

New Generation in Point of Sale marketing

Introducing

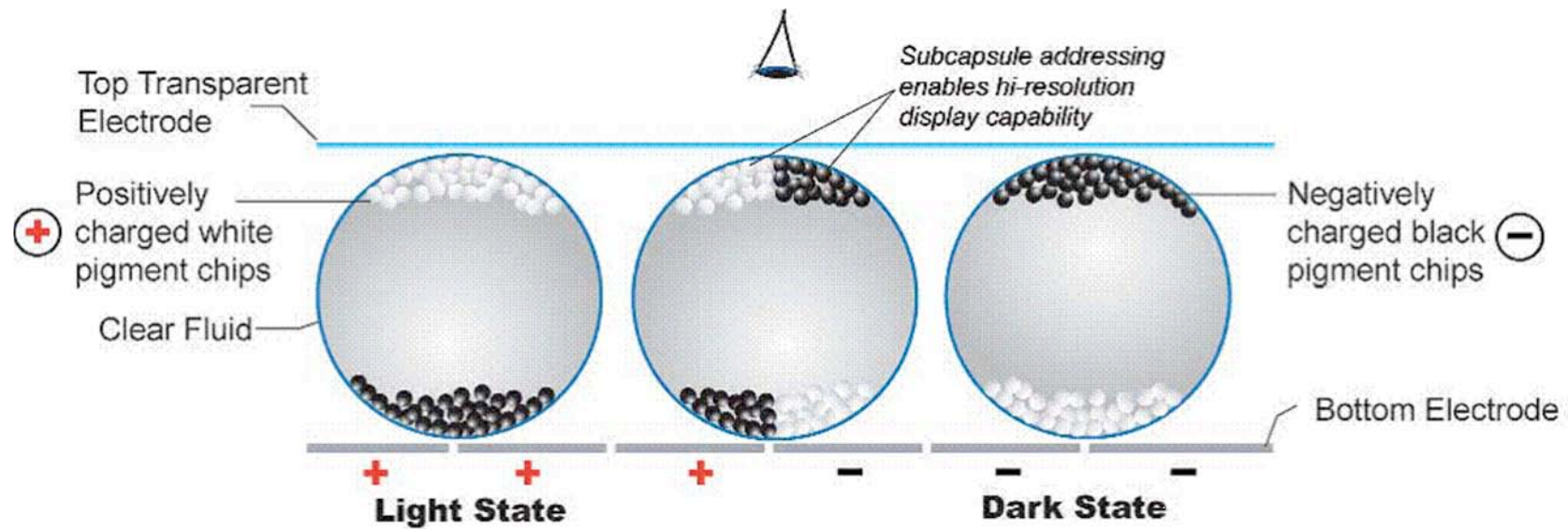
Ink-In Motion™

1. Introduction to Ink-in -Motion™
2. Effectiveness of Motion Display in Promotion
3. Limitations of Conventional Motion Display
4. Ink-in-Motion™ Advantages
5. Additional Benefits of Ink-in Motion™
6. Limitations of Ink-in Motion™
7. Application Examples

1. Introduction to Ink-In-Motion™

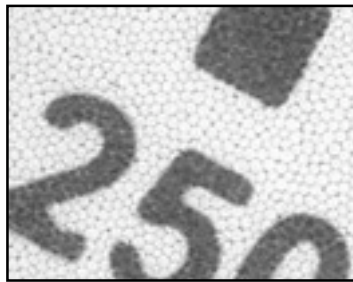
The Technology: Electronic Ink

Patented by EInk corporation. MA.USA



Physical properties of Electronic Ink

- Paper THIN
- Paper LIGHT
- Reflective display: ONLY CONSUMES POWER WHEN IMAGE CHANGES
- Plastic substrates: ROBUST & FLEXIBLE



Electronic paper applications



Slim type watch



Electronic newspaper



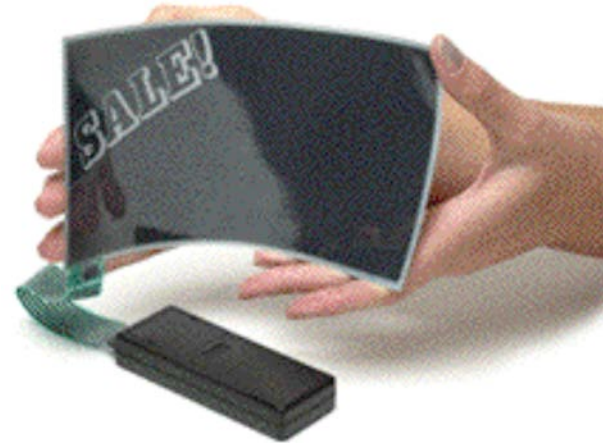
Electronic smart card



Multi-functional e-book reader

Composition of Ink-in-Motion

- Controller (w/ batteries)
- Connection tail & connector
- Display screen
 - Overlay film
 - E-paper layer
 - Backplane



Control devices



Standard controller
(2~4 months lifetime
on 2 AA batteries)



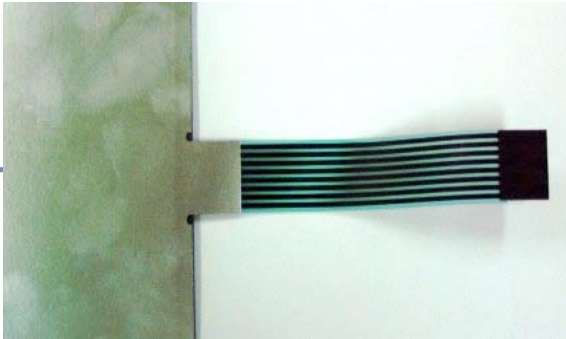
Slim controller with
coin cell battery
(1~6 weeks lifetime)



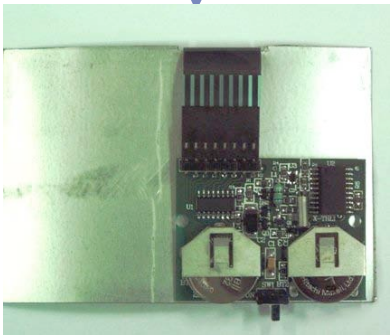
Slim controller with
rechargeable battery
(2~4 months
lifetime)

- Controllers are programmed at factory for each display unit.
- Standard controller can be used with AC adaptor.
- Flash rate: 0.3 - 7 seconds.

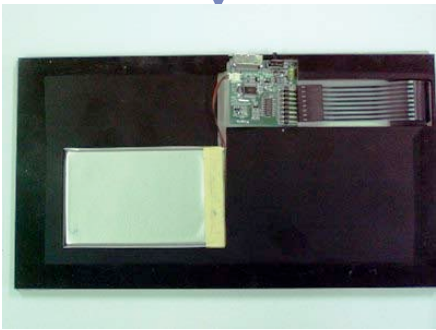
Connection Tail & Connector



Standard controller

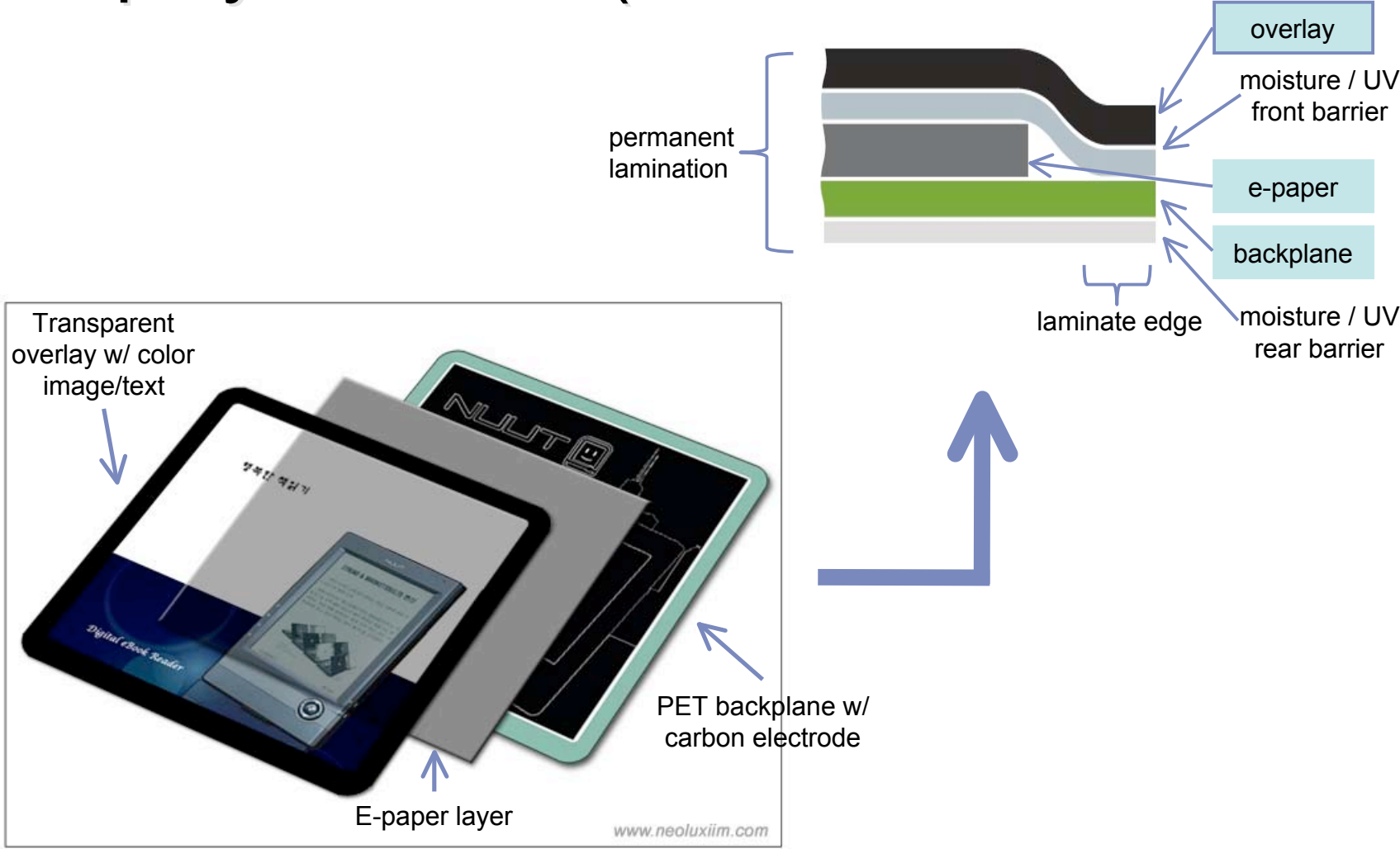


Coin cell battery controller

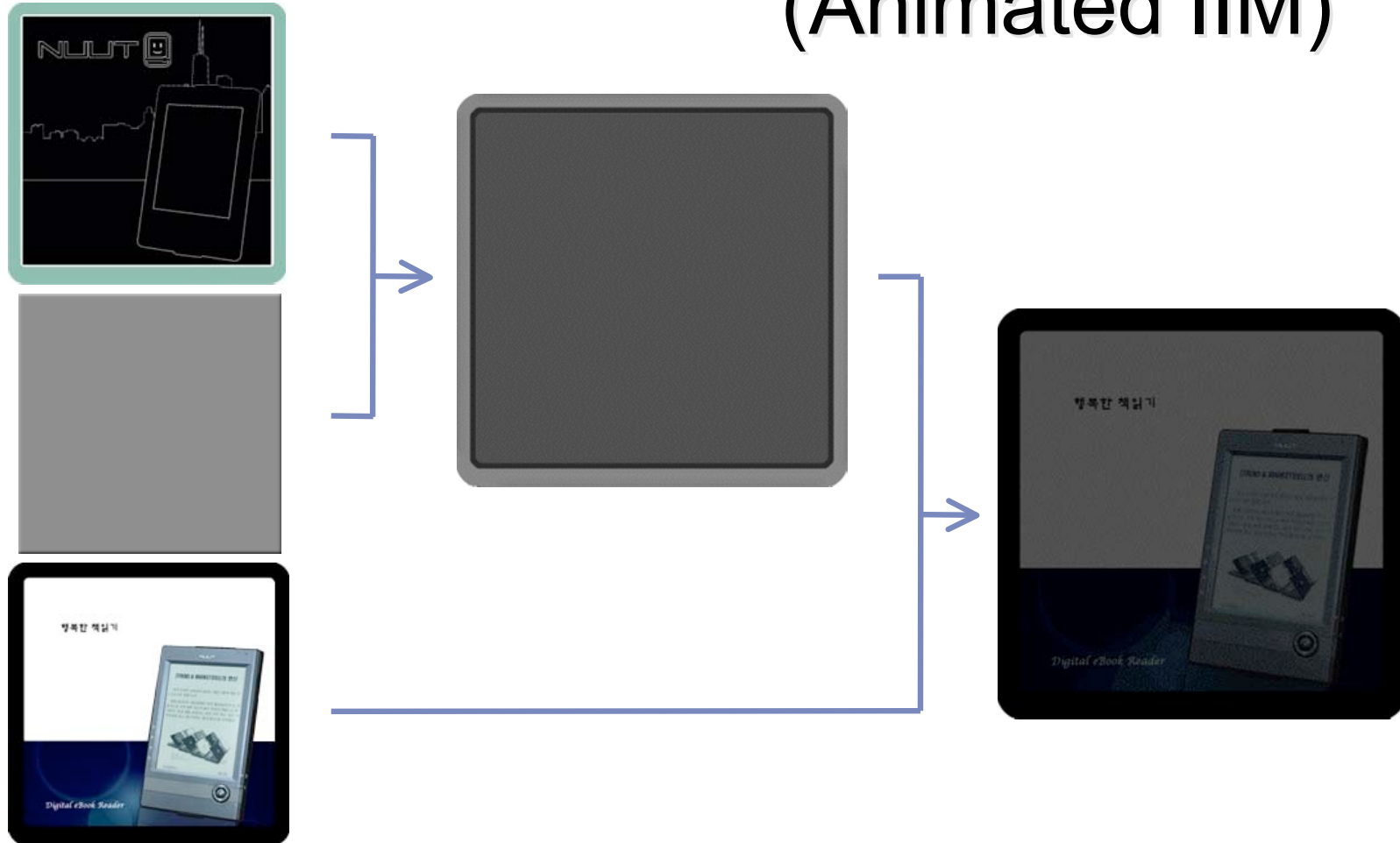


Rechargeable battery controller

Display Screen - (Animated IIM)

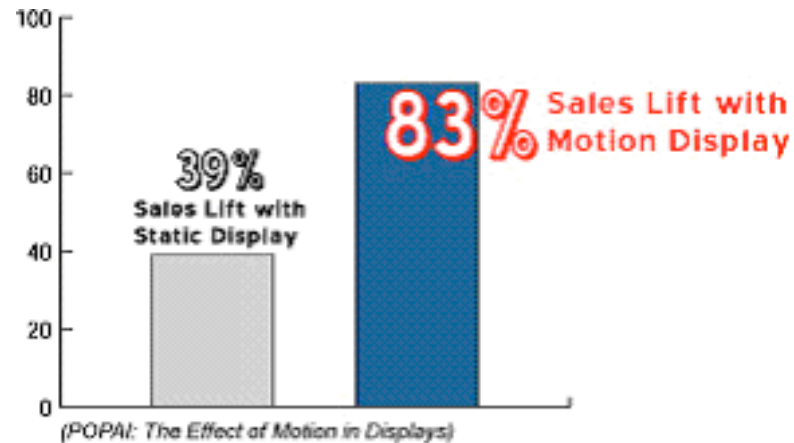


Composition of Display Screen (Animated IIM)



2. Effectiveness of Motion Display in Promotion

Undisputed Fact



Source: Point of Purchase Advertising Institute
(POPAI)

“In-store tests on a variety of retail formats have shown significantly improved message recall and double-digit sales lift from POP signs **using motion displays.**”

3. Limitations of Conventional Motion Display (LCD)

A. High Cost

B. Restricted Placement

A. High Cost (conventional)

- Cost of Screen
- Cost of System Components (Server, Network, Software)
- Programming Cost
- Installation Cost
 - Wiring
 - Bracket
 - Labour
- Maintenance/Repair Cost
 - Damage
 - Cleaning

B. Restricted Placement

- **Thick and large**
 - Off-limits: countertop, cash register, showcase, etc.
 - These are often the best space for POP.
- **Heavy**
 - Off-limits: shelves, windows, etc.
 - Shelves and windows are often the ideal locations for particular products due to proximity to promoted items.
- **Prone to damage**
 - Off-limits: high-traffic area & close range to audience.
 - These are the most effective locations in retail environment.
- **Needs power outlet**
- **Once installed, stays there.**

4. Ink-in-Motion™ Advantages

- A. Low Cost
- B. Versatile Placement

A. Low Cost

- Far cheaper than **any other** motion display available for a campaign cycle.
- Minimal installation cost
 - No need for wiring
 - No or minimal cost for mounting apparatus
 - No or minimal cost for labour
- No maintenance cost for about 3~4 months (no battery replacement; resistance to shock).

B. Versatile Placement

- **Paper-thin**
 - Fits limited space (e.g. countertop, cash register, showcase, shelves, wall)
 - Unobtrusive placement (e.g. countertop, cash register, shelves)
- **Light-weighted**
 - No need for heavy supporting structure (e.g. window)
- **Shock-resistant**
 - Placement near target audience / in high-traffic areas
- **Battery-operated**

- With low cost and versatility in placement, Ink-in-Motion avails most effective promotional locations with proven effectiveness of motion, a combination that has been out of reach for advertisers at the point of purchase.

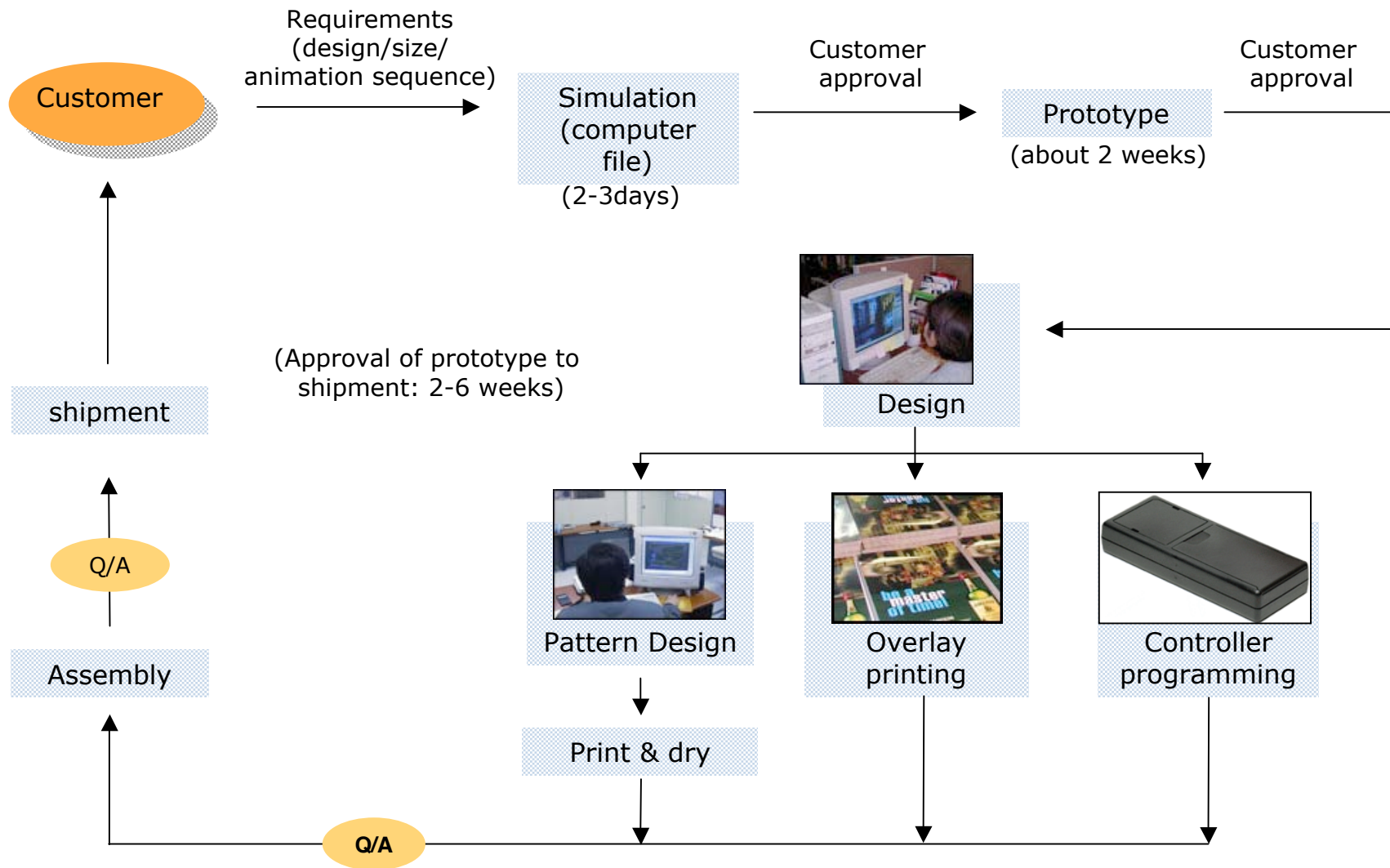
5. Additional Benefits of Ink-In-Motion™

- High contrast and superior visibility: More than twice the contrast ratio of that of active matrix TFT LCD.
- Wide viewing angle: Exactly as paper poster.
- Flexible form factor:
 - Can accommodate a wide range of shapes.
 - Can be mounted on various frames/hardware.
- Visually unobtrusive:
 - Can be placed in restaurants, hotels, etc.

6. Limitations of Ink-In-Motion™

- Not visible in complete darkness.
- Colors other than black and white are simulated.
- Display content cannot be changed (segmented backplane & pre-programmed sequence).

7. Workflow



8. Flashing IIM

Generic-Purpose IIM

No customized segments: Whole display area color toggles between black and white at the same time.

Various standard sizes with various flashing speed available.

Reusable & Cost Saving

Colorful overlay can be replaced for different promotions, for different brands/products.

Multiple sheets can be operated by a single controller.

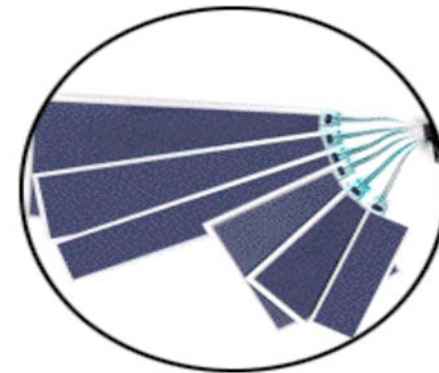
Quick, Easy Supply

No setup charge; No minimum order quantity.

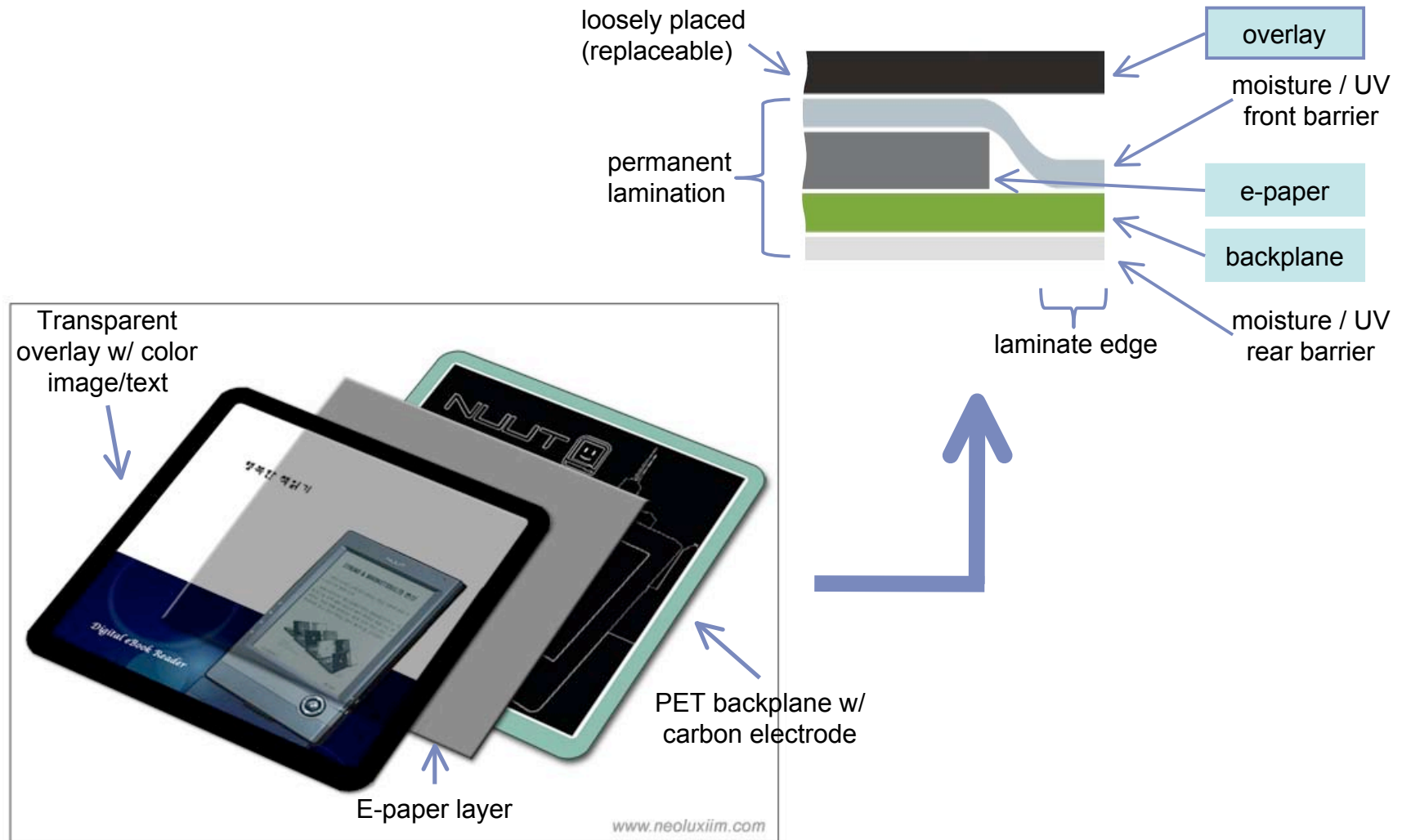
Stock Sale

Volume purchase / retail sale.

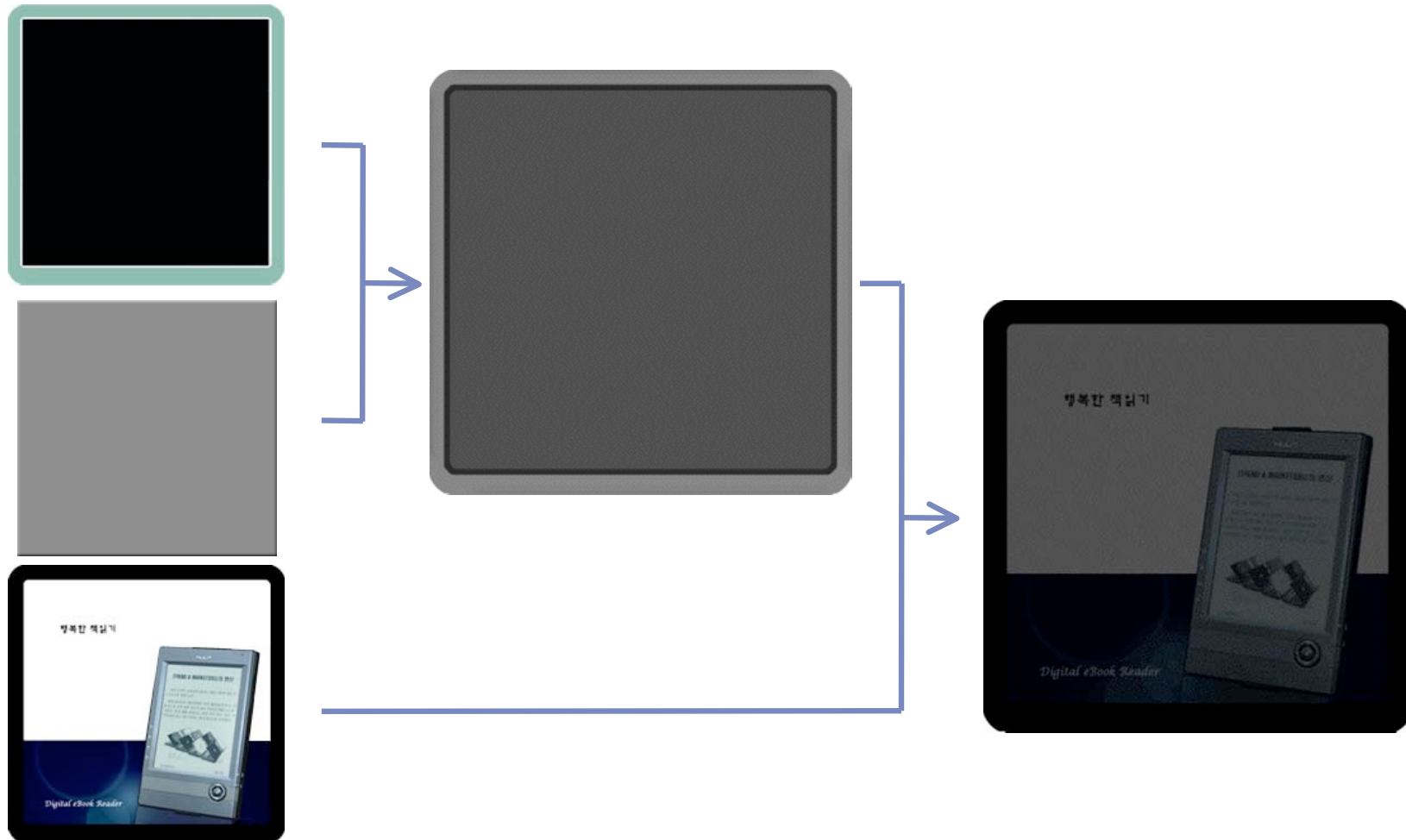
Value added by distributors.



Display Screen(Flashing IIM)



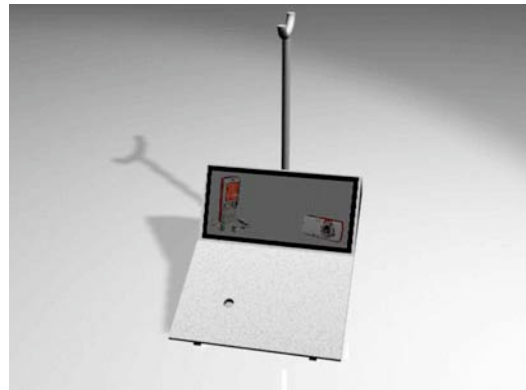
Composition of Display Screen (Flashing IIM)



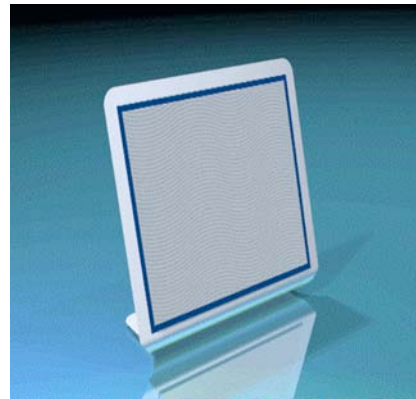
9. Application Examples

Limitless indoor applications and rather limited outdoor applications.

Desktop / Countertop



SIZES: 130 mm (W) x 124 mm (H)



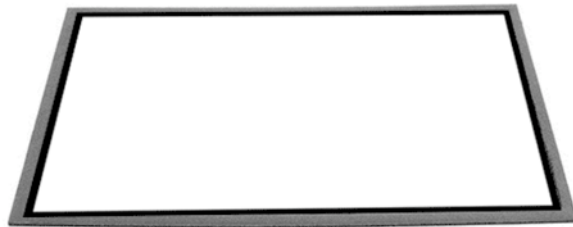
Shelf



Other In-Store Applications



Floor - Mat



Napkin Holder



Other Applications



Ink-In-Motion[®] Technical Specifications

Maximum size	530x378mm (21"x15")
Minimum size	No specified minimum size
Operating temperature	0~50C (32~122F)
Operating humidity level	20~80% rh
UV exposure	Direct sunlight / UV will shorten display life time
Display lifetime	10,000 hours (estimate)
Others	<p>If placed in-window, set back far enough to avoid temperatures over 40C and direct sunlight. Generally, Ink-in-motion is not recommended for exterior windows, but is suitable for interior windows.</p> <p>Longest battery life will be experienced at room temperature.</p>

Thank you!