

Changing the way you see things®...  **NOVOdisplay®** is a patented technology solution that combines **electronic paper** with **RFID** – providing the capability to wirelessly change human viewable information – **OVER and OVER and OVER again, with low power consumption!**

Ultra Thin Slim, Yet Durable	Flexible Paper-like Flexibility	Low Power Image Retained Without Power	C Black	O Red	L Green	O Blue	R Gold
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NOVOdisplay® in Retail

NOVOdisplay® enabled products allow the retailer to respond more quickly to the ever-changing marketplace. *For example NOVOdisplay® enabled retail signage – provides...*

✓ **Real Benefits for the Retailer**

Improved store productivity and profitability – increase in revenue through correct display of prices – improving customer loyalty.







✓ **Real Benefits for the Customer**

Displayed prices correspond to prices charged at checkout.

✓ **An ROI for your RFID investment!**

The **NOVOdisplay® Advantage In Retail**

Enables retailers to take control and implement new promotions or pricing, getting new information in front of their customers in all their stores, across the country – in real time, at the touch of a button.

-  *Improve communication with customers at the point of purchase*
-  *Ensure accuracy of pricing providing confidence in price integrity and higher customer satisfaction*
-  *Attract customers with high impact messages and graphics*
-  *Reduce the cost of price and promotional management increasing staff productivity*
-  *Ensure legal compliance*
-  *Optimize management of retail pricing*

Other **NOVOdisplay® technology solutions in...**

- *Supply Chain / Inventory Management* ➤ *Distribution / Logistics*
- *Healthcare* ➤ *Automotive* ➤ *Government* ➤ *Financial Services*
- *Consumer Products* ➤ *Aerospace* ➤ *and the list goes on...*

Key Characteristics

Paper-Like Readability

- Sunlight and non-uniform light visibility
- High reflectivity, superb contrast and resolution
- Viewing angle ~ 180°

Ultra-Low Power Consumption








- Long-Term Bistable Image – content preserved without power
- Prolonged battery life

Environmentally Robust

- Moisture and scratch resistant
- Pressure insensitive
- Impact resistant and user tolerant – no glass



Typical Applications

 Electronic Shelf Labels	 Message Boards
 Pricing Signs/Labels	 Employee Badges
 Loyalty/Smart Cards	 Menu Boards
 Smart Sensor Labels	