



# RFID Journal Live

Powercast

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# THE PROBLEM



# The Problem

Most stores still have the antiquated way of displaying prices. They print out and hand change existing price tags. This makes it a time consuming and labor intensive process.

## Problem with upgrading to current ESL's

- Implementation (labor costs, store disruption, expensive equipment)
- Maintenance (battery changing schedule)
- E-waste in landfills
- Limitation in amount of price changes to save battery life



# THE SOLUTION



# The Solution

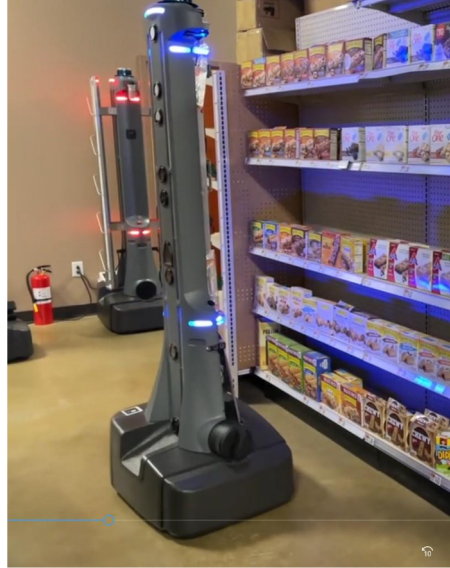
Powercast's "Immortal" ESL solves problems of current battery powered ESLs

- Easy Implementation, no wires, standard mounting size
- No batteries to change, ever!
- Long life and no battery E-waste
- Unlimited price changes
- Stop "Showrooming"



# The Future

Connecting the ESL's to an autonomous store robot (Badger Technologies) the store can have price checking/changing capabilities 24/7, increasing employee productivity and customer satisfaction.



Thank You!  
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