ABSTRACT

Method for locating electronic shelf labels in a retail area

The invention relates to a method for locating electronic shelf labels (1) distributed in a retail area, each provided with a label identifier specific thereto, a plurality of radio frequency tags (4) being configured to transmit radio signals (S1), wherein: - a mobile terminal (3) receives (S2) radio signals transmitted by a plurality of radio frequency tags (4) and determines data from the signals; - at a time of acquisition, the mobile terminal (3) acquires the identifier of an electronic shelf label (1) from said electronic shelf label (1); - the mobile terminal (3) transmits, to a central computer server (6), the label identifier and the data from the signals received at the time of acquisition, - the central computer server (6) determines the association data between the electronic shelf label (1) identified by the label identifier and a position determined from the data from the radio signals received at the time of acquisition.

[FIG. 1]