

The ILID Solution for Shelf Ticketing at Champions IGA

Sharon Crampin, pictured left, manager of the brand new redeveloped Champions Supa IGA in Victoria's Bacchus Marsh is enjoying the much expanded store that now occupies most of the original shopping centre.

This is the latest redevelopment for the Bendigo based Champions group and marks another milestone in the development of this progressive independent retail group.

ILID again was chosen for the new Champions supermarket after their strong 2006/7 financial year, with ILID systems being delivered to customers in Australia, UK, Belgium, Germany, Dubai and Canada.

The ILID Electronic Shelf labeling Solution allows pricing to be quickly changed from a central location, ensuring accurate shelf prices.

ILID is the only system in the world that uses Visible Light Technology™ to communicate using the existing store lighting system. VLT™ is an Australian invention that is patented in 23 countries. VLT™ also makes ILID the simplest and most cost effective solution on the market. Other systems use more complicated and costly radio frequency, infrared or hard wired approaches.

The solution not only provides efficiencies at the shelf edge, it provides immense merchandising opportunities, such as Price Optimization and Intelligent Pricing™, where price changes are displayed and coordinated with POS systems dynamically.

By using the existing lighting infrastructure, ILID has been able to simplify the installation process and ensure that there is very strong signal strength for the shelf labels to operate

in all parts of the store. The entire store is flooded with data, so a label can be relocated without the need for re-addressing or re-allocation. The ILID label can even receive data while it is on the move, as each label is self-powered (10 year battery life) and self-contained.

The ILID system simplifies the weekly task of price changing and enables the retailer to ensure that the shelf price and the POS price always match, as they both come from the same store database. The system starts with the store computer sending the price information to a controller unit, which then transmits this data through the building lighting, invisible to the human eye. The labels receive the information, with each individual label deciding which information is relevant to it. Each label has its own inbuilt computer which enables it to display a number of different prices, stock information, or shopper related information.

Expanded Sales Team

To service the growing interest in Electronic Shelf Labels (ESL's) ILID has expanded its Business Development team. The expanded team of Business Development executives brings with them experience in driving new technologies and concepts to market dominance in Retail.

Mike Di Michele - Vic/SA/TAS: Mike joined ILID in 2005 after 20 years service with Fujitsu in the Retail Solutions Group.

Claudia Liberato - NSW/ACT:

Claudia formerly worked in the Retail sector with Dial-time and Bill Express solutions.

James Rodrigo - Qld/NT/WA/New Zealand: James was formerly involved with the introduction of scanning to supermarkets in the 80's with TEC Australia and Spectra-Physics Scanning Systems.



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