



## 20 April 2005 MEDIA RELEASE

### **Ritchies IGA to implement ILID electronic shelf labelling in all stores Australia-wide**

#### **ILID achieves breakthrough for the ESL industry**

**Melbourne, 20 April 2005:** Australian retail technology company ILID ([www.ilid.com](http://www.ilid.com)) has achieved a world's first in the development of electronic shelf labelling (ESL), securing a contract with Ritchies IGA to implement the ILID solution in all future stores nationwide. This contract puts ILID in the coveted position of being the only ESL company in the world to have moved a significant retailer beyond pilot phase or limited rollout. Ritchies' decision to extend the solution to all future stores followed a highly successful pilot program.

Ritchies IGA supermarkets have been using the ILID technology in four stores since 2004. This 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.

ILID's technology is a unique patented solution which updates prices on shelves using data transmitted by existing store lighting. This means that no significant transmission infrastructure needs to be added.

The Ritchies contract was negotiated jointly with Fujitsu Australia, which is acting as a non-exclusive distributor for ILID. Ritchies has received positive feedback from both staff and customers following its pilot and as a result the management team agreed unanimously to roll out the technology to all stores Australia wide.

Commenting on the decision, Mal Cameron, Company Secretary, Ritchies said: "We chose the ILID solution because 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."

"Our extended agreement with Ritchies is testament to the fact that the technology delivers on its promise" says ILID General Manager Lawrence Pelletier. He added "ILID fits Ritchies' needs in so many ways: dynamic pricing enablement, accurate pricing for the customer, reduced labour costs, accurate & efficient shelf talker placement, durable labels that survive retail environments, secure transmission protocols...the list goes on and on".

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.

“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”.

### **About the ILID Solution**

The ILID system allows pricing to be quickly changed from a central location, ensuring accurate and efficient shelf prices. As well as displaying price information, ILID electronic labels can alert shoppers to promotions and other special in-store events. Innovations such as ILID InfoFlash™ streamline the process of placing shelf talkers, saving the retailer as much as 75% of associated labour costs. Major retail chains and franchise operators that carry a large number of products in multiple outlets stand to benefit most from the ILID system.

Store staff can also use a remote control device to access store management information held within the electronic labels. Each label uses a dedicated microprocessor to process and store information.

ILID is the only system in the world that uses the existing store lighting system within the stores as its power source, an Australian invention that is patented in 23 countries. This also makes ILID the simplest and most cost effective solution on the market. Other systems use more complicated and costly radio frequency, infra-red or hard wired approaches.

ILID labels have a 10 year battery life, regardless of use, and are very robust and moisture-resistant to allow installation in refrigerators, freezers and other harsh environments.

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### **ABOUT UXC LIMITED**

UXC Limited is an S&P / ASX 300 listed Australian business solutions company that has grown its market capitalisation from some \$7 million in 1998 to over \$125 million today. UXC Limited offers an extremely attractive dividend yield, fully franked, and expects to at least maintain the current dividend rate. An annual revenue running rate of \$230 million is targeted for the current financial year, and the group employs more than 1,400 employees. UXC aims to be the investment of choice in the Information Technology sector.

### **About ILID (pronounced ‘eyelid’)**

ILID ([www.ilid.com](http://www.ilid.com)) specialises in the design and manufacture of electronic shelf labels (ESL), using ILID's patented InfoLight™ communications technology. ESL benefits to retailers include flexible, accurate, up-to-date pricing, significant savings in labour, and delivery of supporting information to the shelf-edge.

