

Taggy

Wireless shelf labels [®]



Move your prices. Taggy and Play!



customized solutions for every business



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What's Taggy

Taggy is the name of the wireless electronic labels produced by Webas srl.

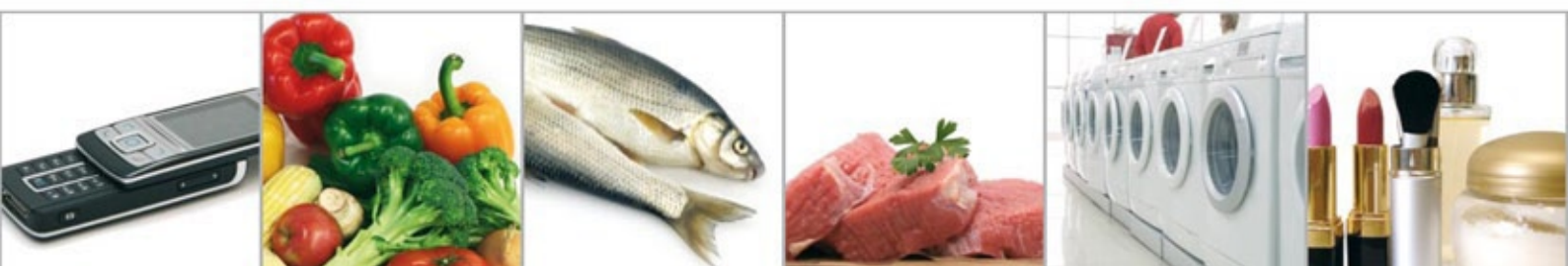
Taggy is an innovative wireless system used to update product prices and information in real time, thus abolishing the need for daily chore of correcting traditional paper labels on products displayed.

Taggy, which is interfaced with the IT system of the sales point, instantly receives and updates all the necessary information such as: sale price for single products, price per measurement units, ongoing promotions, discounts (price reduction in €, percentage discount, discount on quantities), reordering batch, stocks, facing, minimum stock, etc.

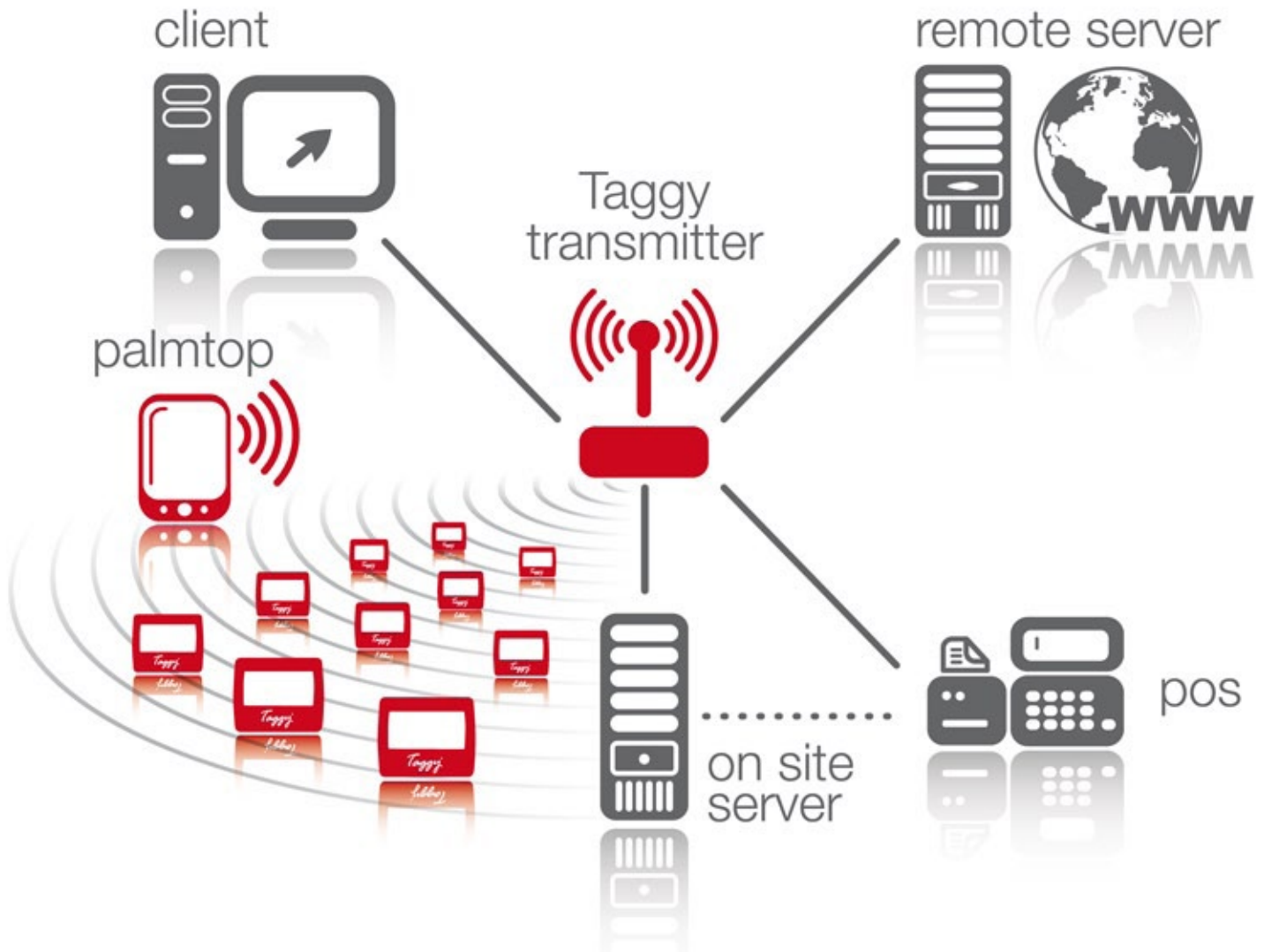
Taggy offers a wide range of customizable labels, able to adapt to any need of product presentation, and does not require specific facilities or cables.

Taggy can be used in:

- Food and Non Food supermarkets
- Chemists'
- Ironmongers'
- Phone equipment shops
- Wine bars
- Jewellers'
- Perfume shops
- Fruit and vegetable shops
- Butchers'
- Fish shops
- Shoe shops
- Opticians
- Clothes shops
- Electric appliances shops
- ...and much more...*



Taggy system architecture



The Technology

The Taggy system is based on a wireless dialogue between a transmitter known as "Taggy Transmitter", interfaced with the IT system of one or more sales points, and special Taggy labels.

Thanks to its wireless transmission based on 2.4 Ghz frequencies, the Taggy system is decidedly superior to competing systems which either use lower performance and less reliable frequencies or are based on infrared or other lower quality transmission technologies.

The main advantage of the Taggy system is that it neither requires cabling in the shop nor expensive facilities, including wires and transmitters spread all around the exhibiting area. No visual contact is required between the transmitter and labels and obstacles do not hinder communication.

The "Taggy Transmitter" can be connected either through an Ethernet network or a USB port to the IT system in the shop (so that no purchase of a dedicated PC is requested); it offers coverage from 400 to 2,000 m2 according to the characteristics of the site. Coverage can be increased as you wish by using other transmitters or signal repeaters.

For small quantities of labels, users can implement the system independently, using a simple previously configured PDA as management tool.

Should the layout change in the sales point, there's no need to reposition Taggy's components, unlike other technologies that are far more demanding in this respect.

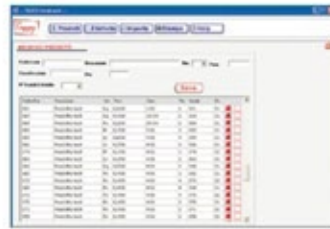
System components

For the "Taggy" project, Webas has planned every single aspect of the system, by directly designing its three key elements:

- the interface software between Taggy and the IT system in the sales point
- the transmitter
- the labels

so as to provide a "turnkey" solution which is particularly stable and integrated. Each of these components results from Webas' extensive experience, from an important technological marketing preliminary analysis as well as several years of specific development. The objective was that of identifying a reliable, simple and cost effective solution for updating prices through wireless communication technologies.

The software



Above: a few screens from the Taggy Gestionale software

Taggy SDK

Taggy SDK", developed with VB.net, C#, VB6, Java and other languages, is supplied free of charge to the software houses that intend to develop applications with "Taggy" electronic labels.

Taggy Server

"Taggy Server" is the software specially created to facilitate the integration with all the already existing types of management software in sales points and intended for users who are already accustomed to other systems. The software has been developed so as to be able to update information on "Taggy" electronic labels through a simple text file (with a standard record track). This solution enables end users to go on using their management software, also to update "Taggy" electronic labels without turning upside down the organization of their daily job. Taggy Server is available in a multi-platform version, for Microsoft and Linux operating systems.

Taggy Gestionale

"Taggy Gestionale" is the software created for those users who do not have management software in their sales points and intend to automate the price reading procedure through the "Taggy" electronic labeling system. "Taggy Gestionale" even enables users who do not have advanced IT training to update their electronic labels simply and independently, thus making it possible to perform the following operations:

- Updating Product Prices
- Updating Prices per Measurement Unit (this option depends on the type of Taggy Label used)
- Discount management, in percentage terms, € or offers. For example, 3x2 (3 products for the price of two) (this option depends on the type of Taggy Label used)
- "Promo" Icon On/Off

Taggy Gestionale is available in a multi-platform version, for Microsoft and Linux operating systems.



Taggy system installed in the cheese and charcuterie shop in a trade center

	Taggy Transmitter
Dimensione LxHxP Size LxHxW	105.00 x 32.00 x 97.00 mm
Transmission system	Wireless 2.4 Ghz Frequency System with bi-directional communication
Feeding system	D/C 7.5 100mA - Powered over Ethernet or USB (optional)
Operating conditions	-20°C ~ +50°C
Outer case	Aluminum
Interfaces	Ethernet - USB - Wireless
Certifications	EC Trademark – the transmission system is certified EN300 328 and EN300 400 class 2 (Europe) and CF R47 part 15 (US)

"Frequency Hopping and Multi-Channel", - Interference is managed by a "Frequency Hopping and Multi-Channel" system.



The transmitter

Directly designed and manufactured by Webas, "Taggy Transmitter" is the interface between "Taggy" Electronic Labels and the label management software. A single transmitter can be used to update electronic labels in an area ranging from 400 to 2,000 m², depending on the characteristics of the site. In order to cover larger areas or areas irregularly distributed, a network of intercommunicating transmitters / repeaters can be set up. Transmitters are equipped with "Ethernet", "USB" and "Wireless" communication interfaces. This makes it possible to create a network of intercommunicating transmitters and/or repeaters that take advantage of the already existing LAN "Ethernet" and/or "Wireless" networks, with no interferences or additional costs in terms of facilities. Interference is managed by a "frequency hopping and multi-channel" system.

The communication system is of a bi-directional type, which means that users can not only send information to update prices on electronic labels, but can also receive information packages organized in a specific "report", in which it is possible to check whether the updates sent have been received or not. This feature is clearly valuable, both to make sure that the system is accurate and that immediate action can be achieved to restore effectiveness.

This feature, which is exclusive to the Taggy system, is fundamental and guarantees the perfect operation of the system.

The labels

Taggy can currently count on a range of four labels, which are different in shape, size and functionality and are customizable according to customers' requirements. Different types of labels can also be simultaneously used in a single shop, in order to enhance the value of products to the most and adapt to any solution in terms of product presentation. Great care and attention has been devoted to readability, aesthetics and, more in general, consumers' taste, when developing each model. All the labels have a standard hook that makes it possible to use them individually or on rails, thus making it easy to apply them and preventing theft.



Taggy One

Available in the 128 or 960 segments version, Taggy One has a large-sized display and provides much information. This is a label particularly suitable for use in situations where product density is medium-low and whenever it is important to provide information about the product which can vary (origin, date of production, etc.).



Taggy Phone

This is a label specifically designed for sales points in the telephone, electronics and electric appliances sectors. With their careful design these labels are effective for use on shelves or in window-shops.



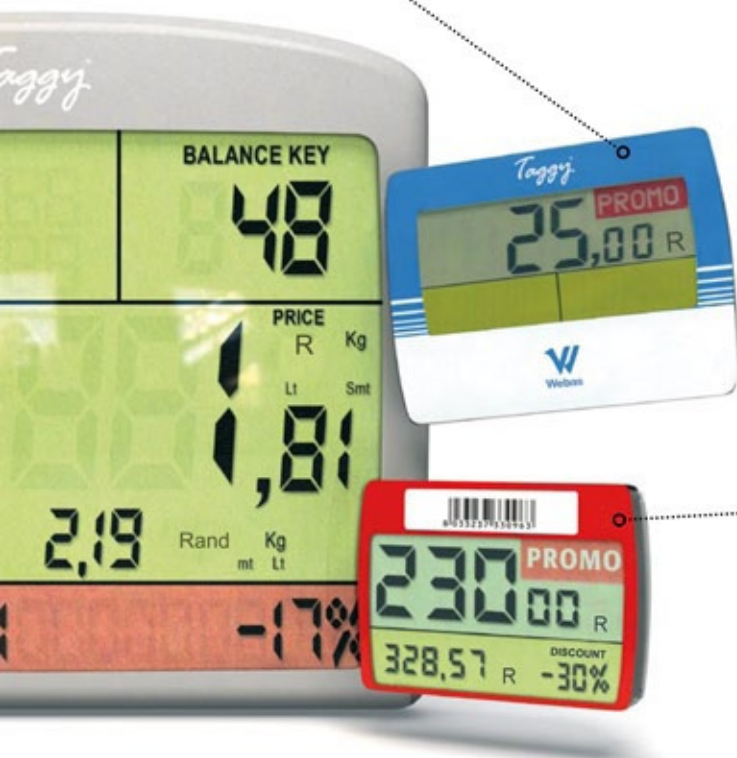
	Taggy Shop	Taggy One		Taggy Phone	Taggy Mini
		128	960		
Size LxHxW	56.9 x 46.3 x 11.1 mm	144.0 x 130.0 x 26.0 mm		55.8 x 51.7 x 11.9 mm	46.0 x 36.0 x 13.0 mm
Transmission system	Wireless 2.4 Ghz Mhz Frequency System with bi-directional communication				
Feeding system	Lithium battery cr2450 3v	Alkaline battery 1.5 V (AAA) type		Lithium battery cr2450 3v	Lithium battery cr2450 3v
Battery life	30 to 60 months *	48 months	36 months	30 to 60 months *	48 months
Operating conditions	-20°C ~ +50°C	-20°C ~ +50°C		-20°C ~ +50°C	-20°C ~ +50°C
Outer case	Polycarbonato e ABS	Polycarbonato		Polycarbonate and ABS	Polycarbonate and ABS
Display	LCD	LCD 128 segments	LCD 960 segments	LCD	LCD
Certifications	EC Trademark – the transmission system is certified EN300 328 and EN300 400 class 2 (Europe) and CF R47 part 15 (US)				

- * depending on the number of updates.



Taggy Shop

This is a universal electronic label, particularly suitable for use in sales points with high product density. Readability and information quality are features that make Taggy Shop the ideal label for any shelf.



Taggy Mini

The smallest of Taggy labels. With its discreet shape and size, Taggy Mini can be used in any situation.





Advantages

The Taggy solution offers a great number of exclusive advantages, both in terms of store management and product promotion. Thanks to Taggy, sales can be supported by a completely flexible pricing policy that takes into consideration time brackets, periods, product expiration dates, product availability and seasons.

Moreover, Taggy gives an innovative image to your sales point, thanks to its technological content, and shows customers your careful management through a real-time and correct update of shelf information.

Taggy system installed in the "Fresh Produce" section of a trade center, with Taggy Shop labels

Decrease in operating costs

With Taggy you no longer need to work every single day on shelves to modify traditional paper labels.

Improved efficiency in price updating process

A correct communication of label changes is guaranteed by a special software feedback system that signals irregularities in data transmission.

Improved efficiency in promotion management and pricing strategies

Real-time data transmission to labels means that both sales strategies based on pricing and the management of product promotions are optimized.

Use of electronic labels as product mail-boxes

Electronic labels do not only replace paper slim. They are a management tool enabling the store staff to interact in a simple and updated way with the information available in the information system. Taggy labels, for instance, can provide information about product stocks or indicate the pieces which should be reordered to fill shelves.

Improved customer loyalty

Showing shelf information in a correct and complete way increases customers' perception of quality and, as a consequence, customer loyalty.

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Sole Distributor for Taggy electronic Shelf labeling

A modular system

The Taggy solution is extremely modular and can be progressively and flexibly implemented in the shop thanks to different connection modes and the range of labels that can be used.

Customization

Labels can be customized according to each customer's specific requirements in terms of information and style:

- the labels are supplied in a wide range of colors
- the corporate brand can be printed on labels
- a specific character layout can be created on the display
- new labels can be designed according to specific applications.



Above: Taggy System used in a chemist shop

Right: Taggy Shop labels used in the Wine shelves of a supermarket





Taggy

25,00 R

3,86 Lt

2 x 1

AMARONE VALPOLICELLA 0,75L

8 033237 330963

Taggy

23,90 R **PROMO**

3,86 Lt 2 x 1

AMARONE VALPOLICELLA 0,75L

8 033237 330963

Montalcino

2002

AMARONE
DELLA VALPOLICELLA

2004
AMARONE
DELLA VALPOLICELLA
Denominazione di Origine Controllata

*Arretrati in un'armonia a fine settembre,
questo amarone si esprime per alcuni mesi in locali
di gusto, con tutta la nobiltà.*

The Taggy Rail System

Taggy labels can be used either as single pieces or mounted on optional "Taggy Rails". The advantage of rails is that they can guarantee more precise and linear positioning of labels, thus improving appearance of the shelves. The rails, which make it possible to line up labels fast and accurately, in order to have them perfectly visible, offer protection against accidental impacts and prevent them from being moved or removed.



Above: Presentation of the Taggy Rail system



Wireless shelf labels[®] *Taggy*



customized solutions for every business



WEBAS S.r.l.

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DCI Scanning (Pty) Ltd is the Sole Distributor within Southern Africa for the Electronic Price Shelving and has the right to advertise the Webas S.r.l company and its products
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