



CASE STUDY

MOTION DISPLAY DELIVERS A 66% RETAIL SALES INCREASE

The Challenge: The Challenge: Getting Customers to Pay Attention at the Point-of-Purchase.

Up to 70 to 80 percent of all purchasing decisions are made in-store. Competition for customer attention is fierce. Shelf space is limited. Product labels and signs create distracting visual clutter. Shoppers have other priorities and decide in the moment whether to buy or not. In fact, the first 4-7 seconds in front of products is considered the “moment of truth.” Either customers buy or they move on.

The Solution: Get Moving, Get Noticed

One company saw a huge opportunity in the static nature of typical retail environments, where printed shelf labels and signs were the norm. They reasoned that before customers would pay for products, they first had to pay attention to them at the shelves. And the way to stand out and grab attention was with motion. This was the genesis of Motion Display, today’s world-leading provider of motion driven point-of-purchase displays.

“What we provide is a simple way for brands to get noticed and dramatically increase their sales at the point-of-purchase.”

— Anna Engholm, CEO, Motion Display —

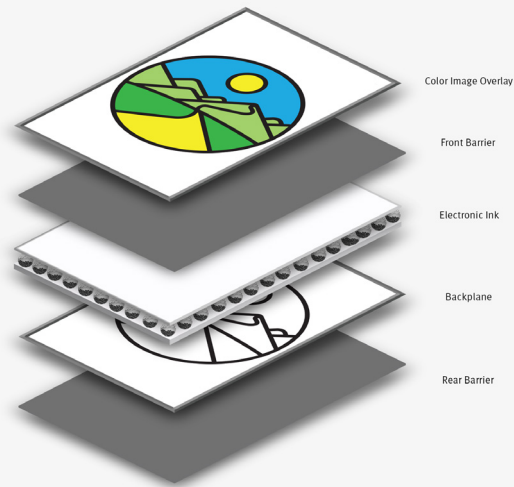
Animated Shelf Signs that Demand Attention and Drive Purchase Decisions.

Founded in 2005, with headquarters in Sweden, a US sales office and global sales representation, Motion Display has partnered with its customers to turn attention-getting point-of-purchase displays into an art. The company’s displays combine the visual appeal of bright colors with the ability to show a series of messages, creating a highly compact ad that tells a brand’s story immediately — at the critical moment of truth — to draw shoppers’ eyes and open their wallets.

At the heart of Motion Display’s ingenious solution is Ink-In-Motion®, from E Ink®. Known by most people as the screen technology in their eReader, the Ink-In-Motion version of digital paper uses so little power a display requires only a small battery to maintain its animation for about a year.

How it Works.

Each display is made with an underlying digital paper layer with defined parts (segments) that can be individually controlled to switch from black to white, or white to black, creating flashing animation sequences such as a series of short headlines. Digital paper is paired with a transparent color overlay on top, creating a seamless and visually engaging display. Each miniature sign is an opportunity to be creative, with images of product packaging or artwork from the brand's marketing campaign, and short messages that can be displayed in sequence. Thin, light and durable, the signs are designed to be easy to handle and mount on a range of surfaces, from products to shelves and checkout counters. And with a viewing angle of almost 180 degrees, the signs are impossible to miss.



How Hidden Valley Ranch® Stopped Hiding.

Shoppers at Walmart had lots of choices for salad dressing, but with Motion Display's signage the Hidden Valley Ranch brand jumped out. **In Walmart Super Centers, stores that had Motion Display installed versus traditional printed signage saw a 66 percent unit sales increase.**



In addition, a same store comparison showed that Motion Display-enabled stores had a higher level of incremental purchase complementing the buy of the original ranch dressing product. Repeat business also increased, thanks to the long life of each display that enabled the brand to be seen during multiple customer buying cycles. "We're helping

generate major sales increases with multiple brands," says Motion Display's CEO, Anna Engholm. "In some cases much higher than 66 percent."

Coupons' New Best Friend

A study by Motion Display found that combining their signage with coupon offers delivered outstanding results. The time it took shoppers to notice a coupon went from an average of 12.5 seconds to just 1.6 seconds (eight times faster). In addition, the number of shoppers who chose coupon items increased by between 75 percent and a whopping 1,054 percent.

Flexible Customization to Match Every Brand's Unique Style.

Motion Display's design and engineering teams work closely with brands to match their signs to meet specific client needs. Animated signs can be tailored to compliment global marketing campaigns, and adapted for specific regions or unique limited-time offer initiatives.

One reason for Motion Display's design flexibility is the use of E Ink's Ink-In-Motion, which is thin, tough and adaptable. Ink-In-Motion's digital paper can be cut, or even have holes drilled into it, and keep working reliably month after month.

To date, Motion Display has created more than 500 programs for leading brands, with exciting new innovations on the way.

When you build E Ink into your product, you're building in the future.

**Contact us to learn more.
eink.com.**

