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### UXC WINS \$6M AUSTRALIA-WIDE ELECTRONIC LABELLING DEAL WITH RITCHIES IGA



Thursday, 21 April 2005

A subsidiary of business solutions company UXC Limited (ASX:[UXC](#)) has won a lucrative electronic shelf labelling (ESL) deal with national supermarket chain, Ritchies IGA, which is worth up to \$6 million.

The UXC subsidiary, retail technology company ILID, claims to have achieved a world's first in the development of ESL, by securing a contract with Ritchies IGA to implement the ILID solution in all future stores nationwide. Ritchies currently has 38 stores, including 34 in Victoria and 4 in NSW. The typical cost of an ESL installation is about \$150,000 for a supermarket, putting an approximate \$6 million price tag on the Ritchies IGA deal.

ILID's technology is a patented solution which updates prices on shelves using data transmitted by existing store lighting, eliminating the need for additional transmission infrastructure.

According to ILID, it is the only ESL company in the world to have moved a significant retailer beyond pilot phase or limited rollout.

Ritchies IGA supermarkets have been using the ILID technology in four stores since 2004 in a pilot program. The extended contract will see a further 10 stores roll out the technology over the next two years with a commitment to implementing it in every Ritchies store in the longer term, both existing and new.

The Ritchies contract was negotiated jointly with Fujitsu Australia, which is acting as a non-exclusive distributor for ILID.

Mal Cameron, company secretary, Ritchies said: "We chose the ILID solution because

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it's leading edge technology that delivers operational efficiencies to our stores. Previously, we needed a team of staff to spend many hours manually updating paper price labels. Now all price updates can be done instantaneously."

Developed in Australia, ILID technology is used by retail companies around the world including Kmart Australia, Co-Op Supermarkets UK and Wellcome (DFI) Hong Kong. ILID's Kmart contract includes two installations of over 40,000 labels each, ranking them amongst the world's largest electronic shelf labelling installations, according to the company.

"Many Australian retailers are watching the Ritchies installation closely" says Geoff Lord, executive chairman of UXC, the company which owns ILID. "While there has been some scepticism in the industry about other ESL technologies, retailers using ILID have experienced problem-free installation and clear benefits in terms of process efficiency. We look forward to further roll-outs within our existing customer base as well as our prospective customers, as clearly there has been a positive experience within the retail industry concerning ILID pilot installations".

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**design = the electric communication company**

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