

eTag, the Electronic Shelf Labeling System from Opticon

In 2010, Opticon launched a new product for retailers: eTag, an electronic shelf labeling system. The eTag ESL system enables Opticon's retail partners to expand the footprint of their existing business by tapping into the potential of ESL technology to create new revenue opportunities.



eTags with eTag Base Station

Why Partner With Opticon to Sell eTag ESL?

Opticon has designed its eTag ESL partner program to create opportunities and preserve profit for partners who dedicate their resources to learn, adopt, embrace and promote the Opticon eTag ESL system. Partnership status is available only to true System Integrators (SIs) and Independent Software Vendors (ISVs). Opticon has a dedicated Marketing team and budget to assist partners with mutual demand creation. Partners benefit from exclusivity; we do not sell our ESL solutions directly to end-users or through distribution channels. The Retail Solutions team at Opticon is currently building out the Opticon Electronic Shelf Labeling partner ecosystem. Contact us today!

Create In-Store Marketing with eTag ESL

Partner with Opticon to take ESL implementations to a new level. Move beyond traditional ESL goals of maintaining pricing accuracy and lowering the in-store labor costs. With tools and expertise from Opticon, unlock the potential of ESL using Opticon eTag and create new in-store marketing and promotions centers for your retail customers.

Opticon Electronic Shelf Labeling System

eTag, Opticon's ESL system, is highly customizable and scalable. Opticon eTag product highlights include:

- Wirelessly updates 50,000 tags in less than 1 hour – automates pricing updates and lowers labor costs
- 100% content flexibility – eTags are marketing and sales tools
- eTag battery life of 7 years – batteries are user replaceable – low maintenance time and cost
- Quick and easy integration with existing retail systems – no need to update backend systems or current infrastructure – saves time and money

About Opticon

Opticon has a proud, over three-decade long tradition of developing and manufacturing world-class CCD, laser and imaging barcode scan engines. These engines, in turn are used to power Opticon's broad product line of barcode scanners, data collectors and Smartphones. As a public company with over 300 dedicated team members, Opticon enjoys a global presence in over 65 countries with an installed base in the millions world wide.

Opticon ESL Systems: Where Do They Fit?

The Opticon ESL systems are a great choice for the following retail applications:

Update pricing on a local, regional, nationwide or even global basis – Scale price changes; implement campaigns across regions.

Maintain shelf accuracy – eTag ensures compliance with federal and regional laws by ensuring that the shelf pricing will always matches point-of-sale pricing.

Market and promote products – Our two-color and high-resolution e-paper eTags are the ideal communication medium to promote products and increase sales to your shopper.

Optimize pricing – Rapidly respond to price changes by your competition and implement strategic and competitive pricing programs.

Enhance customer loyalty programs –

Leverage this shelf-level, customer facing opportunity. Tell customers how much you appreciate their business and offer special incentives for being loyal customers.

Retain customers and grow business – Cross-sell and up-sell other products and services.

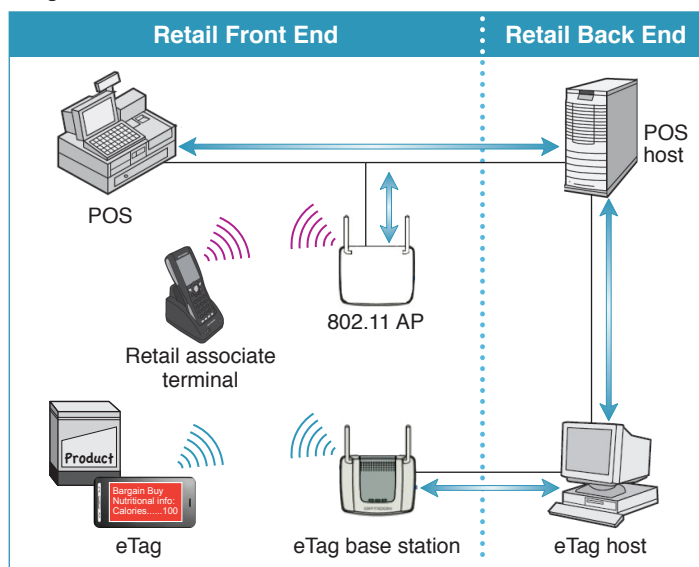


eTag with Sample Product

Advanced eTag ESL Applications Include:

- Increase store traffic during slow periods by offering "Happy Hour" pricing
- Integrate Smartphone functionality – provide solutions that allow the consumer to scan the eTag barcode to receive additional product information via the web
- Deploy Smartphone couponing applications

eTag in Retail Environment



Opticon Contact: Jay Lauer, Opticon Channel Sales Manager
 email: jlauer@opticonusa.com • direct: 720.221.3872 • mobile: 303.229.7675
 Opticon, Inc. 2220 Lind Avenue SW, Suite 100, Renton WA 98057