

Electronic Shelf Labels (ESLs)

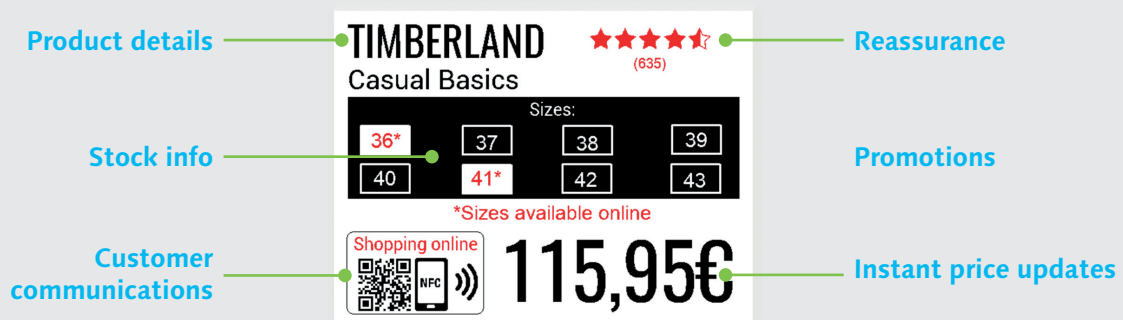
Complete solutions for single or chain retail outlets.
Make digital stores a reality with centralised, dynamic,
and interactive pricing and product information.



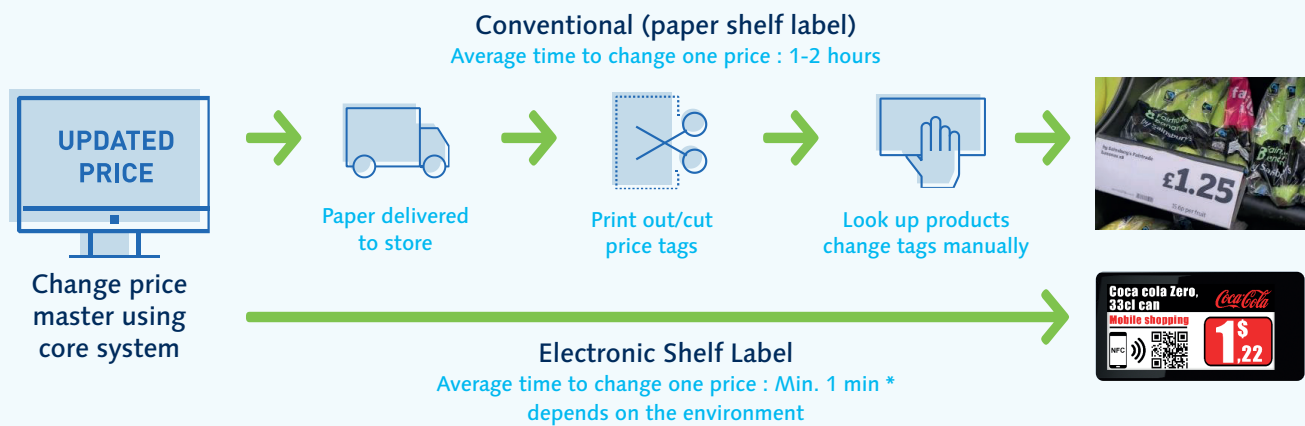
Ensuring the price is (always) right

These days, customers demand exceptional in-store service. And that requires the right pricing, the correct product information, clear and immersive in-store communications, knowledgeable staff, and a seamless fusion of digital and real-world commerce. All of which can be achieved with Panasonic's Electronic Shelf Label (ESL) Solution.

Make your price tags work harder



And quicker



Easily integrated with store management software, Panasonic ESLs enable retailers to improve processes, allowing you to focus on what matters most – staff and customers.



Where digital meets reality
Seamlessly blend the on and
offline shopping experience
using ESLs

The perfect fit for multiple environments



Supermarkets



Food



Garden



DIY



Fashion and apparel

Fast, efficient, future-ready



Save time, resources
and money



Boost operational
efficiency



Improve store
reputation and
reliability



Decrease errors



Increase sales
and profit



Benefits for your customers

A more personalised and engaging experience Combine the digital and real-world

Provide customers with a unified experience across the store. Shoppers using smartphones can interact with ESLs to more easily find products, and receive targeted promotional information. They can also access additional media-rich content, including AR, product-related videos, m-payment and wish list features, third-party services, store maps and loyalty cards.

More confident staff = happier shoppers Build trust and improve store reputation

Staff and customers are confident that prices on the shelf and at the checkout are the same. And because tedious pricing tasks can be automated, assistants have the time (and freedom) to do what they do best – provide an exceptional service.

Create information hubs

All the info in they need, in the palm of their hands

They're sleek, smart and accurate. But Panasonic ESLs are so much more than pretty price labels. Display barcodes and QR codes for customers to retrieve additional and important product information via their smartphone – from stock updates to ingredients and allergy warnings.

Replace paper-based marketing with more dynamic digital communication and information tools



Beyond labels

The future of in-store immersive experiences

Use Panasonic ESL solutions to display dynamic videos, personalise info for shoppers, and create interactive marketing campaigns.

Benefits for your business

Smarter, responsive pricing Maximise profits, stay competitive

Adjust pricing instantly, to synchronise and make the most of online and in-store promotions, to rapidly respond to changing events such as the weather, or to keep up with the competition in real-time.

More efficient price management Quick, easy and error free

Update prices throughout – or across – entire stores, in minutes...with just one click. No more wasted costs and staff time spent on manual pricing. And because the whole process is automated, human error and inaccuracies are significantly reduced – even eliminated.

Synergy across stores Supervise multiple outlets from a single interface

Simplify chain-store management using consistent processes; standardise IT operations; deploy cloud workload and configuration for forecasting, and review infrastructure, workload, and applications.

Improved shelf life Automated stock tracking

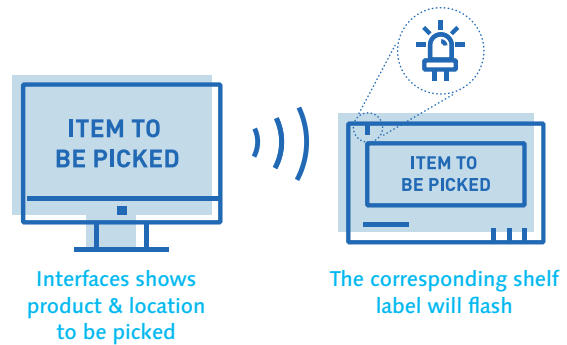
Receive out-of-stock alerts, and track frequency, anomalies and opportunities. Optimise shelf space allocated per brand, and monitor shelf KPIs to adjust products, prices, quantities, positions and facings.

Know your shoppers better Data-driven sales

Panasonic ESLs can help provide valuable store traffic insights. Calculate your sales conversion ratio, compare performance across stores, optimise store layout and floorplan, and adapt your sales team to real-time needs based on footfall.

Click and collect – fast Speed up in-store picking

Workers are directed to product locations via their devices, while LEDs on corresponding ESLs flash to indicate the next item to be picked. LEDs of products in a single customer order can be assigned an individual colour for no-nonsense clarity.



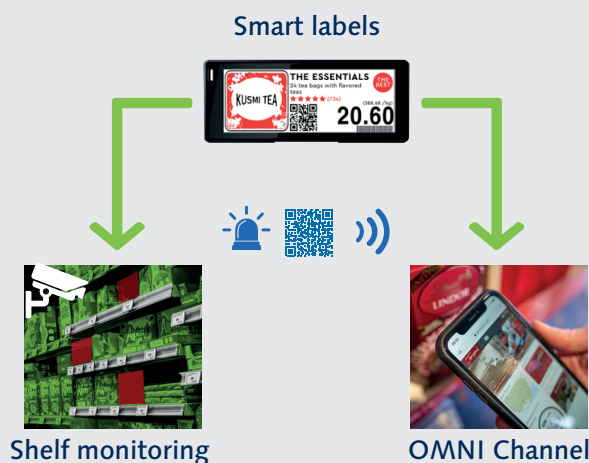
Reduce waste And environmental impact

ESLs remove the need for endless deliveries of paper, ink and plastic.

Use as advertising displays Multitasking marketing

Use ESLs to place brand-sponsored information and promotions at key locations or point of purchase, and then assess in-store presence, prices and shopper reactions.

Enjoy up to 80%-time savings on store price changes and up to 100% reductions in pricing errors.



Harness the power of IoT

And cloud technology

From shelf monitoring to product picking, Panasonic's ESL solution combines the Internet of Things with a cloud-based platform to make not only stores more efficient, but your technology easily scalable, ultra-secure and future-proof too.

The Panasonic ESL lineup Available in 12 sizes



Intelligent, power-saving, sleek yet sturdy. And effortlessly tailored to your brand.

Benefits	1.6"	2.2"	2.6"	2.7"	3.7"	4.2"	4.5"	5.9"	6.0"	7.4"	9.7"	12.2"	Fashion tag 1.6"	Fashion tag 2.7"
Active NFC	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
Flash capability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		
Frequency	2.4 GHz & SubONE	2.4 GHz & SubONE	2.4 GHz & SubONE	2.4 GHz	2.4 GHz	2.4 GHz & SubONE	2.4 GHz	2.4 GHz	SubONE	2.4 GHz & SubONE	2.4 GHz	2.4 GHz & SubONE	SubONE	SubONE
Easylock protection	✓	✓	✓	✓	✓	✓	✓	✓	✓					
Display colours	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●	● ● ● ● ●

The whole package

From analysis and customisation to installation and aftersales. We offer turnkey ESL solutions to suit your exact needs.

Your dynamic digital asset



Clear readability



Flexible range



Customisable



Low power consumption



Dual radio



Suitable for all light conditions



5-year battery life



2 colour patterns

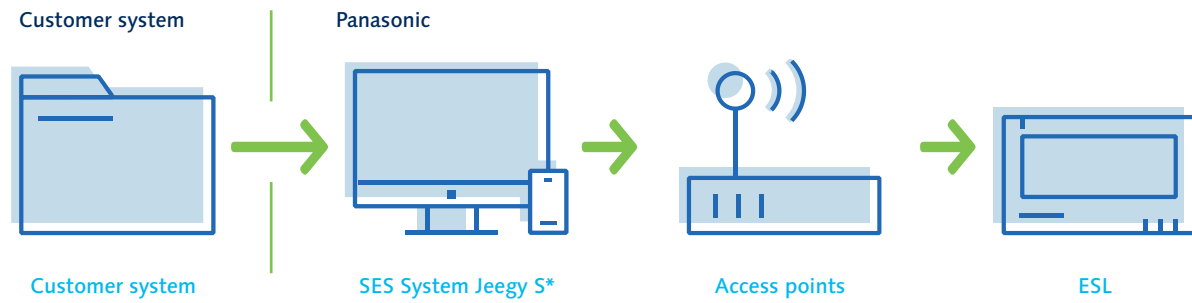


Robust



Easylock® guaranteed anti-stress position

Easily integrate with your store management system



VUSION cloud platform capabilities



Deep learning



Statistical analysis



Cloud-based architecture



Data transformation



Secured backup



Global infrastructure



Machine learning



Scalable



Rethinking retail

We offer a whole host of industry-specific retail technology solutions. Developed to make boosting in-store operational efficiency and creating an unforgettable customer experience as easy as possible.



Creating real-world stores for the digital age

Panasonic ESLs, retail technologies and services are hard at work transforming every corner of the in-store ecosystem, for companies of all shapes and sizes, around the world. And all have been developed to enhance the entire supply chain – from factory floor to shop floor.

They can help do the same for you.

For every customer. Across every touchpoint. Everything is designed to help you deliver the in-store omni-channel customer experience that sets successful retailers apart.

Connecting for tomorrow

Electronic Shelf Labeling is part of Panasonic's supply chain portfolio, which are solutions combining components, hardware and software to solve customers' logistics challenges with respect to efficiency and sustainability. Delivered as turnkey solutions – from planning to service – integrated in the customers' digital and hardware infrastructure.

Panasonic's approach is unique as it starts the development of its solutions "Gemba", Japanese for "on site" – on the factory floor, in the warehouse or at the shopfront.

Contact us

business.panasonic.co.uk/solutions/contact-us

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