

# Revolutionising Signage with E-Ink

## The Smart, Sustainable Alternative to Digital Displays

### Case Study

As businesses seek energy-efficient and versatile solutions, E-Ink displays offer a compelling alternative to traditional digital signage. With its ability to run on long-life battery or solar power and update remotely via the cloud, E-Ink is transforming how signage is deployed, maintained, and experienced around the world.



#### The Benefits of E-Ink Signage –

- **Energy Efficiency** – Unlike conventional digital screens that require continuous power to operate, E-Ink displays consume energy only when the content is updated.
- **High Readability** – E-Ink technology excels in bright environments, remaining crisp and highly visible even in direct sunlight—whereas LCD screens often struggle with glare and reflections.
- **Paper-Like Appearance** – The unique visual quality of E-Ink closely mimics printed paper, creating a comfortable, eye-friendly viewing experience. This makes it especially useful for electronic shelf labels, menu boards, and wayfinding signage where readability is paramount.
- **Versatile Applications** – E-Ink is rapidly being adopted across industries, from retail to transportation, allowing businesses to digitise signage without the heavy infrastructure demands of traditional digital displays.
- **Durability and Sustainability** – With low power consumption, minimal maintenance needs, and a robust structure resistant to harsh conditions, E-Ink signage offers a long-lasting and environmentally friendly solution that aligns with sustainability goals.



Businesses seeking efficient, cost-effective, and eco-friendly signage solutions are increasingly turning to E-Ink as a viable alternative to traditional digital screens.

Contact Outsource Resource today to explore how E-Ink can revolutionise your signage to be smarter, greener, and more adaptable to modern business needs.