

DIGITAL SHELF WOBBLER

e-shelf-labels

Animated displays

Digital shelf wobblers are specially animated e-paper displays. They can display moving images and texts and are therefore particularly suitable as a customer attraction in stationary retail. The digital shelf wobblers consist of a conventional black and white e-paper display and a transparent colour print (overlay) on top. Underneath the electronic paper is a layer with defined areas (segments) that can be individually controlled. The change between black and white creates flashing animation sequences.



energy-saving



flexible
changeable



Viewing
angle up to 180°



Individually
adaptable



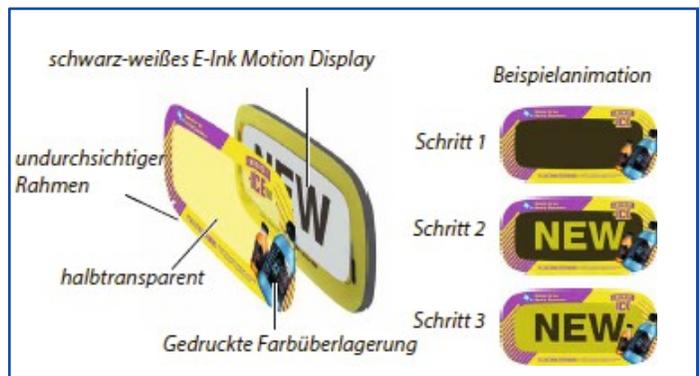
high customer
attention



Simple assembly and
commissioning

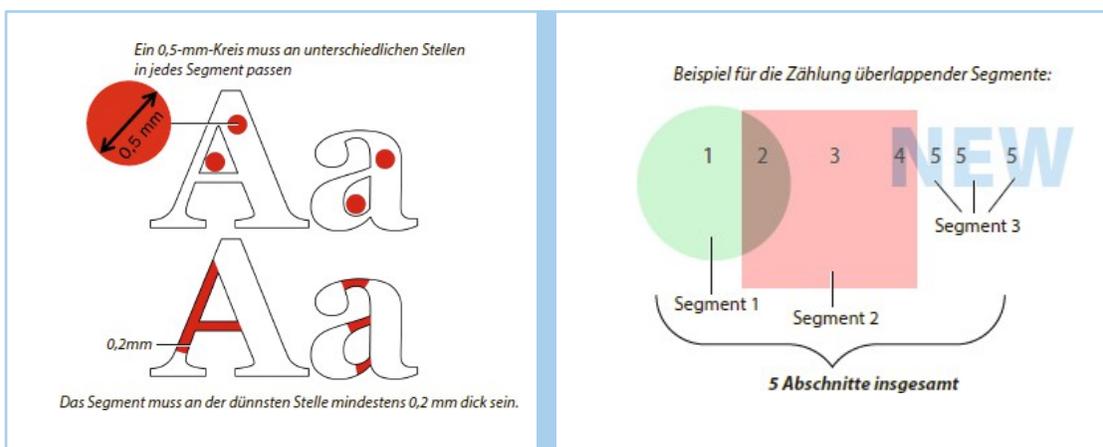
Segmented display

Motion Display is a segment-based type of display. It can display either black or white Display segments. The electronics support up to 32 segments for switching on and off. One word, e.g. "NEW", counts as one segment unless it overlaps with other elements or is animated character by character. Depending on the font, two to three overlapping messages can be animated. The margin around the animated area should be a minimum of 6mm on the side where we connect the electronics to the e-ink. There must be a minimum of 3mm margin on the other three sides. Some modifications to the typeface may be required when overlapping multiple messages.



Concept development

We are happy to help you create unique concepts for your brand. Send us your files and preferably design guidelines and/ or other campaign examples and we will start the collaboration by creating designs for you. We will design the print file, mask and segments in Illustrator (vector) and then export them to Photoshop to create a frame-by-frame animation.





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weiße Segmentfarbe



CMYK: 5 2 2 20

schwarze Segmentfarbe



CMYK: 60 60 60 60



Beispiel für gute Farben im aktiven animierten Bereich.



Beispiel für schlechte Farben im aktiven animierten Bereich.

Bring colour to electronic ink

We can print a semi-transparent colour or image over the active animated area to make it more interesting. In general, the lighter a colour is, the better the contrast when animated. **Dark colours and images should be avoided.** Note: Electronic ink does not represent pure white. This means that any colours printed on the animated area will turn out slightly darker than the original.

Do you need support?

Our experts are happy to help you create unique concepts for your brand. Give us the file and design guidelines and we'll take care of the rest.

PLEASE SEND US THE FOLLOWING:

- Step type (font family) High-resolution
- file (min. 300 dpi) Information or
- instructions, which areas are to be animated



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