

## Embedded World 2017: e-ink technology transforms parcel tracking

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**Ineltek is showcasing electronic ink technology from E Ink at the Embedded World exhibition which opened today (March 14) in Nuremberg in the form of the the ParcelLive tracker from Hanhaa. ParcelLive is a low cost parcel tracking service that allows users to access data on the location, condition and security of their parcels anywhere in the world in real time.**

The key value add of ParcelLive is that by adding trackers to just a sample of shipments, users are able to generate up to 99 percent of knowledge about what is happening across their entire supply chain.

The ParcelLive tracker has the ability to display multiple messages throughout different stages of a shipment's journey.

This means the different stakeholders can each access the different set of instructions required which are displayed on the screen.

This includes a return address for the shipment's recipient that Hanhaa uses to send trackers back via free post to be recharged for reuse.

Ineltek's Design and Applications team worked closely with Hanhaa during the development of the tracker to select a display that would meet the demands of the ParcelLive application at a price that enabled the service's business model to succeed.

Having selected the right display for the job, Inteltek then supported Hanhaa through the integration of the ePaper display module into the ParceLive embedded electronics system, including electronic, mechanical and firmware development.

E Ink's ePaper displays use a bistable technology based on millions of tiny negatively charged microcapsules of black pigment and positively charged white ones.

Once the microcapsules are driven into position on the display, they hold the display image and content with zero power drain.

Not only that, but the ePaper then works just like paper – it's sunlight readable with very high contrast.

The bistable display capability of E Ink's 2.9" display module allows the LiPo battery-powered ParceLive tag to operate for several weeks on a single charge – a capability that's not possible with any other display technology.

This feature, coupled with the visual characteristics of ePaper, is compelling for the existing supply chain industry as the display needs to display in all environmental conditions and with devices such as barcode readers.

Azhar Hussain, Hanhaa's CEO and founder is excited about the future prospects. "Having a screen as part of ParceLive will allow room for future innovation with the ability to change screens 'in flight', enabling companies to change a parcel's destination while it is on route. This is key for last minute re-routing, just in time deliveries or inventory adjustments."

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