



TOP 9 BENEFITS OF WIRELESSLY POWERING ELECTRONIC SHELF LABELS

Retail is evolving, competition is getting tougher, and customers demand access to information at the physical stores just like they were shopping online.

According to Census Bureau, 86% of sales are still made in-store, which makes the shelf edge the most important sales channel for a brick-and-mortar retailer. Unfortunately, paper labels are still widely used to promote and price products.

Paper labels are labor intensive, lack agility, limit the amount of information that can be displayed, and are often out of sync.

Thankfully, there is a solution.

Next Generation Retailers Are Using Digital Labels

Next-generation retailers are deploying electronic shelf labels (ESL) solutions at a fast rate. Their common goals are:

- Lifting sales
- Protecting margins
- Increasing associate utilization
- Ensuring price and promotion accuracy and consistency across physical stores and e-commerce

Only ESL solutions can deliver a powerful omni-channel experience that is cost-effective and can turn traditional stores into digital assets. These ESLs can be powered by battery or via wireless power over air.

Battery Powered ESL Solutions Are Limited

Although many ESL solutions offer superior benefits over the paper label, their performance is still limited to battery power. Battery limitations include:

- **Terminal battery life:** Batteries must be replaced regularly, which can impose limitations on the number of changes and lead to missed sales and ongoing battery expenses.
- **Manual labor costs:** For thousands and thousands of products, people must oversee and replace batteries, recycle old ones, and procure new ones.
- **Limited power and value:** Tiny batteries required for ESL limit the activities and information you can provide. The more you try to get out of them, the shorter their lifespan.

Wireless power over air can free retail ESLs from these limitations.

Wirelessly Powered ESLs Offer Retailers Extensive Benefits

Wireless power over air and at a distance, such as Cota Real Wireless Power technology from Ossia, can enhance existing ESL solutions by unlocking the true potential of features currently constrained by the limited power budget of a battery.

Let's take a closer look at Ossia's Cota technology, as a specific example, to evaluate the benefits of going with wireless power.

Top 9 Benefits of Choosing a Wirelessly Powered ESL Solution:

- 1. Grow revenue with price agility:** Improve revenue by doing an unrestricted number of updates. Stay competitive by executing price changes, promos, and marketing strategies across the entire chain or region in near real-time. Quickly react to trends, implement price analytics recommendations, and seamlessly align with e-commerce.
- 2. Increase margins:** Gradually decrease prices over time to protect margins, avoid last-minute sales, and reduce perishable food waste.
- 3. Reduce cost:** Reduce labor and printing cost associated with paper labels. Eliminate the cost, project management, and recycling that is associated with the replacement of ESL batteries.
- 4. Improve productivity:** Reduce cost, error rate and improve operational efficiency by providing the unlimited flash capability for restocking and pick-to-light tasks.
- 5. Improve self service and customer service:** Free associates from tasks such as battery swaps on ESLs to focus on improved customer service, and empower customers with information at the product, rather than searching for an associate for help.
- 6. Engage with the customer in a new way:** Bring an online experience to the store. Display and dynamically change information, QR codes, advertisements, stock levels, star rating, country of origin, recipes, detailed specifications, reviews, and more.
- 7. Eliminate noncompliance fines:** Ensure prices are correct and consistent across all stores and aligned with POS, advertisement, and online.
- 8. Profit from data:** Utilize big data to optimize revenue, loyalty scheme, inventory, and product selection.
- 9. Enable new functionalities:** Add new features currently constrained by limited battery power budgets on ESLs such as Bluetooth, cameras, and location and presence sensing.

It's important to remember that not all wireless power solutions are the same. These nine benefits are specific to Cota Real Wireless Power. When comparing solutions, make sure you are getting all the benefits of wireless power that you need now and into the future. As one example, is the solution you're looking at available today? Cota is.

Cota: Available for License Today

Cota true wireless power technology is ready to be licensed today. It can help transform ESL into a powerful internet of things (IoT) device, which creates more engaging experiences for shoppers while optimizing and maximizing profits for retailers.

Ossia is the only company on the market that can safely and efficiently provide wireless power at a distance without the need for line of sight. Each ESL could be in motion or rest and still safely receive power by Cota.

End-to-End Service and Support

Ossia provides all the services you need to implement and integrate Cota technology into your product. This includes technology, documentation, consulting, software, and planning tools. Our constantly growing partner ecosystem can deliver solutions without limitations or dependency on battery power.

Contact us today at www.ossia.com to connect you with one of our partners or to find out how Cota technology can enhance your ESL system.