bounce

ZBD'S SOFTWARE SOLUTION DELIVERING CONTENT-RICH INFORMATION TO CUSTOMERS AT THE POINT OF PURCHASE

zbd.

BOUNCE IS DESIGNED TO BE FAST TO INSTALL, EFFICIENT TO RUN AND EASY TO USE

Bounce provides retailers with a simple way to integrate EPOP content with the merchandising information stored within existing IT systems. It is designed to consolidate data from multiple sources, such as POS systems, product descriptions, promotional information, web resources etc. The open programming interface means that Bounce can utilise existing ticketing systems.

With increasingly rich content required Bounce can be used to create the graphics and templates to optimise presentation on EPOPs.

The powerful scheduling ensures retailers can control the information which is displayed, when and how, automatically.

ZBD is the first company to provide a complete, integrated, smart electronic labelling solution to the retail marketplace.

BOUNCE – THE SOFTWARE SUITE

ZBD's advanced software suite is modular, enabling retailers to choose the components most relevant to their environment.

Bounce consists of three modules:

- Bounce Architect
- Bounce Processor
- Bounce Manager

THE SMART ELECTRONIC LABELLING SOLUTION FROM ZBD
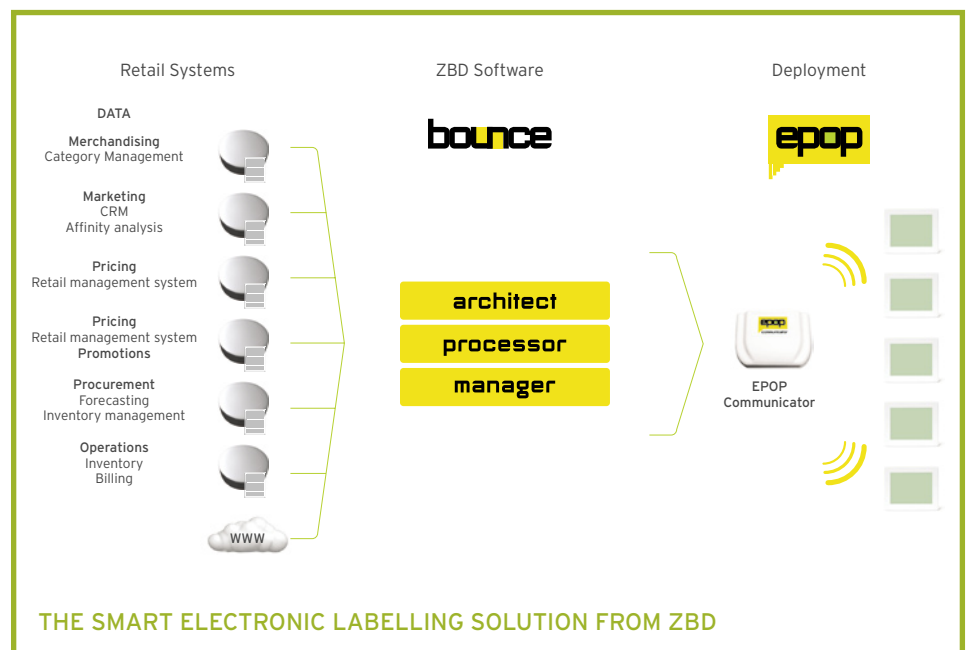
BOUNCE –
THE SOFTWARE SUITE

BOUNCE ARCHITECT –
DESIGNS EPOP TEMPLATES,
DATA AND SCHEDULING

Until now retailers have struggled to consolidate all the information demanded by their customers to deliver maximum customer satisfaction and increased margin opportunities.

Bounce Architect enables retailers to access all their relevant data, wherever it exists, and present it to their customers in an effective and meaningful manner whenever required. Data may be accessed from many disparate sources throughout the enterprise including:

- Pricing; e.g. POS systems or retail management systems

- Merchandising; e.g. category management systems

- Marketing; e.g. CRM, affinity marketing

- Promotions; e.g. in-house or brand led

- Operations; e.g. inventory management, billing

- Weigh Scales; e.g. wastage management information

- Web based information; e.g. competitive analysis

The data component within Bounce Architect allows retailers to access data from as many discreet systems as necessary to provide rich and dynamic content to the EPOPs. By providing a simple method of defining all the relevant data sources and fields and the ability to specify transformations on the data to be processed, Bounce Architect provides simple access to all the relevant information, wherever it resides.

Once defined in the data component, data fields can be easily manipulated in the template component of Bounce Architect to design the templates to be used by the EPOPs. The template component provides a simple, easy to use, yet rich set of functionality, specifically designed to maximise the presentation of retailers' information on the EPOP displays.

Bounce Architect also includes a scheduler which enables the retailer to define when and how often data is acquired and when it can be sent out to the EPOPs.
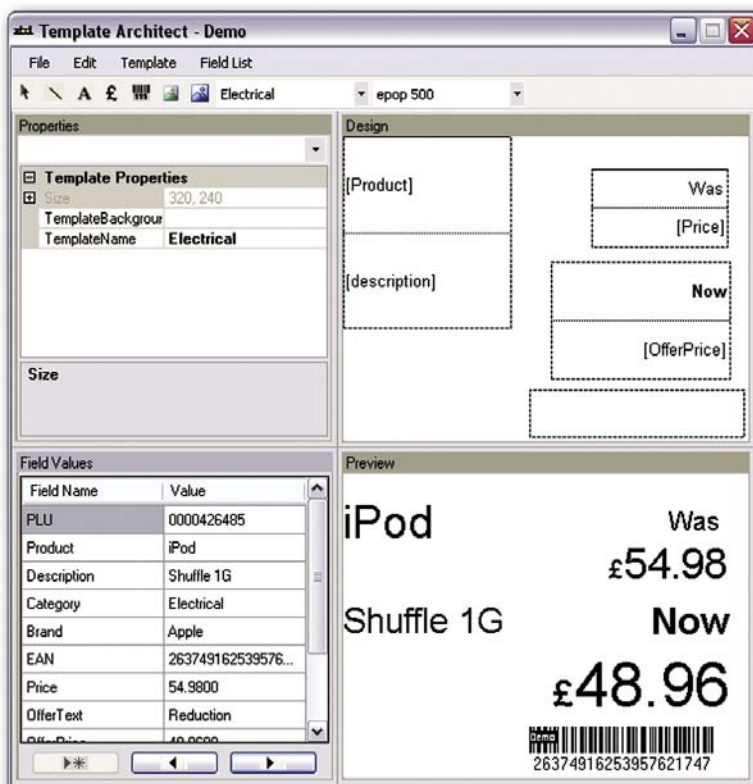
TEMPLATE ARCHITECT SCREEN

BOUNCE PROCESSOR –
THE HEART OF THE SOLUTION

Bounce Processor is responsible for the actual acquisition of the data from their sources, performing the required transformations on the data before submitting the transformed records for image rendering using the templates designed in the Bounce Architect Template component according to the schedules created in Scheduling component.

Bounce processor also controls the two way communication between a retailer's central system and the EPOPs. It provides control of the EPOPs on an individual, or a group basis. For example some retailers will switch their EPOPs over to 'planogram viewer mode' at the end of the business day to aid product placement by the staff that are responsible for refilling stock on the shelves.

In addition Bounce Processor also provides access to the Bounce open API which enables retailers to utilise the output from existing in-house, or third party, software used for developing label content. ZBD has a number of strategic alliances with software vendors who provide this capability for retailers and can integrated seamlessly into SELS ensuring a retailer has a seamless labelling solution.

BOUNCE MANAGER

Bounce Manager provides the retailer with complete control and reporting of the Smart Electronic Labelling Solution.

The Configuration Manager enables the smart electronic labelling environment to be set up for the complete store or the department which has been selected. Each product is loaded into the system and assigned an epop which is initialised with the relevant product label.

The Assignment Manager is usually installed on a hand held scanner and allows products and EPOPs to be assigned, or reassigned by simply scanning a product barcode and the corresponding EPOP barcode. This makes store reorganisation, or product substitution, simple, fast and efficient as it is easy to ensure that the correct label is shown alongside the relevant product.

The Report Manager provides complete audit and problem reporting for the retailer. A simple web based GUI enables the retailer to see what has been deployed where and when. Any problems with the Smart Electronic Labelling System are flagged ensuring that potential labelling errors are identified and dealt with quickly and effectively.

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BOUNCE TECHNICAL SPECIFICATIONS:

**Microsoft .Net 2.0 architecture
that executes on Windows XP SP2**

- Connectivity with multiple concurrent files
  of differing data types:

  - ODBC compatible databases
  - CSV files
  - Excel spreadsheets
  - Flat files, XML streams

**Bounce Architect Execution Environment
- PC Requirements**

- Processor: 1.5GHz or greater

- Memory: 1GB minimum

- Hard disk space: 50GB minimum

- Microsoft Windows XP SP2

**Bounce Processor Execution Environment
- PC Requirements**

- Processor: 1.5GHz or greater

- Memory: 2GB minimum

- Hard disk space: 100GB minimum

- Microsoft Windows XP SP2

- Microsoft IIS Web server

ABOUT ZBD

ZBD Displays is a leader in the design and supply of point-of-purchase electronic displays and associated software solutions for the retail industry. Having invented ground breaking LCD based e-paper and unique RF technology, the company blends strategic vision and commercial focus with world-class scientific, engineering and manufacturing expertise.

Through contemporary design, innovative technology and sound engineering, ZBD's product portfolio offers an environmentally-friendly, 21st century alternative to the traditional paper labelling usually employed in the retail environment.

The company is supported by a team of leading venture capital groups – DFJ Esprit LLP, QinetiQ Ventures LP, TTP Ventures and the Dow Chemical Company.

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