

BT e-2-e showcase

The e2e Experience Centre was completed in late 2006 and was developed for BT to showcase RFID based technologies that are available for use in the manufacturing and retail.

The project demanded careful and realistic design integrated with these technologies and includes the installation of a working conveyer belt, a real time 'window' on BT's main distribution centre at Magna Park, a van equipped with the vehicle and product tracking systems

Information distribution throughout the area is achieved using the powerful and versatile Cayin digital signage.

The final element of the centre is the 'Fabrica' shop where the goods are displayed.

The store showcases intelligent edge shelf displays and RFID tagging that identify the products on them and link back to a central management system controlling pricing and stock levels

