



PRESS RELEASE

INTELTEK SHOWCASES HANHAA'S PARCELIVE SERVICE ENABLED BY E INK TECHNOLOGY

March 14, 2017 -- Billerica, MA -- Inteltek Ltd, the UK and Ireland arm of Germany's largest independent semiconductor and display distributor, today announced it will be showcasing electronic ink technology from E Ink at Nuremberg's Embedded World exhibition in the form of the ground-breaking 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 ParcelLive 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 ParcelLive 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.

Dr. FY Gan, General Manager of the ESI Business Unit of E Ink Holdings, said, “E Ink’s goal is to deliver revolutionary products, user experiences and environmental benefits through advanced technology development. We are glad to co-work with Ineltek and Hanhaa for developing the ParceLive service that benefits both the sender and the recipient alike through ultra-low-power consumption and visual quality features from E Ink.”



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.”

Ineltek are inviting visitors to the show to see this technology in action on Stand #434 in Hall 1 at Nuremberg’s Embedded World exhibition, Germany.

About INELTEK

INELTEK GMBH (Heidenheim, Germany) is the leading independent semiconductor distributor in Germany. Ineltek has been supporting customers in Central Europe for over a quarter of a century and has an unparalleled reputation for Design-In Expertise and Service. Ineltek UK has been delivering this same philosophy to the UK and Ireland marketplace since 2010 via a differentiated product offering, personal service and value-add design services. www.ineltek.co.uk

About HANHAA

HANHAA LTD (London, UK) was formed in 2014 and is a mobile services company focused on Internet of Things (IoT) and machine to machine applications including the ParceLive tracking service and the Symbisa IoT platform. In 2017, Hanhaa launched Hanhaa Mobile, the world’s first mobile network for parcels. www.hanhaa.com

About E Ink Holdings

Founded in 1992 by Taiwan’s leading papermaking and printing group YFY (1907.TWSE), E Ink Holdings Inc. (8069.TWO), based on technology from MIT’s Media Lab, has transformed and defined the eReader market with its ePaper technology, enabling a new multi-billion dollar market in less than 10 years. Its corporate philosophy aims to deliver revolutionary products, user experiences, and environmental benefits through advanced technology development. This vision has led to its continuous investments in the field of ePaper displays as well as expanding the use of its technologies into a number of other markets and applications. Its EPD products make it the worldwide leader for ePaper. Its FFS technologies are a standard for high end consumer electronic products. Listed in Taiwan’s Taipei Exchange (TPEX) and the Luxembourg market, E Ink Holdings is now the world’s largest supplier of displays to the eReader market. For corporate information, please visit www.einkgroup.com; for EPD information, please visit www.eink.com.

Contact:

Jon Diaz
Racepoint Global
+1-415-694-6708
jdiaz@racepointglobal.com

All trademarks above are property of their respective owners.

PRESS INQUIRIES

Racepoint Group
Jon Diaz
PH: (415) 694-6708
Email: eink@racepointgroup.com

Press Kit

[Download the Press Kit](#)

[84 MB ZIP](#)
