
- **Transfer Speed:** 128 kbits/ second over the air
- **Max load:** 1ti,tititi ESL's per base station
- **Range:** 3ti meters indoor; 1titi meters open-field
- **Dimensions (w x h x d):** 145.1 x11ti.1x3 2.4mm (without antennas)

- **Administrative Software:** Windows[®] based Administration software allows hardware configuration, display tag content management, scheduling, provisioning and polling
- **Mounting:** Optional mounting solutions include adhesive backing, locking bar.

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