



The Digital Price Tag for Fashion Retail

SES-imagotag can now offer all the possibilities that a modern retailer nowadays can expect for their fashion store.

You can now choose the FashionTAG that fits your needs, variable color selection and HD graphic displays.

The FashionTAG is a digital price tag tailored to the needs of fashion store. With an integrated NFC chip, the price tag can automatically communicate with smartphones and even make an in-store product reservation with the loyalty program & click-&-collect functions.

Customers can see direct information on the price tags or on their smartphone like sizes or in-store availability. Through bidirectional communication, the store managers can see the real time inventory, at any time.

Easily adjustable price tags take all their sense with weather-related products, even for adjustable promotions depending on the season. The all new FashionTAG can also have an online synchronization.

Key functions

- Up to 10 000 prices changes per hour
- Accesspoint has 40m radius range (coverage)
- Full graphic e-paper display with 180° viewing angle
- Easy connection to ERP-/POS management system
- Global Fashion management software
- ESL operating frequency CE 868.0 – 869.8, FCC 921.525 – 926.475, China 781.100 – 782.900

Key benefits



Dynamic Pricing and event-based pricing within seconds



Time saving optimizing shelf replenishment



Unified pricing online & offline



Anti-Theft System



Shows available sizes in-store



NFC access to webservices with a simple tap (like send me Home)s

References

KARSTADT

NORDSPORT