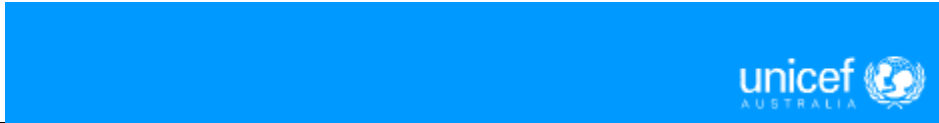




Advertisement:
ANZ First Visa Card. Apply Online



- ▶ national
- ▶ world
- ▶ breaking news
- ▶ features
- ▶ opinion
- ▶ business
- ▶ news
- ▶ comment & analysis
- ▶ technology
- ▶ sport
- ▶ realfooty
- ▶ entertainment
- ▶ multimedia

classifieds

- mycareer
- domain
- drive
- place an ad

- extra
- crosswords
- personal finance
- travel
- education

- subscribe
- home delivery
- eNewsletter

- archives
- keywords go

today's edition: [am](#)
last 10 days

[site guide](#)

[Home](#) > [Business](#) > [News](#) > [Article](#)

New light on getting supermarket prices right

By Ian Porter
January 22, 2004

- [Print this article](#)
- [Email to a friend](#)



The lid electronic shelf labelling system is designed to get price information simultaneously identical on shelves and at checkouts right across a chain of supermarkets.

A patented Australian system using fluorescent lights to transmit pricing data to electronic price labels on shop shelves has landed its first supermarket contracts.

The Victoria-based Ritchies supermarket chain and the Perth-based Foodland group have both made pilot installations of the technology, which is produced by software and information technology group UXC.

UXC executive chairman Geoff Lord said that while the two installations were pilots, there was "considerable potential" for the new system, called Iliid (pronounced "eyelid").

"If the Ritchies IGA pilot performs to expectation, the intention is that Ritchies will roll out installations through its chain of more than 30 supermarkets," Mr Lord said.

"Many other Australian independents are watching this installation closely."

Foodland and Ritchies have stolen the lead from the country's biggest retailer, Coles Myer, which was a participant in the 10-year development of the Iliid technology. So far Coles Myer has installed the system in only two Kmart discount variety stores.

advertisement



- [Fleet Management](#)
- [Financial Planning](#)
- [Technology](#)
- [Consulting](#)



Business

- [BHP stalwart moves into development role](#)
- [Oroton Group stripped as it its Marcs](#)
- [Disclosure rule falls short f](#)

National

- [NAB chief to pocket \\$6m](#)
- [Vaile threat to leave free tr table](#)
- [Grumpy man turns stray fr into costly obsession](#)

Opinion

- [An uneducated guess abo values](#)
- [A hope of living less dangr](#)
- [Schools' performances sh made public](#)

World

- [Israel bombs Hezbollah ba](#)
- [US poised to accept direct elections](#)
- [General warns of looming army reserve](#)

Technology

- [Patience is its own reward](#)
- [TV in a photo finish](#)
- [Toying with the future](#)

Sport

- [Hend cops lesson, but hor](#)

The general manager of the Iliad subsidiary, Lawrence Pelletier, said the system had also been installed in a German supermarket for evaluation, and was being considered by supermarket chains in the US, Britain, Hong Kong, Singapore and New Zealand.

There are several rival systems of electronic shelf labelling (ESL) around the world, but Mr Pelletier said the patented Australian technology is more reliable than rival infra-red and radio frequency systems and is cheaper to install.

The Iliad system would cost less than \$100,000 to install in a store with around 10,000 ESLs.

The Iliad system allows shop owners to change the price displayed on an ESL by varying the rate at which the in-store fluorescent lights flicker. Using the centralised computer system needed to run big chains, a retailer can alter the label for the same product in each of its stores simultaneously across the country.

Many other Australian independents are watching this installation closely. GEOFF LORD, UXC executive chairman


Mr Pelletier said supermarkets can have up to 20,000 price labels, and can make between 500 and 3000 price changes a week.

Mr Pelletier said ESLs eliminate the changing of paper labels, and ensure prices on the shelves are the same as those in the check-out scanners, eliminating many time-consuming price checks.

 [Print this article](#)

 [Email to a friend](#)


 [Top](#)

 [Search all Fairfax archives](#) (*Fee for full article)

[Go](#)

Advertisement

Spherion

Get the skills that get you employed in as little as 10 weeks! Visit www.spherion.com.au/edu 



Advertisement

[National](#) | [World](#) | [Breaking news](#) | [Features](#) | [Opinion](#) | [Business](#) | [Technology](#) | [Sport](#) | [Realfooty](#) | [Entertainment](#) | [Multimedia](#)

- [gain from it](#)
- [Confusion over TV coverage Classic](#)
- [Path clear for Cahill call-up](#)

Entertainment

- [Kicking goals in Las Vegas](#)
- [Don't discard the arts: veteran actor](#)
- [Chiffon for those who crave](#)



Latest news by email

Get free news emails from The Age

[→ Sign Up Now](#)

[text](#) | [handheld \(how to\)](#)

[membership](#) | [conditions](#) | [privacy](#)
Copyright © 2004. The Age Company Ltd

[advertise](#) | [contact us](#)