

# Ink-In-Motion Display

## Created an 83% sales lift!

An electronic display based on an electronic paper, incorporating E-Ink giving you an animated display using segmented e-paper. Ink-In-Motion is applicable to various kinds of medium such as standard POP display. This innovative product opens up new avenues of display use. You can now put eye-catching animation where only static displays were possible. A recent study shows an 83% sales lift, over double that of static displays. The power used is so low with battery life that it is now a viable portable display that captures eyes in very competitive markets!



| DISPLAY            |      | Volume   |          |          |          |          |
|--------------------|------|----------|----------|----------|----------|----------|
| Size               | EPD% | 200      | 500      | 1,000    | 2,000    | 5,000    |
| 5"W x 4 1/16"H     | 100% | \$ 50.67 | \$ 46.70 | \$ 44.55 | \$ 42.55 | \$ 41.10 |
| 5"W x 4 1/16"H     | 52%  | \$ 47.36 | \$ 32.55 | \$ 31.35 | \$ 30.00 | \$ 28.94 |
| 4 1/16"W x 1 3/4"H | 100% | \$ 29.60 | \$ 24.55 | \$ 23.60 | \$ 22.55 | \$ 21.74 |
| 4 1/16"W x 1 1/8"H | 69%  | \$ 25.34 | \$ 19.75 | \$ 18.00 | \$ 17.35 | \$ 16.67 |

| BATTERY  |                  | Volume |        |        |        |        |
|--|------------------|--------|--------|--------|--------|--------|
|  | Battery Lifetime | 200    | 500    | 1,000  | 2,000  | 5,000  |
| 3 AAA (11mm Thickness)                               | 4 to 7 Months    | \$2.67 | \$2.55 | \$2.40 | \$2.27 | \$2.27 |
| Rechargeable Lithium *<br>(5mm Thickness) with cable | 3 to 5 Months    | \$7.74 | \$7.47 | \$7.50 | \$7.35 | \$7.20 |

\* Only for control unit with > 20 segments

### DETAILS

- Supplier Minimum: 200
- Packaging: Varied
- Terms: 50% Down Payment with PO, 50% upon delivery confirmation in States
- Lead Time: Once analysis/design are done, 5-7 weeks
- FOB: Hong Kong
- Pre-Production Setup fee \$3000 per design (Includes: production prep, start up costs, and design work)

### BENEFITS

- Wireless, run through battery power
- Can be made in any shape
- No electricity, long lasting, and flexible
- Various ranges of application
- Paper like, thin and light, wide viewing angle
- Visible, More visible under indoor lighting/sunlight
- Cost effective, ultra low power consumption
- High contrast and superior visibility
- Shock resistant and Damp proof
- Consumes power only when image changes
- Can store up to 37 changeable messages
- Timer Built in to Turn Off and On