Digital for
Retail Now!

Digital for Retail Now!

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Same. But better.
Much better.

SES-imagotag - Enabling the store of the future today

SES and imagotag have combined the power of their digital solutions to the retail industry to become one company: SES-imagotag.

This new brand stands for an outstanding solution that combines market experience and technological innovation to lead retail toward a future of ultra-efficient processes, seamless omnichannel retailing and boosted brand sales.

With many proven successes, countless business applications and hundreds of references worldwide, SES-imagotag is the No.1 global company in a high-potential technological sector: the digital transformation of physical commerce. In 2015, SES-imagotag sales revenue exceeded € 110 million for the very first time. Currently over 10 000 stores in some 54 countries are using a total of 135 million electronic shelf labels.

Build
ultra-efficient
stores

Paper labels are currently being replaced with digital solutions to combat increasing labor costs and better manage frequent price changes.

Because of the innovation behind the increasing intelligence of electronic shelf labels and associated software, retail stores are conquering yet another transformation: the digital revolution that will allow them to enter the era of precision commerce.

Intelligent labels are the real nerve center of tomorrow's store. They are the foundation for countless applications, offering more precise and refined management, optimizing costs and inventories, reducing stock-outs and the waste of perishable products, and so much more.
This is what SES-imagotag stands for.

Enable seamless omnichannel retailing
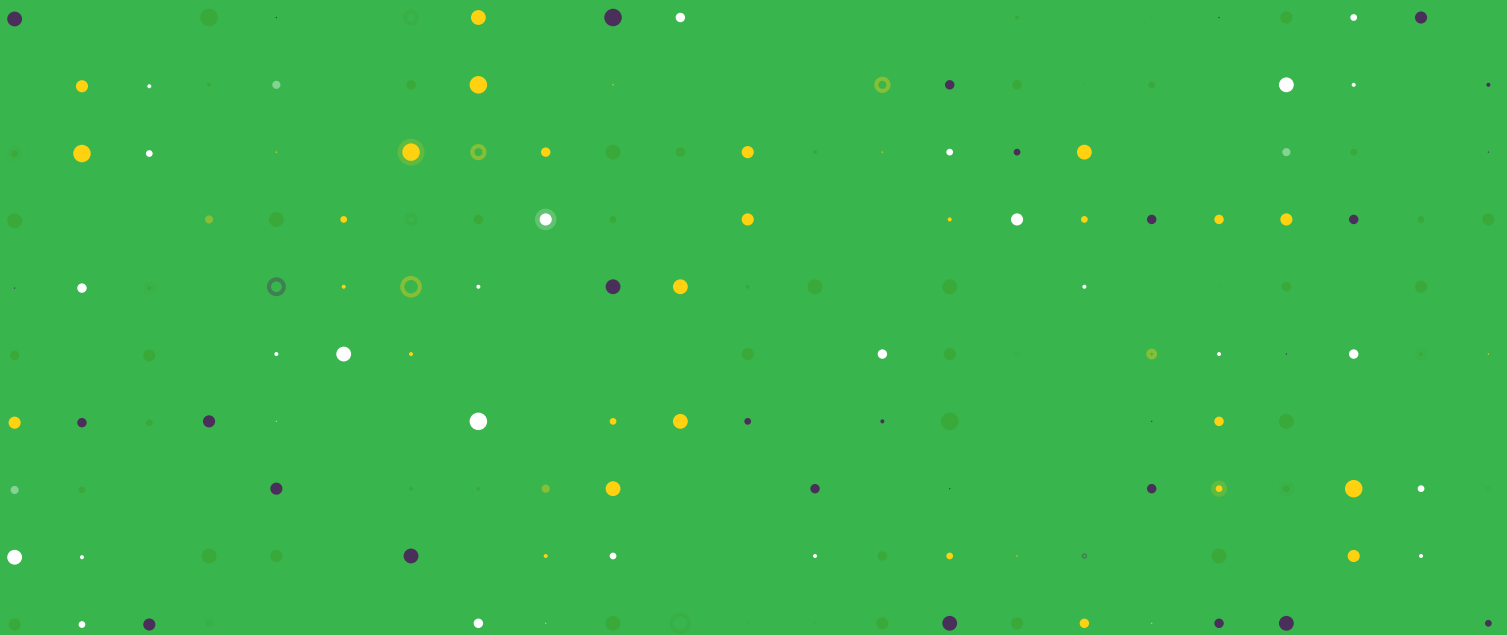
Internet and the growing reach penetration of smartphones are transforming the way retailers operate. With the emergence of these digital channels, consumers are more connected, more demanding, better informed and more impatient. To adapt, stores need to reinvent themselves, using digital technology to connect, to get to know, to guide, to inform and to assist consumers at the point of sale. For each one of these challenges, intelligent labels provide impressive solutions.

ESLs are the long awaited network of intelligent sensors linking the customer, items, retailer and brand. They ensure a seamless digital customer experience. By simply touching the price label with their smartphone, consumers access a wealth of information about the composition, origin and manufacture of the products.

Consumers can geo-locate their shopping list and optimize their route around the store. In addition, with the simple touch on their smartphone, consumers will find new products quickly and easily and manage their shopping basket all the while getting loyalty benefits and saving time thanks to self-scanning. At the same time, retailers will be able to offer various services such as contextualized marketing, social media integration and loyalty system cross- and up-selling to all their brands.

The global N°1 ESL company

- 135 million ESLs
- 10 000 stores
- 240 team-members
- 100 partners
- 54 countries
- 13 sales offices around the world
- Euronext Paris Listed

Logistics

Europe: Paris & Graz

America: Mexico

Asia: Hong Kong

Sales Offices

Europe: France, Austria, Germany, Italy, Spain, Sweden

America: USA, Brazil, Canada, Mexico

Asia: Singapour, Australia, Hong Kong

R&D Centers, Process

Paris: Innovation Center: ESL, software, fixings & radio

Graz: Innovation Center: ESL, e-paper & radio

Electronic Shelf Labels
A strategic weapon for retailers

SES-imagotag's electronic shelf labels (ESLs) replace the highly time-consuming paper label process.

Connected via radio frequency to a price management software, Jeegy S, in-store or in the cloud, our ESLs mean prices can be changed in real-time giving the retailer a decisive advantage.

SES-imagotag has a radio communication platform, MultiCom infrastructure, (ESL, Wi-Fi, NFC, BLE) compatible with all display technologies (LCD,TFT, e-paper).

This truly groundbreaking all-in-one solution is perfect for anyone looking for a simple solution to manage and control all their services connected to Wi-Fi and electronic labels. This flexibility offers retailers the best of both worlds. It is able to provide shelf edge automation processes (dynamic pricing, stock and inventory management) and innovative new contactless marketing services such as self-scan to pay, geolocation, customer identification and targeted offers in real time.
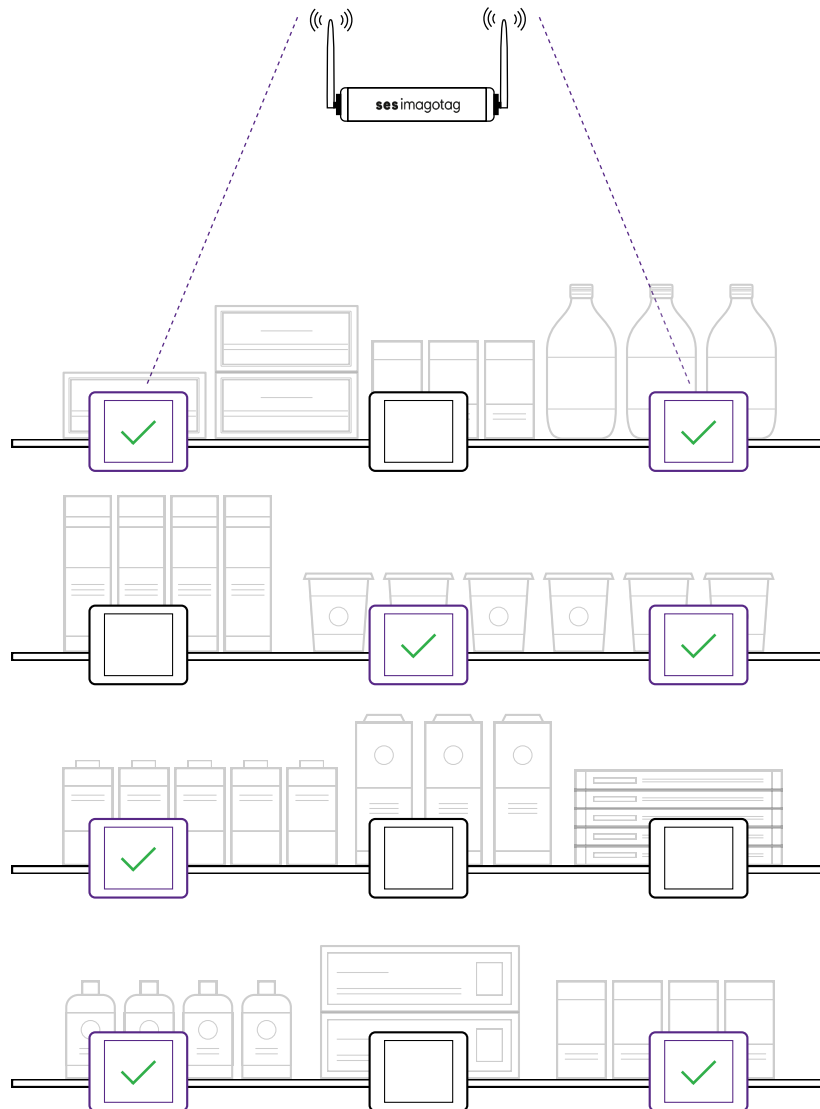
G1 retail labels: readable, connected and engaging

G1 retail labels address today's retailing needs with their e-paper displays offering perfect readability and enabling shopper connectivity through integrated NFC chips.

The current line-up has display sizes from 1.6 to 7.4 inches, giving retailers a wide range of options to suit their needs. With displays in black, white and red, the G1 retail labels are a proven sales booster and an essential part of the efficient and connected store.

Unique features:

- Elegant and industry-leading product design and appearance
- Perfect readability
- NFC integrated
- Ultra-wide viewing angle (nearly 180°)
- Supports multiple pages with preloading and fast page switching
- Fast response time (less than 15 seconds)
- Ultra-low power consumption (5 years battery life)
- Customer replaceable battery
- Swappable/customizable front cover
- Flexible mounting options
- Landscape and portrait modes
- Water-resistant

G1 retail 1.6 red NFC

Scale 1:2

Pixel colors ● ○ ●

- ⊙ 27.5 x 27.5 mm active display area
- ⊙ Black/white/red pixel colors
- ⊙ Up to 7 500 label updates per hour (4 600 in FCC/IC mode)
- ⊙ Up to 5 year lifetime with 1 update per day
- ⊙ Perfect solution for retail stores with high product density
- ⊙ NFC technology integrated

27.5 mm

1.6"
152 x 152 px

27.5 mm

49 mm

36.8 mm

14.8 mm
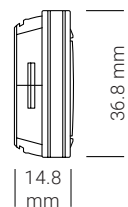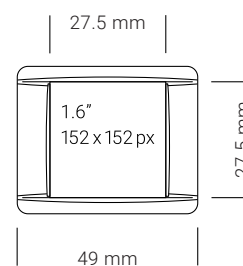
G1 retail 2.2 red NFC

Scale 1:2

Pixel colors ● ○ ●

- 48.6 x 23.8 mm active display area
- Black/white/red pixel colors
- Up to 8 500 label updates per hour (5 000 in FCC/IC mode)
- Up to 5 year lifetime with 2 updates per day
- Perfect solution for retail stores with high product density
- NFC technology integrated

48.6 mm

2.2"
212 x 104 px

23.8 mm

70.2 mm

35.8 mm

15.8 mm

G1 retail 2.6 red NFC

Scale 1:2

Pixel colors ● ○ ●

- ⊘ 60.1 x 30.7 mm active display area
- ⊘ Black/white/red pixel colors
- ⊘ Up to 4 500 label updates per hour (2 600 in FCC/IC mode)
- ⊘ Up to 5 year lifetime with 2 updates per day
- ⊘ Perfect solution for retail stores with high product density
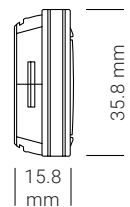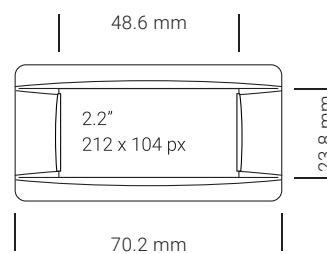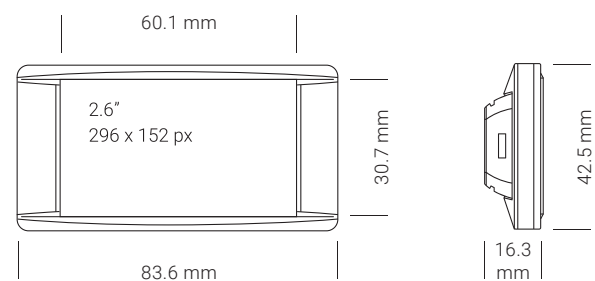- ⊘ NFC technology integrated

60.1 mm

2.6"
296 x 152 px

30.7 mm

83.6 mm

42.5 mm

16.3 mm

G1 retail 2.7 red NFC

Scale 1:2

Pixel colors ● ○ ●
              ● ○

- 57.3 x 38.2 mm active display area
- Black/white/red pixel colors
- Up to 4 500 label updates per hour
- Up to 5 year lifetime with 2 updates per day
- Perfect solution for on the shelf pricing in retail stores
- NFC technology integrated
- Also available in G1 retail 2.7 NFC (black and white pixel colors)

57.3 mm

2.7"
264 x 176 px

38.2 mm

85.7 mm

50 mm

16.6 mm

G1 retail 4.2 red NFC

Scale 1:3   Pixel colors   ● ○ ●

- 84.8 x 63.6 mm active display area
- Black/white/red pixel colors
- Up to 2 000 label updates per hour (1 300 in FCC/IC mode)
- Up to 5 year lifetime with 2 updates per day
- Perfect solution for on-the-shelf pricing in retail stores
- NFC technology integrated

84.8 mm

4.2"
400 x 300 px
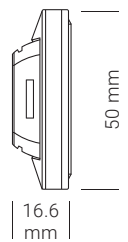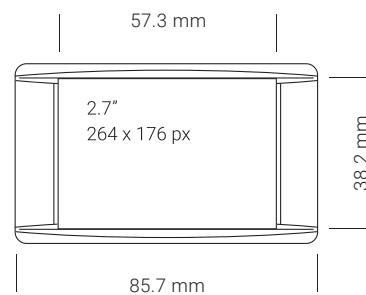
63.6 mm

88.9 mm

114.9 mm

17.4 mm

G1 retail 4.4 red NFC

Scale 1:3

Pixel colors ● ○ ●
● ○

- ⊙ 90 x 67 mm active display area
- ⊙ Black/white/red pixel colors
- ⊙ Up to 2 000 label updates per hour
- ⊙ Up to 5 year lifetime with 2 updates per day
- ⊙ Perfect solution for the fruits and vegetables area and electronics retail stores
- ⊙ Also available in G1 retail 4.4 NFC (black & white pixel colors)

90 mm

4.4"
400 x 300 px
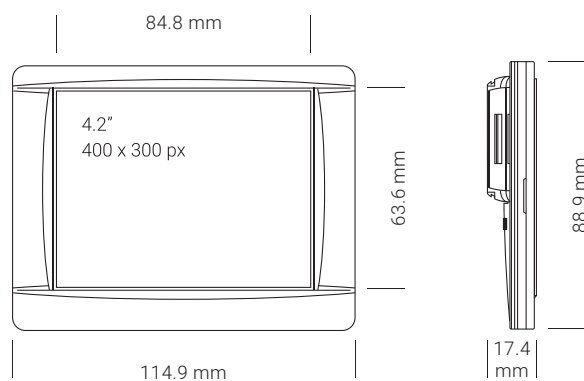
67 mm

88.9 mm

114.9 mm

17.4 mm

G1 retail 4.5 red NFC

Scale 1:4   Pixel colors ● ○ ●

- ⊚ 104.2 x 38.2 mm active display area
- ⊚ Black/white/red pixel colors
- ⊚ Up to 2 500 label updates per hour
- ⊚ Up to 5 year lifetime with 2 updates per day
- ⊚ Perfect solution in combination with the G1 retail 2.7 thanks to matched heights
- ⊚ NFC technology integrated

104.2 mm

4.5"
480 x 176 px

38.2 mm

50.9 mm

132.6 mm

16.4 mm

G1 retail 6.0 red NFC

Scale 1:3

Pixel colors ● ○ ●

- ⊚ 118.8 x 88.3 mm active display area
- ⊚ Black/white/red pixel colors
- ⊚ Up to 900 label updates per hour
- ⊚ Up to 5 year lifetime with 2 updates per day
- ⊚ Perfect solution for emphasizing premium products
- ⊚ NFC technology integrated

118.8 mm

6"
600 x 448 px

88.3 mm

106.6 mm

132.7 mm

15.7 mm

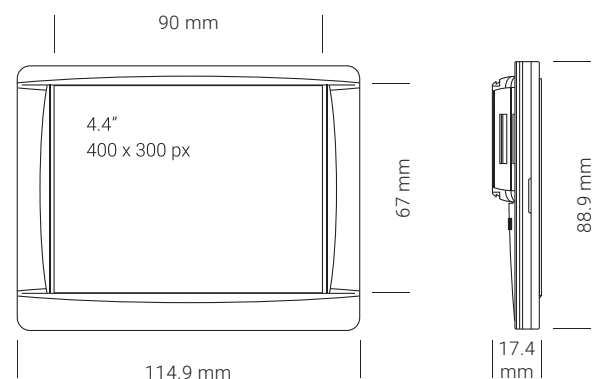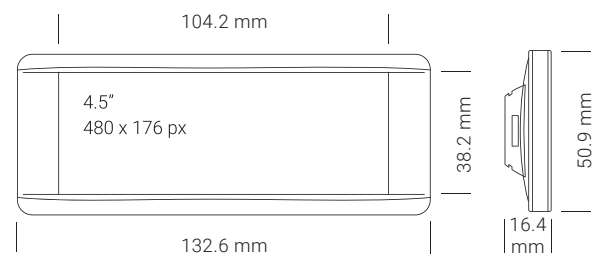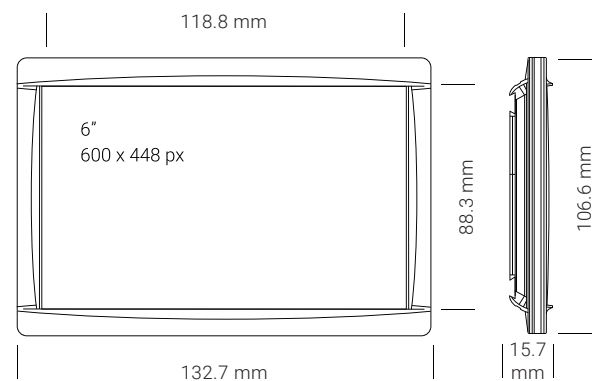*Available soon (specifications are subject to change)*

G1 retail 7.4 red NFC

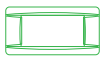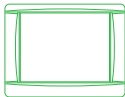Scale 1:4   Pixel colors ● ○ ●

- ⊘ 161.6 x 97 mm active display area
- ⊘ Black/white/red pixel colors
- ⊘ Up to 600 label updates per hour (300 in FCC/IC mode)
- ⊘ Up to 5 year lifetime with 2 updates per day
- ⊘ Perfect solution for emphasizing premium products or promotions
- ⊘ Also available in G1 retail 7.4 NFC (black & white pixel colors)

161.6 mm

7.4"
800 x 480 px

97 mm

125.9 mm

186.9 mm

19.3 mm
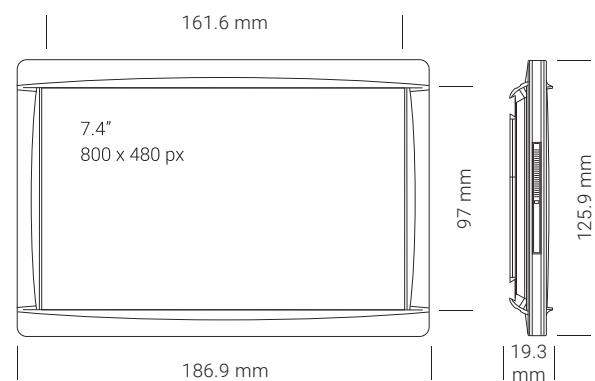
Data sheet

	G1 retail 1.6	G1 retail 2.2
Label dimensions (mm)	49 x 36.8 x 14.8	70.2 x 35.8 x 15.85
Weight	23 g	38 g
Display technology	full graphic E-ink display ··········	
Active display area (mm)	27.5 x 27.5	48.6 x 23.8
Resolution (pixels)	152 x 152	212 x 104
Pixel density	140 dpi	111 dpi
Pixel colors	black/white/red	black/white/red
Viewing angle	nearly 180° ··········	
Usable pages b/w	n/a	n/a
Usable pages b/w/r	4 pages	4 pages
Label updates/hour/AP b/w	n/a	n/a
Label updates/hour/AP b/w/r	7 500 (4 600 in FCC/IC mode)	8 500 (5 000 in FCC/IC mode)
Operating temperature b/w	n/a	n/a
Operating temperature b/w/r	10-40° C	10-40° C
Battery lifetime (room temp.) b/w	n/a	n/a
Battery lifetime (room temp.) b/w/r	5 years (1 update/day)	5 years (2 updates/day)
Replaceable battery	yes (replaceable by customer; battery packs available as a spare part) ··········	
Encryption	advanced encryption 128-bit AES with secure key exchange ··········	
Water resistance	yes ··········	
Wireless firmware update	yes ··········	
NFC	yes ··········	
Compliance CE, ROHS	yes ··········	
Compliance FCC/IC	yes	yes

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	G1 retail 2.6	G1 retail 2.7	G1 retail 4.2
	83.6 x 42.5 x 16.3	85.7 x 50 x 16.6	114.9 x 88.9 x 17.4
	45 g	50 g	100 g
	60.1 x 30.7	57.3 x 38.2	84.8 x 63.6
	296 x 152	264 x 176	400 x 300
	125 dpi	117 dpi	120 dpi
	black/white/red	black/white or black/white/red	black/white/red
	n/a	8 pages	n/a
	4 pages	4 pages	4 pages
	n/a	4 500 (2 500 in FCC/IC mode)	n/a
	4 500 (2 600 in FCC/IC mode)	4 000	2 000 (1 300 in FCC/IC mode)
	n/a	0-45° C	n/a
	10-40° C	10-40° C	10-40° C
	n/a	5 years (4 updates/day)	n/a
	5 years (2 updates/day)	5 years (2 updates/day)	5 years (2 updates/day)
	yes	yes, only black/white	yes

Specifications are subject to change without notice

Data sheet
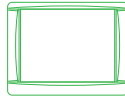
|	G1 retail 4.4	G1 retail 4.5
Label dimensions (mm)	114.9 x 88.9 x 17.4	132.6 × 50.9 × 16.4
Weight	104 g	tbd
Display technology	full graphic E-ink display	
Active display area (mm)	90 x 67	104.2 x 38.2
Resolution (pixels)	400 x 300	480 x 176
Pixel density	113 dpi	117 dpi
Pixel colors	black/white or black/white/red	black/white/red
Viewing angle	nearly 180°	
Usable pages b/w	4 pages	n/a
Usable pages b/w/r	4 pages	4 pages
Label updates/hour/AP b/w	3 000 (1 600 in FCC/IC mode)	n/a
Label updates/hour/AP b/w/r	2 000	2 500
Operating temperature b/w	0-45° C	n/a
Operating temperature b/w/r	10-40° C	10-40° C
Battery lifetime (room temp.) b/w	5 years (4 updates/day)	n/a
Battery lifetime (room temp.) b/w/r	5 years (2 updates/day)	5 years (2 updates/day)
Replaceable battery	yes (replaceable by customer; battery packs available as a spare part)	
Encryption	advanced encryption 128-bit AES with secure key exchange	
Water resistance	yes	
Wireless firmware update	yes	
NFC	yes	
Compliance CE, ROHS	yes	
Compliance FCC/IC	yes, only black/white	pending certification
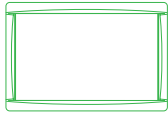
G1 retail 7.4

186.9 x 125.9 x 19.3

239 g

161.6 x 97

800 x 480

126 dpi

black/white or black/white/red

12 pages

4 pages

1 000 (500 in FCC/IC mode)

600 (300 in FCC/IC mode)

0-45° C

10-40° C

5 years (8 updates/day)

5 years (2 updates/day)

yes

**BEN & JEERY'S
COCONUTTERLY**

0,99/100ml
500 ml

4.99

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G-Tag 6 NFC

The G-Tag 6 NFC label is a TFT-LCD (pixel-based, HD graphic display) technology label and features flashing, blinking, alternating displays. This label is able to manage animated data sequences that can be adapted to any sales scenario.

The TFT-LCD display technology, coupled with SES-imagotag's DTP patented process, ensures enhanced display performance with no impact on power consumption even when demands made on the label are high. The service life of this label is over 5 years.

- ⊙ 51.7 x 25.4 mm active display area
- ⊙ Black and white pixels
- ⊙ Up to 5 year lifetime
- ⊙ Perfect solution for highlighting dynamic offers, frozen food
- ⊙ NFC technology integrated

Scale 1:2   Pixel colors   ● ○

51.7 mm

2.4"
256 x 128 px

25.4 mm

35 mm

69 mm

10.5 mm
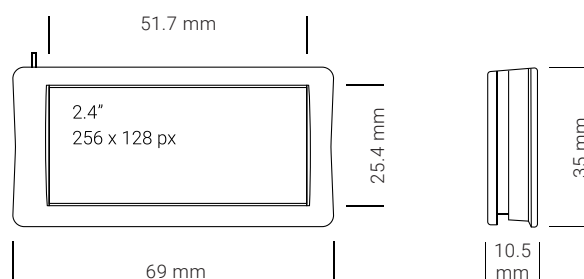
S-Tag 6 NFC

Scale 1:2

Pixel colors ● ○

The S-Tag 6 NFC label has a segment-based TN-LCD display. Designed specifically for the retail industry, it can be used in both positive and sub-zero temperatures (up to minus 25°C).

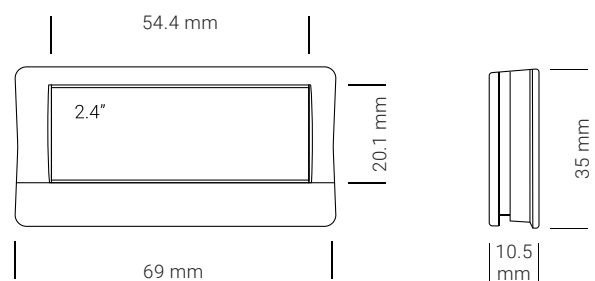- ⟩ 54.4 x 20.1 mm active display area
- ⟩ 160 segments
- ⟩ Up to 5 year lifetime
- ⟩ NFC technology integreted

Data sheet

	G-Tag 6	S-Tag 6
Label dimensions (mm)	69 x 35 x 10.5	69 x 35 x 10.5
Weight	34 g	
Display technology	TFT DTP	LCD
Active display area (mm)	51.7 x 25.4	54.4 x 20.1
Resolution (pixels)	256 x 128	-
Pixel density/segments	127 dpi	160 segments
Pixel colors	black/white	
Viewing angle	nearly 180°	
Usable pages	6 pages	4 pages
Operating temperature b/w	minus 25-40° C	
Battery lifetime (room temp.) b/w	5 years	
Replaceable battery	yes	
Encryption	advanced encryption 128-bit AES with secure key exchange	
Water resistance	no	
NFC	yes	
Compliance CE, ROHS	yes	
Compliance FCC/IC	pending certification	

Specifications are subject to change without notice

Garment-Tag

This new label has been specifically designed for clothing retailers. It integrates a TN-LCD display for price changes, NFC technology for customer interaction and a RFID chip for inventory tracking. It also provides an anti-theft system to ensure product security.
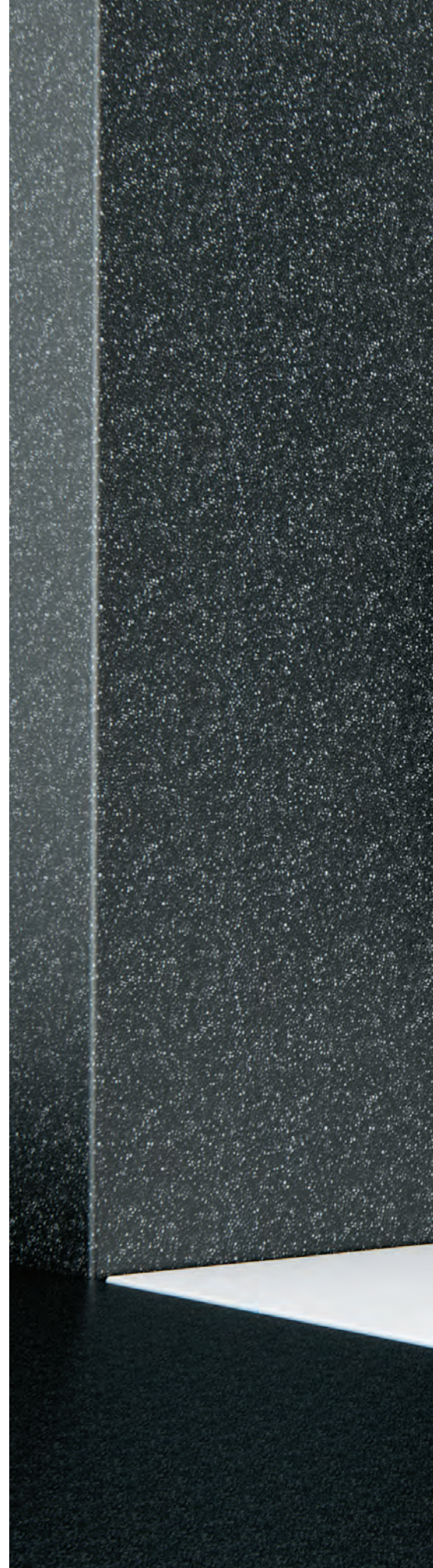
Introducing
Jeegy software

The nerve center of the electronic labelling solution, Jeegy S is an intuitive, scalable, modular software platform designed to address the challenges facing retailers today.

Taking a holistic approach, this platform is not simply confined to in-store price management and synchronization.
Rather, it makes it possible to use all available data sources which carry meaning for our customers, with a view to helping them increase their sales, lower their costs and better secure the loyalty of their own shoppers.

Depending on how it is configured, Jeegy S operationalizes the use of data related to product locations, purchase history, customer loyalty, stock levels and conversion rates, etc. In other words, it puts as much information as possible that can be used to refine pricing and marketing strategies at the retailer's fingertips.

Jeegy S is more than just a software platform used to drive a wide range of digital, dynamic and interactive displays. Jeegy S is the cornerstone of the SES-imagotag solution. It is linked to our MultiCom infrastructure and offers much more than managing price changes, special offers, product geolocation service and NFC shopping.

Interface

Operating through the cloud, it is 100% web-based, compatible with various devices and external services and extremely intuitive. Thanks to its configurable interface, Jeegy S is customizable and user-friendly. Highly modular, Jeegy S will become your everyday dashboard that presents all the data you need to boost your business.

Get to know some of the Jeegy S features that allow the digital retail future start today!

Pricing & Analytics

Accuracy, agility, intelligence

Description

Pricing & Analytics is the core function of Jeegy S. This module manages your pricing dynamically and automatically, providing flexibility and accurate prices.

Functions

The automated price management that our labels and Jeegy S provide, gives you a competitive edge, but also guarantees accurate prices throughout your store.

Available in one click, Pricing offers a simple and live view of the products and labels in the store. Each item has a detailed history and statistics, to help you keep track of your pricing policy.

Dashboards with reports (ESLs count, generations, product statistics…) are available for a quick overview.

Store Management

Operating excellence
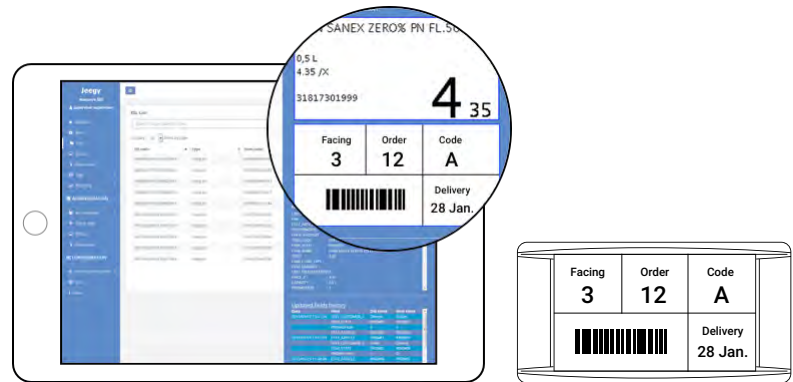
Description

On-demand display of Management Data.This module is a must-have for any store wishing to use management data and seeking operating excellence.

Functions

Adopt data-driven store management with Jeegy S Store Management.

With the data directly displayed on the shelf on our labels, you can monitor information such as product availability or incoming orders. An easy way to manage your facings and inventories, but also to have precise information about the next deliveries, the last order date, the gross margin associated with the product or the sales rotation.

Promotion

Sales booster

Description

Promote items and special offers dynamically. This module enables you to manage animated data sequences or color on our labels and can be adapted to any sales scenario.
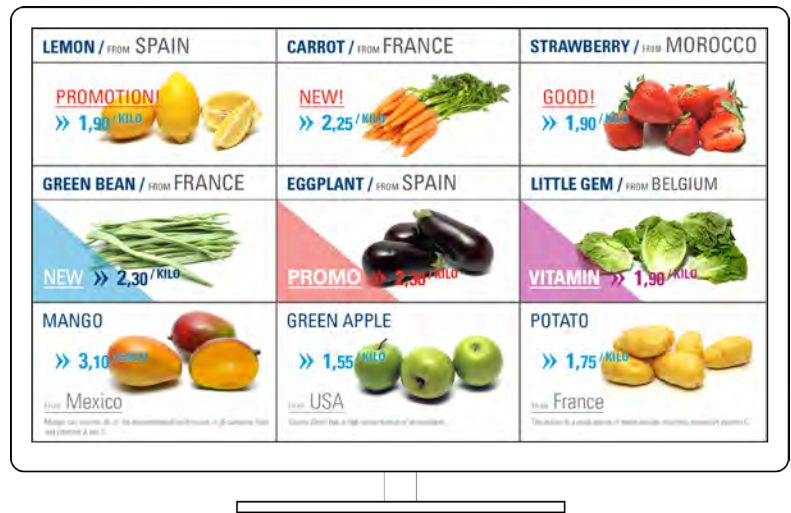
Functions

Jeegy S Promotion allows for easy and immediate use of the merchandising and advertising possibilities offered by SES-imagotag's labels.

Activate the animation function on fully graphical G-Tag 6 labels, use our e-paper models in red and much more. Endless possibilities are available to display shopper-dedicated messages, increase loyalty and boost your sales.

Media+

Boost your sales in HD

Description

Manage in-store televisions as if they were electronic shelf labels. This module enables you to display information and prices about your products on TVs.

Functions

Jeegy S Media+ is a module which transforms any television into an electronic shelf label giving you the ability to promote products using high definition pictures.

Choose the items you want to display from your desk or at store level with Media+ Controller. A simple drag-and-drop feature enables you to pick the items you want to display on pre-customized single or multiple product templates.

Geolocation

Building the store virtual twin
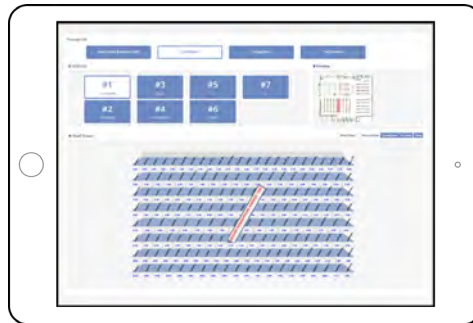
Description

Geolocation gives you a real-time view of your planogram in Jeegy S. This module enables you to locate each product found in-store and to follow instantaneously each shelf-edge change.

Functions

Thanks to SES-imagotag's interactive labels, which form a highly dense network of intelligent sensors, supermarkets can offer a drive service to fill baskets more quickly and optimize the picking rate on the sales floor. Jeegy S Geolocation ensures merchandising excellence at every level, as you can get an instant view of the products in your store. The same principle applies to another application, this time dedicated to consumers that can access a geolocation-based shopping list via a smartphone app which locates products and then suggests an optimized route through the aisles. With Geolocation, save time on picking tasks as the store staff will have an optimized path to pick the products for your customers.

Link

Link products to labels

Link Module

Initialize EEG

Dissociate EEG

Transmit

Delete

Modify Item

Description

Link labels and products together through the portable device of your choice. This module enables you to link products to the labels and to retrieve all the product information in Jeegy S.

Functions

Jeegy S Link is the module you need to associate labels with products. A label can be linked to one or more products.

Link can be used by scanning barcodes, tapping in NFC labels on different handheld devices such as the store PDA, iOS and Android devices, or through a web browser.

Monitoring

Know more about your system operations
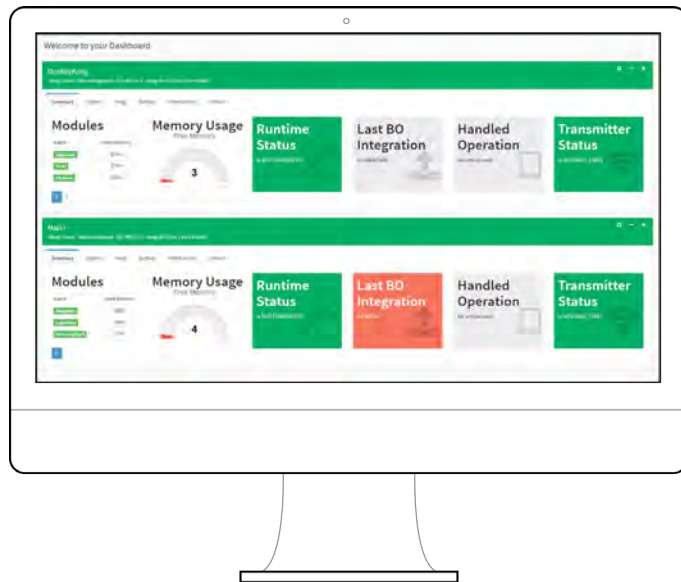
Description

Connect Jeegy S and your monitoring software automatically.

This module enables you to visualize the data gathered by Jeegy S in your monitoring software, such as label updates or recent activities of devices.

Functions

Jeegy S Monitoring enables you to cross-reference information between your monitoring software and Jeegy S.

Using universal communications protocols, Monitoring acts as a supervising agent between Jeegy S and your monitoring software. Once activated, the information from the software, the labels and in-store devices is made available to your monitoring solution.

Store Traffic

Analyze visits in real time
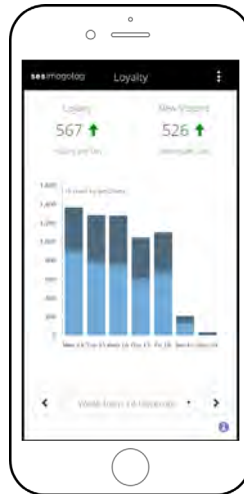
Description

Store Analytics lets the store manager know in real time how many visitors have entered the store with a simple glimpse at his smartphone. On the consolidated view, the marketing department can monitor total store traffic.

Functions

Through different views, you can access store data such as real-time traffic, the length of visits, the number of new visitors compared to regular shoppers, and also distinguish street traffic from store footfall.

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Shopper Connectivity

Connect shoppers at the shelf

Description

All the digital product information is now available in-store effortlessly. Shoppers can access it on their smartphones, while the store owner can follow their behaviors and the areas of interest.

Functions

Thanks to connected labels (NFC, QR Codes) and a dedicated web-based search box, smartphone users can now access customer reviews and detailed product information the way they wish.

On a personal web app, shoppers will in addition have access to their store visits history, to special offers, new products and other new services.

Retargeting

Reconnect to your potential buyers
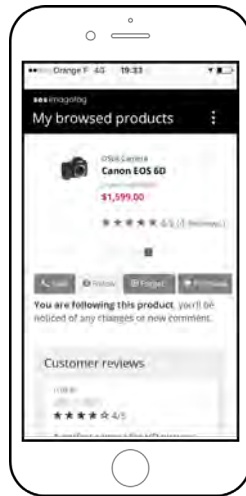
Description

Retargeting gives the opportunity to identify and analyze behaviors per product, with the same accuracy as e-merchants' browsing histories.

Functions

Store visits that did not lead to a sale will now have a second chance thanks to Retargeting. With a few clicks, shoppers can now follow or forget products that they browsed, purchase them online, and also ask to be called back by the customer service.

Shopper Activity

Understand in-store shopper behavior

Description

90% of the customer activity happens in-store and thanks to Shopper Activity their individual behaviors can be analyzed and used for marketing purposes.

Functions

Shopper Activity records automatically all visits and browsed products for each profile. Collecting the information about the shopper enables targeted customer relationship management. Profiles can be directly imported into major customer centric tools of the market such as SAP CAR, Google Universal Analytics, Salesforce 360 View, Oracle Marketo, Microsoft Dynamics CRM and others.

MultiCom infrastructure

SES-imagotag is the only company in the market offering a multi-frequency radio communications platform (ESLs, Wi-Fi, BLE and NFC) able to manage all display technologies (LCD, TFT, e-paper). Flexibility that allows the SES-imagotag solution to offer the best of digital and physical retailing to its customers.

Key features:

- ⊙ Industry leading wireless solution
- ⊙ Self-organizing network topology
- ⊙ Low cost infrastructure
- ⊙ Secure communication
- ⊙ Simple integration into retailer's existing IT infrastructure
- ⊙ Lightweight system requirements
- ⊙ Fast rollouts and low maintenance

ses imagotag

core appliance

HF   1 2 3 4 5 6

ses imagotag

MAP - 2014 T

MAP - 2014 Q

AP-2010

The AP-2010 is the communication center in the store that transmits price information to the labels. Up to 10 000 labels can be managed per access point and the self-organizing network allows automatic label roaming without manual handling.

The high transmission rate of the 2.4 GHz wireless technology and intelligent task scheduling enables fast and secure updates to G1 retail labels of all sizes.

Key features & advantages:

- Manages up to 10 000 G1 retail labels of all sizes
- Covers up to 1950 m^2 depending on store layout
- Low power consumption — powered by PoE or by low power wall plug
- Easy configuration and monitoring
- Optimized task scheduling and self-managed label roaming

MAP-2014

The MAP-2014 family consists of two versions of access points and offers professional WLAN coverage, wireless updates of ESL, and iBeacon support in just one access point. Integration of all this radio technology into one device enables an unprecedented range of applications in a single unit.

Key features & advantages:

◎ Wi-Fi based on IEEE 802.11n with operation at 2.4 GHz up to 150 Mbps

◎ Two optionally integrated IEEE 802.11n WLAN radio modules for parallel operation at 2.4 and 5 GHz up to 300 Mbps

◎ Integrated radio module for updating wireless labels

◎ Integrated iBeacon technology. Gigabit Ethernet connector with Power over Ethernet based on IEEE 802.3af

◎ Includes all radio features of the AP-2010

◎ All-in-one solution with a single infrastructure

◎ Easy integration with existing WLAN installations

◎ Lean and efficient radio infrastructure

◎ Simultaneous operation of all radio applications

◎ Active prevention of interference with the radio field

◎ Significant reduction in costs of installation and operation

WLAN 1
WLAN 2
Display
Beacon
Eth 1
Eth 2

MAP - 2014 Q

Core appliance &
Core appliance mini

The core appliance and core appliance mini are compact network hardware devices replacing any additional dedicated server in the store. This solution supports single stores as well as multiple stores. A centralized or cloud-based middleware can be linked directly to the service on the appliance.

Key features & advantages:

- ⊙ Easy and fast plug & play installation
- ⊙ Low maintenance
- ⊙ Solution in a box - no additional server needed
- ⊙ Up to 30 000 labels and 7 access points supported by the core appliance.
- ⊙ Up to 500 labels and 3 access points supported by the core appliance mini

Access
Point

Frames

Accessories and mounting solutions

SES-imagotag offers a broad range of accessories to meet the various requirements of its customers. Discover our portfolio of rails, adaptors, and cover frames to find the solution that best fits your project needs. SES-imagotag products are also compatible with third party accessories.

Adjustable:

⊘ Ensure greater legibility

Available in several colors:

⊘ Compatible with the brand's color standards
⊘ Comply with the brand's color chart and concept

Robust and protective:

⊘ Protect ESLs against breakage
⊘ Prevent ESLs from falling off in the event of impact

Compatible with Easy-lock system*
(SES patent):

⊘ Compatible with the brand's color standards
⊘ Comply with the brand's color chart and concept

* For G-Tag only

World class references Unequalled large-scale roll-outs

More than 10 000 stores in 54 countries already benefit from the SES-imagotag solution, including 10 within the Top 30 world retailers and 30 within the top 100.

Two world record roll-outs with more than 1 000 stores installed for two customers.

Retailer	Stores
Delhaize	100+
Pam	100+
Dansk	100+
FairPrice	100+
Auchan	300+
E. Leclerc	350+
Casino	400+
Carrefour	400+
Système U	500+
Spar	600+
NorgesGruppen	900+
Billa	1000+
Intermarché	1600+
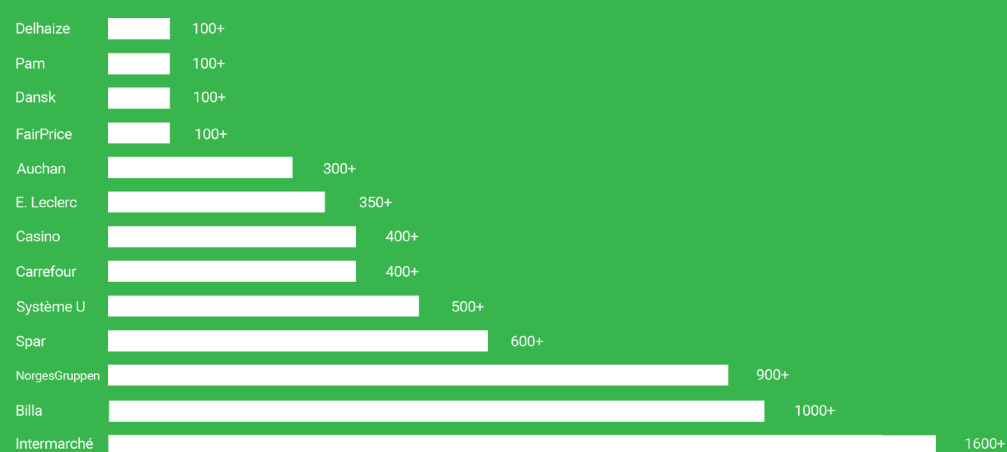
More detailed information and all our references can be accessed online at www.ses-imagotag.com

Intermarché

- ⊘ Stores equipped with G1 retail and G-Tag labels
- ⊘ In-store connected purchase journey with a mobile self-scan to pay application

The Mousquetaires retail group has been working with SES-imagotag for 20 years. Until now, over 1 600 Intermarché outlets have been installed in France, Belgium and Portugal. By using fully graphical labels, the group is able to easily customize displays and provide perfectly readable price labels. With alternating screens, G-Tag labels can manage animated data sequences which can be adapted to any sales scenario. A decisive advantage to highlight promotional offers, but also to display management data to ensure store efficiency.

Thanks to NFC integrated chips, the G-Tag labels are also interactive and helped to create the first in-store connected purchase journey with a mobile self-scan to pay application. Customers are able to create their shopping list on their smartphones by tapping our NFC-ready labels, whilst Intermarché can offer e-Coupons in real time adjusted to the shoppers' preferences.

Edeka

⊙ More than 20 000 labels per store installed

⊙ More than 100 stores equipped since 2013

EDEKA Group is the largest German supermarket corporation. In 2013, EDEKA started to switch to ESL in some selected stores to test the positive impact on their business. Equipped with a black cover frame, the labels fit seamlessly into the store design and stress out the high-quality image that EDEKA stands for.

In the meantime, EDEKA rolled out the ESL solution in more than 100 stores having also red labels in use.

Marks & Spencer

- ⊙ Almost 5 000 G1 retail 2.7 red NFC labels
- ⊙ 400 G1 retail 4.4 red NFC labels

Marks & Spencer is a major British multinational retailer that specialises in clothing, home products, and luxury food products. Together with SES-imagotag's partner, Market Hub, ESL technology was applied to their store in London in order to improve operational efficiencies.

Enhancing the experience of demanding customers was realized by utilizing NFC technology and in-store mapping. A complete integration with the stores existing centralized systems was accomplished and Marks & Spencer highlights the positive impact of ESL on its staff as the replacement of paper labels reduced their effort with label accuracy and allows employees to allocate more time for customer needs.

Consumer Electronics Retailer

⊙ Stores equipped with G1 retail and G-Tag labels

⊙ Synchronization between channels

One of Europe's largest consumer electronics retailer, leader in France, chose the SES-imagotag to equip its stores. The solution was selected to save more time for in-store staff so that they could focus more on rewarding tasks and advising customers, but also to create a new shopper connectivity made possible by the SES-imagotag's labels. By investing in them, hours of work have been saved every week, whilst a true synchronization of channels was implemented.

Thanks to connected labels and the Wi-Fi installed in-store, customers are now able to get more information on their products of interest, easily access their account details and also read reviews and advices from past consumers. A decisive advantage to enable seamless omnichannel retailing, which is key for retailers specialized in consumer electronics.

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Drugstore

⊚ G1 retail labels of two sizes

⊚ Full integration of solution into existing account software

The SES-imagotag solution is also suited for drugstores such as the Farmacia Niguarda which is equipped with G1 retail labels of two different sizes.

As prices are managed centrally by the medicine supplier as immediate price changes have to be guaranteed. The SES-imagotag solution has been integrated into the existing accounting software and connects to the Promelit ESL management software. The installation of the infrastructure and the labels was completed within one day without any impact on the daily business.

Farmacia Niguarda managed to increase sales with use of the promotion function and the items with special pricing offers generated almost twice the volume as usual.

More than
a retail solution

A proven technology finds its way to new sectors

SES and imagotag, both highly experienced in electronic shelf labelling and known for their sophisticated digital retail solutions, have combined the power of innovation and experience to successfully transfer their unique technology to industries that are outside the world of retail.

Deriving from a retail tradition, the brand SES-imagotag is now conquering sectors that benefit from digital signage and industrial applications.

G1 pro labels: an easy plug & play solution

SES-imagotag offers an easy plug & play solution to manage and control digital signage of all kind. The current line-up has e-paper display sizes from 2.7 to 7.4 inches and is designed for highly demanding pro applications like meeting room signage, logistics applications, reservation systems, shared space facilities and many more.

As the labels are working with the unique SES-imagotag technology, pro applications run without any cable and therefore can be used almost everywhere. They offer highest flexibility in terms of hard- and firmware and are individually customizable.

Unique features at a glance:

- ⊙ Elegant appearance and customizable design
- ⊙ Perfect readability due to e-paper display and ultra-wide viewing angle (nearly 180°)
- ⊙ Fast response time
- ⊙ Ultra-low power consumption (5 years battery life) and replaceable battery
- ⊙ Flexible mounting options
- ⊙ Landscape and portrait modes
- ⊙ Connectable to various calendar management systems
- ⊙ Lightweight infrastructure and easy configuration
- ⊙ Display of text, pictures and logos

G1 pro 2.7 NFC

Scale 1:2

Pixel colors ● ○

- ⊘ 57.3 x 38.3 mm active display area
- ⊘ Pixel colors black and white
- ⊘ NFC technology integrated
- ⊘ Perfect solution for digital reservation signage, production or logistics applications

57.3 mm

2.7"
264 x 176 px

38.2 mm

85.7 mm

50 mm

16.6 mm

G1 pro 4.4 NFC

Scale 1:2

Pixel colors ● ○

- ⟩ 90 x 67 mm active display area
- ⟩ Pixel colors black and white
- ⟩ NFC technology integrated
- ⟩ Perfect solution for office room signage

90 mm

4.4"
400 x 300 px
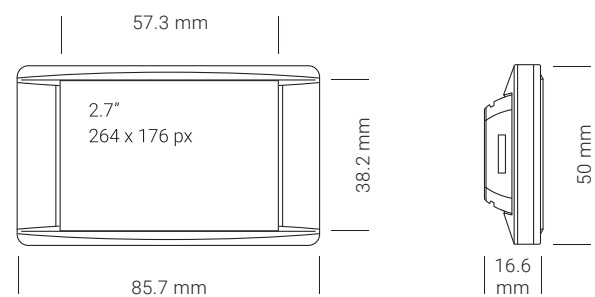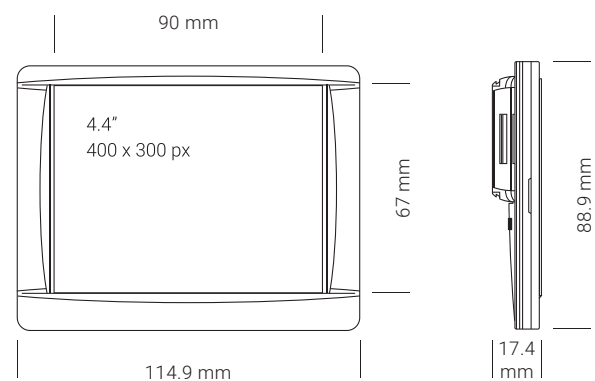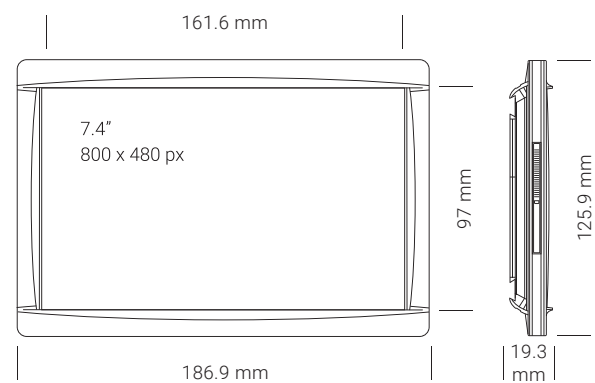
67 mm

88.9 mm

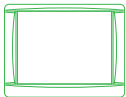114.9 mm

17.4 mm

G1 pro 7.4 NFC
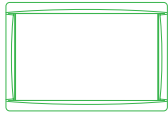
Scale 1:2

Pixel colors ● ○

- ⊙ 161.6 x 96.96 mm active display area
- ⊙ Pixel colors black and white
- ⊙ NFC technology integrated
- ⊙ Perfect solution for meeting room signage

161.6 mm

7.4"
800 x 480 px

97 mm

125.9 mm

186.9 mm

19.3 mm

Data sheet

	G1 pro 2.7	G1 pro 4.4
Label dimensions (mm)	85.7 x 50 x 16.6	114.9 × 88.9 × 17.4
Weight	50 g	104 g
Cover	Standard white Cover frame	
Display technology	full graphic E-ink display	
Active display area (mm)	57.3 x 38.2	90 x 67
Resolution (pixels)	264 x 176	400 x 300
Pixel density	117 dpi	113 dpi
Pixel colors	black/white	black/white
Viewing angle	nearly 180°	
Usable pages	8 pages	4 pages
Label updates/hour/AP	5 000 (2 700 in FCC/IC mode)	3 000 (1 600 in FCC/IC mode)
Operating temperature	0-45° C	0-45° C
Battery lifetime (room temp.)	5 years (4 updates/day)	5 years (4 updates/day)
Replaceable battery	yes (replaceable by customer; battery packs available as a spare part)	
Encryption	advanced encryption 128-bit AES with secure key exchange	
Water resistance	yes	
Wireless firmware update	yes	
NFC	yes	
Compliance CE, ROHS	yes	
Compliance FCC/IC	yes	

G1 pro 7.4

186.9 x 125.9 x 19.3

239 g

161.6 x 97

800 x 480

126 dpi

black/white

12 pages

1 000 (500 in FCC/IC mode)

0-45° C

5 years (8 updates/day)

Reinvent digital room signage

Digital signage is becoming more powerful also outside the retail industry and the customers can benefit from a proven technology in other applications. Due to old-fashioned manual room reservation processes, companies and other facilities often suffer from high administrative costs, vacant meeting rooms or even overbookings of rooms. To increase the efficiency of using available space, e-paper labels are the perfect solution for office buildings or other shared space facilities. Centrally managed, staff can see in the system if a room is booked, by whom it is booked or when it will be available again. New bookings or any change of reservation can easily be done via one click and are visible within seconds at the labels mounted at the meeting rooms.

The light infrastructure that works without cables perfectly fits everywhere – even on glass walls. The connection to various calendar systems like MS-Outlook, the ability to display text, logos and even images makes it a highly requested solution for companies to show real-time meeting room usage.

Digital room signage by SES-imagotag eliminates every kind of manual intervention on-site and saves time and resources previously dedicated to daily updates of room reservations.

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Lift industrial processes to the next level

Industrial processes like purchasing, production or logistics can be time consuming and painful. Latest innovations in the industrial sector integrate SES-imagotag e-paper labels to increase efficiency in their processes.
They become more flexible, independent and automatic. With the highly customizable solution of SES-imagotag, labels can be adjusted to the individual requirements of the customers and markets.

It was never so easy to keep track of all inventory involved in a specific production by simply attaching the electronic label to an inventory container. Operators are able to instantly locate missing material and send a signal for reordering directly from the label to the electronic ordering system. That guarantees a smooth production without any deadlock of production.

WESTbahn

- ⊘ G1 pro 2.7 NFC labels support online reservation system
- ⊘ Labels integrated in customized high quality frames

WESTbahn Management GmbH is a private railway company that has provided passenger transport connections between Vienna and Salzburg. WESTbahn decided to integrate the SES-imagotag solution to make their reservation system more customer friendly. It was the first solution of this kind ever installed in a train with a perfect integration to the existing reservation software.

For WESTbahn, the installation was easy to integrate, quickly available, and economically efficient compared to alternative solutions. The resulting increase in customer satisfaction justified WESTbahn's decision.

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Infinite Area

⊘ G1 pro labels in all available sizes

⊘ Room signage solution for open space meeting area

The project Infinite Area is located in Montebelluna in Italy and is designed as an open space area where people can rent co-working space, meeting facilities, event locations and innovation space. The lightweight, wireless solution of the SES-imagotag pro line supports the great visual impact of the design project.

The new solution replaces the manual reservation through the secretarial office and the regular change of the meeting room labelling by the secretary on duty. Booking rooms, facilities but also all kind of equipment is realized with SES-imagotag e-paper labels in all available sizes.

Mycronic

⊙ G1 pro labels used for awarded next generation flexible production
⊙ SES-imagotag pro labels at bins receive just-in-time information about material movements

Mycronic is a leading supplier of production solutions to the electronics industry. The Swedish high-tech company develops, manufactures, and markets innovative production equipment for automotive, medical, energy, aviation, and other industries.

Integrated and managed by the Mycronic material management system, the SES-imagotag pro labels are used to keep track of all inventory involved in a specific production. The pro labels are attached to a material bin which contains electronic components and allow operators to receive real-time information about material movements via a factory-wide wireless communication link.

Bossard

Bossard is a market leader in fastening technology worldwide. The Swiss company analyses and improves production and logistics processes. Together with SES-imagotag, Bossard developed SmartLabel (patent pending), an intelligent label that can be fixed on storage bins. It displays all relevant product information as well as real-time order status and delivery date. The special feature of the label is the integrated button that allows to directly release orders at the point of use.

- ⊚ G1 pro labels for material management
- ⊚ Streamlined process due to direct ordering at point of use

More detailed information and all our business cases can be accessed online at **www.ses-imagotag.com**

Contact

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ses-imagotag.com

SES-imagotag offers its customers
a professional, constantly growing
international sales network aimed at
providing a service as close to the points
of sale as possible. All certified solution
partners are listed by area on
ses-imagotag.com.

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