

ESL Tag

1.54"



Size: 44 mm (H)
x 38 mm (V) x 10.5 mm (D)
Display color: Black, white, red
Resolution: 152 (H) * 152 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years

2.13"



Size: 66 mm (H)
x 38 mm (V) x 13.7 mm (D)
Display color: Black, white, red
Resolution: 212 (H) * 104 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years

2.9"



Size: 93 mm (H)
x 45 mm (V) x 13.5 mm (D)
Display color: Black, white, red
Resolution: 296 (H) * 128 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years

4.2"



Size: 104.5 mm (H)
x 98 mm (V) x 14 mm (D)
Display color: Black, white, red
Resolution: 400 (H) * 300 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years



Size: 44 mm (H)
x 38 mm (V) x 10.5 mm (D)
Display color: Black, white, yellow
Resolution: 152 (H) * 152 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years



Size: 66 mm (H)
x 38 mm (V) x 13.7 mm (D)
Display color: Black, white, yellow
Resolution: 212 (H) * 104 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years



Size: 93 mm (H)
x 45 mm (V) x 13.5 mm (D)
Display color: Black, white, yellow
Resolution: 296 (H) * 128 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years



Size: 104.5 mm (H)
x 98 mm (V) x 14 mm (D)
Display color: Black, white, yellow
Resolution: 400 (H) * 300 (V)
Operating temperature: 0~40 °C
Operating humidity: less than 75 %
Battery life: 5 years

ESL Tag



2.13" for frozen environment

Size: 66mm(H)
× 38mm(V) × 13.7mm(D)
Display color: Black, white
Resolution: 212(H)
* 104(V)
Operating temperature: -
25~15℃
Operating humidity: less
than 75%
Battery life: 5 years



7.5"

Size: 216mm(H)
× 131mm(V) × 9mm(D)
Display color: Black, white
and red
Resolution: 640(H)
* 384(V)
Operating temperature:
0~40℃
Operating humidity: less
than 75%
Battery life: 5 years

Wireless communication technology

- Efficiency: 30 minutes for less than 20000pcs
- Success Rate: 100%
- Transmission Technology: Radio frequency 433MHz, Anti-interference from mobile phone and other WIFI equipments.
- Transmission Range: Cover 30-50 meters area.
- Display Template: Customizable, dot matrix image display is supported.
- Operating Temperature: 0 °C ~40 °C for normal tag, -25 °C~15 °C for tag used in Frozen environment.
- Communication and Interaction: Two-way communication, real-time interaction
- Product Standby Time: 5 years, battery can be replaced.
- System Docking: Text, Excel, Intermediate Data Import Table, Customized development and so on is supported.



Intelligent ESL System Solution – Advantages

Application: Operations Management

01. Improve the **operational efficiency** of products

- Low efficiency of promotional price change, high cost of labor and consumables
- High probability of wrong price tag and great pressure of administrative punishment
- O2O picking has high requirements for clerk, very difficult to find the products
- Difficult to change the price of fresh products many times, easy to miss business opportunities

02. **In-depth evaluation** of the value of each product and each product location

- Solidified display
- Lack of evaluation on store cost consumption per product
- Lack of evaluation on the value of product locations in stores

03. **Intelligent display** product information

- Lack of product information display channels
- Lack of information display on origin, inventory and sales volume
- Lack of information display on salvage date and listing date of fresh products
- Lack of product publicity in multimedia way and guidance instructions

04. Strengthen the interaction between single product and customer, **omni-channel commodity marketing**

- Lack of online and offline omni-channel marketing, unable to take advantage of the low cost of online access to customers
- Lack of data for single-product marketing campaign

Advantages of ESL

Application: Intelligent Price Management

01

By using ESL, the system can automatically change the price, realize automatic price management, reduce manpower and consumables, and optimize management process.

02

Flexible and fast marketing activities can be carried out online.

- ◆ 1. Headquarters send information to each store
- ◆ 2. Print out the price tags in each category
- ◆ 3. Crop different types of price tags manually
- ◆ 4. Distribute the price tags to each regional director
- ◆ 5. The regional directors sign to confirm the price tags
- ◆ 6. The regional directors distribute the price tags to each employee
- ◆ 7. The employees remove the price tags firstly
- ◆ 8. Then replace the price tags
- ◆ 9. Finally, use different means to check the price tags

At least 9 steps to complete replacement
Waste a lot of manpower and time.

Before Use

Headquarters update the prices of all stores once



The system automatically distributes to each store to refresh and change prices

Only 2 steps to complete replacement
Almost no labor needed to manage price tags

After Use

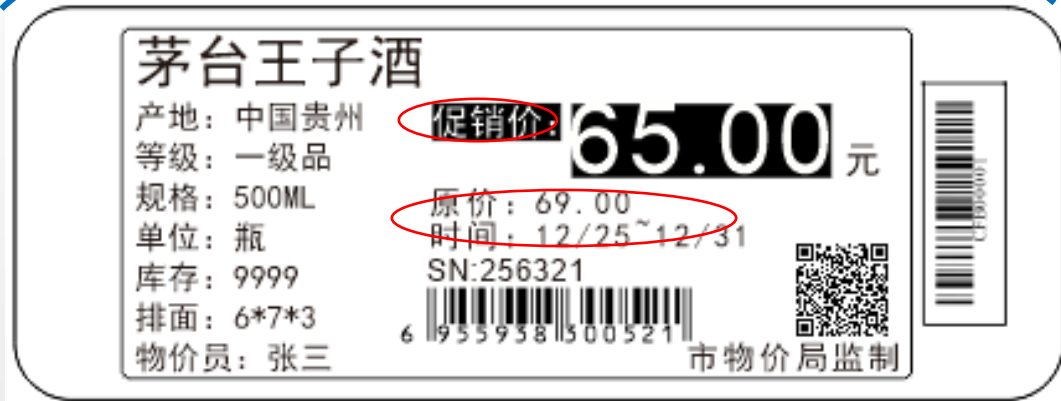
Value Analysis:

- Reduce price tag error rate
- Optimize processes and increase efficiency by 50%
- Reduce customer complaints caused by price errors
- Enhance store image and increase passenger flow
- Increase sales by adding a variety of short-term promotions (weekend promotions, limited-time promotions)
- Save labor costs
- Save consumable costs

The Advantages of ESL

Application: Intelligent Management

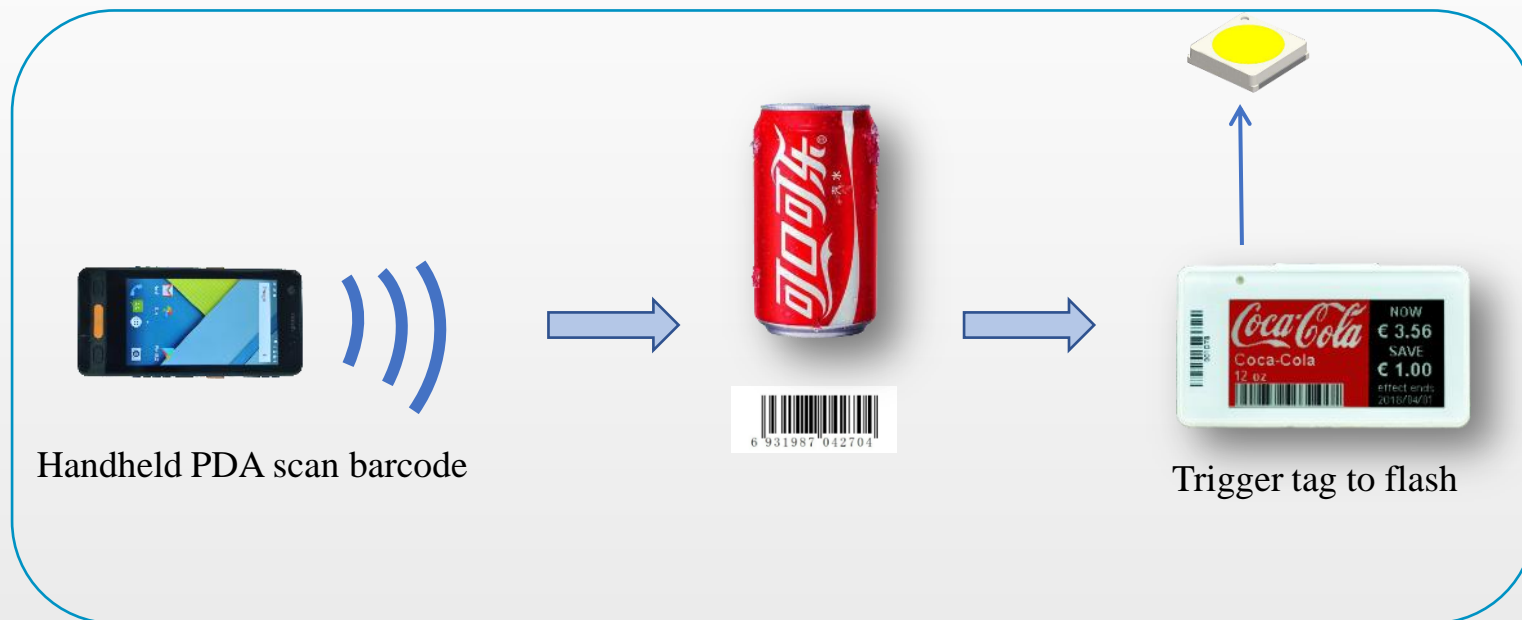
- 01 The ESL system realizes price timing, and different price strategies automatically display themselves to improve efficiency.
- 02 Manage rapid development and implementation of flexible and effective marketing campaigns.



The Advantages of ESL

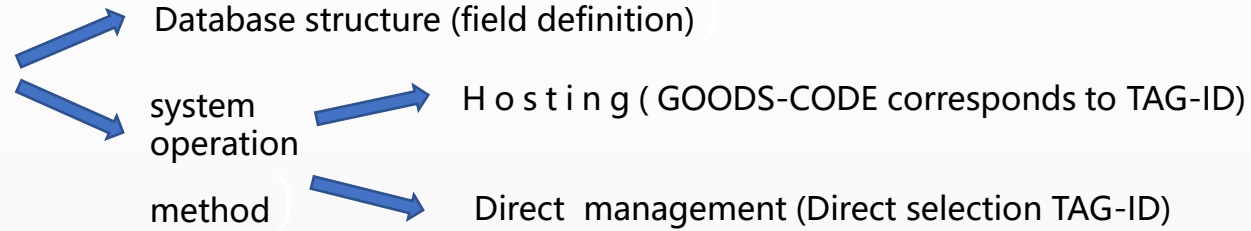
ESL - Replenishment assistant

The ESL is the replenishment assistant in supermarket, to locates individual commodities accurately and improves the replenishment efficiency greatly.



System Docking Solution

01. Confirming database structure



02. System integration technology selection

- HTTP (WebAPI/ WebSvc)
- FTP (Excel/ CSV)
- Database (Intermediate Data Import)

03. POS and ESL Database integration transmission direction and method

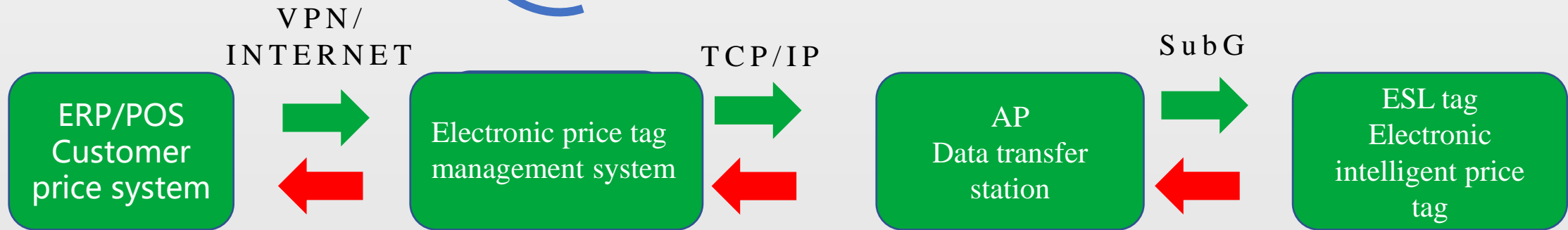


04. Template finalization (Specific choice: special offer, promotion)

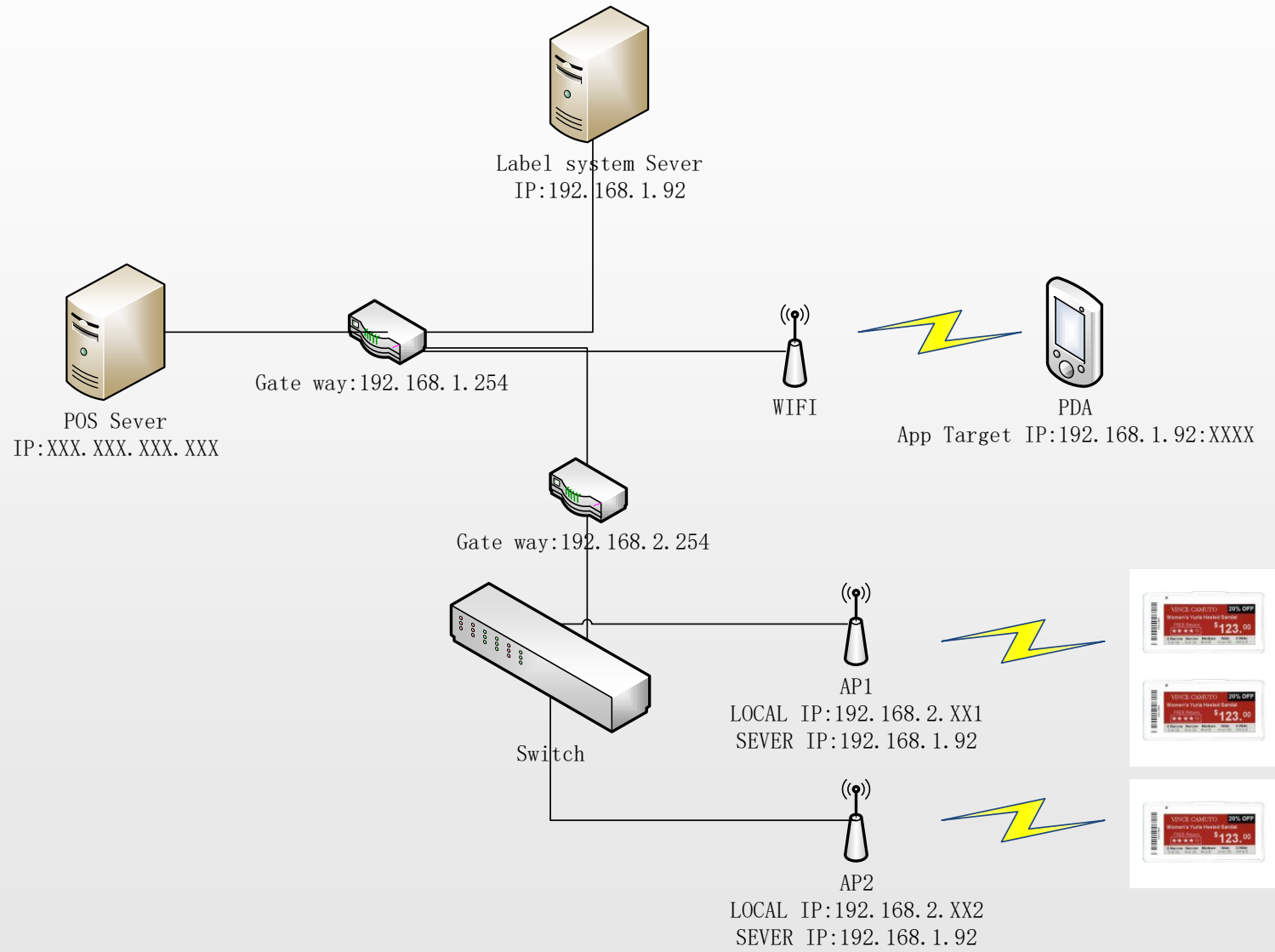
ESL price tag system operation structure

After the product and the electronic price tag are matched correctly, the display information on the price tag LCD will be in real time consistent with the latest price and price type of the supermarket back-end system.

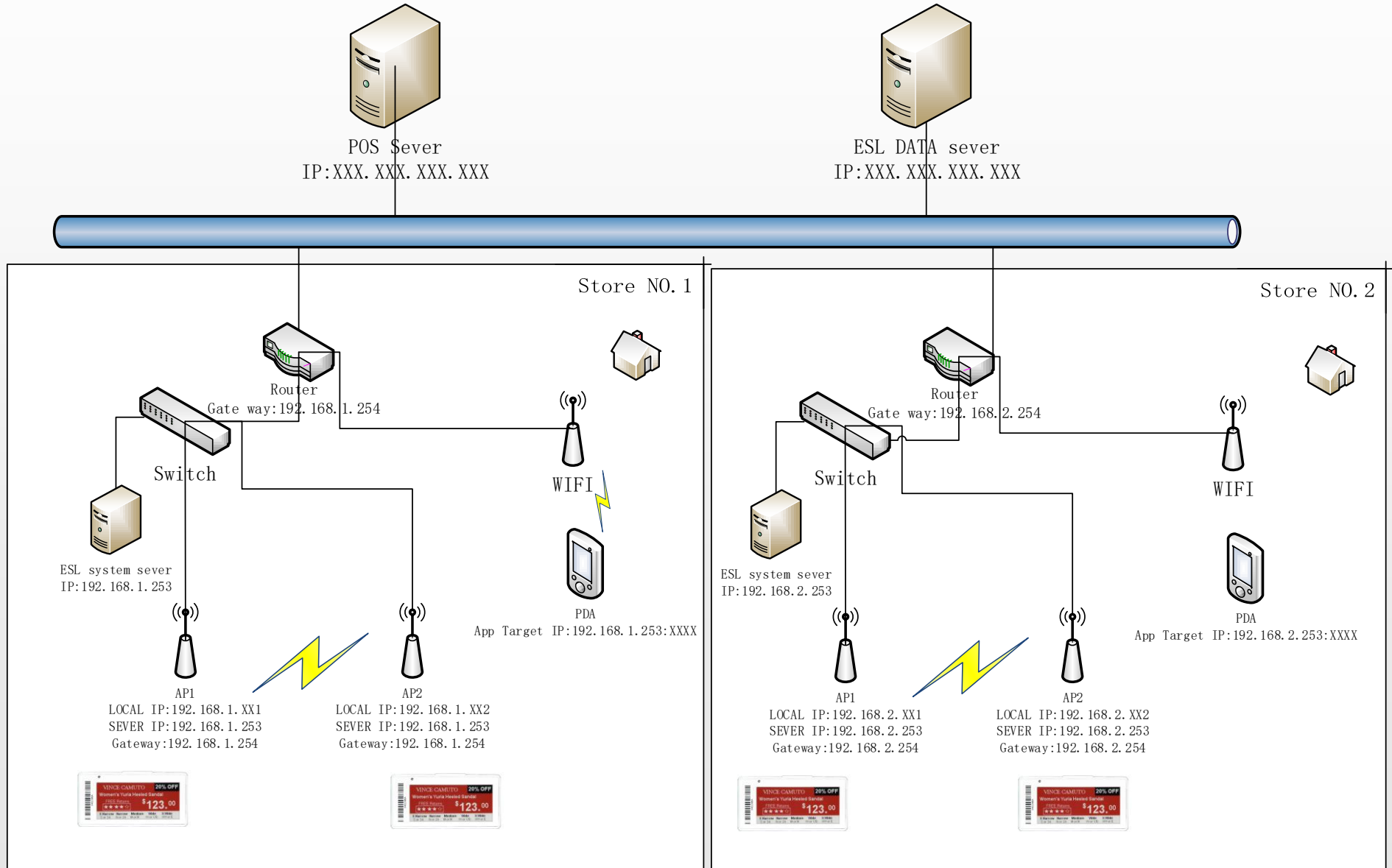
ESL Solution for Supermarket



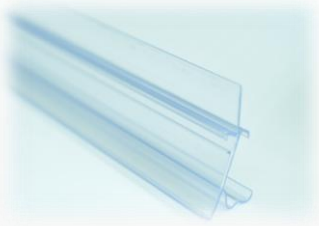
Network Architecture (Single Store Model)



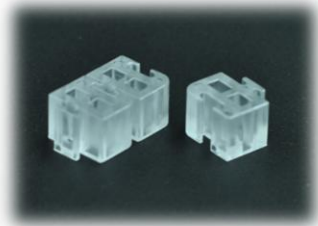
Network Architecture (Network Model)



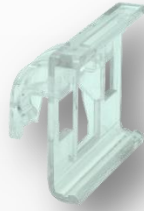
ESL Installation Accessories



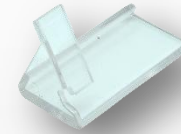
Slideway
For: All tags



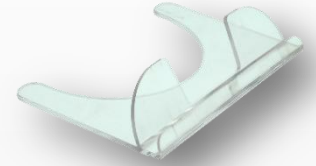
Angle adjustment block
For: Different kinds of slideway



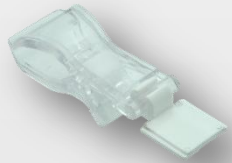
T-shape Hanger
For: 1.54/2.13/2.9" tag



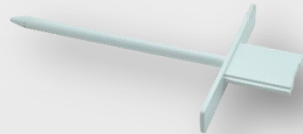
Display Stand
For: 2.13/2.9" tag



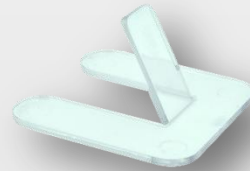
Display Stand
For: 7.5" tag



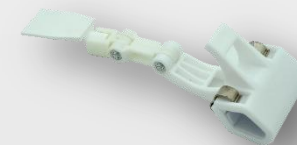
Water-proof back clip
For: 4.2" tag



Pole into ice
For: 4.2" tag



Display Stand
For: 4.2" tag

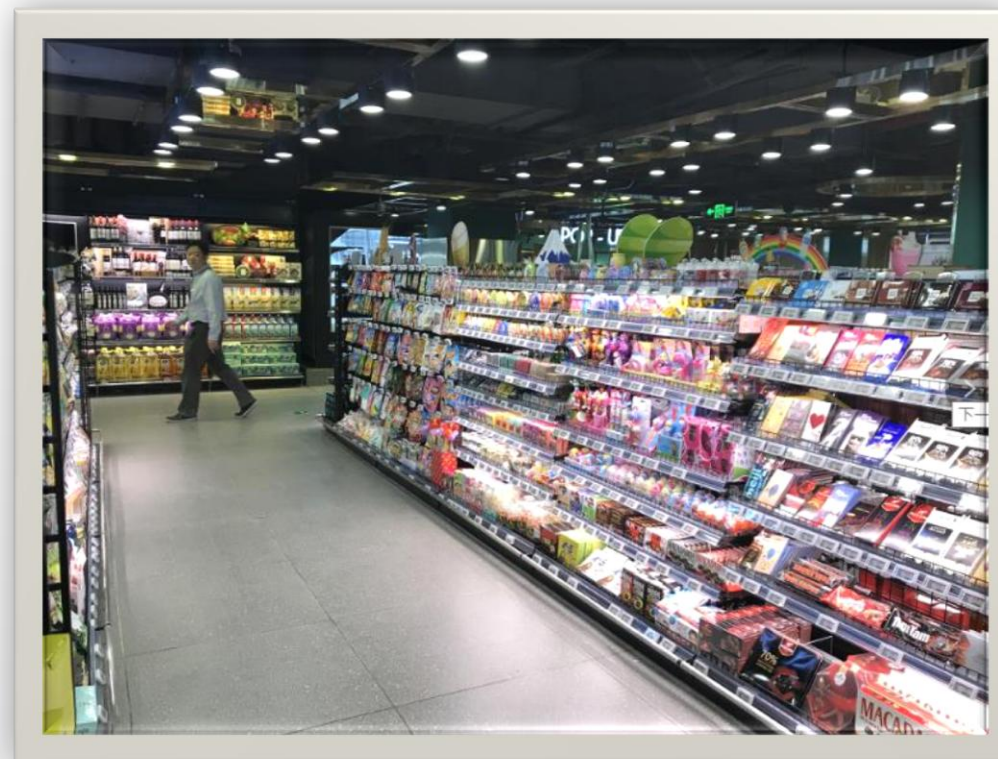


Universal clamp
For: 4.2" tag

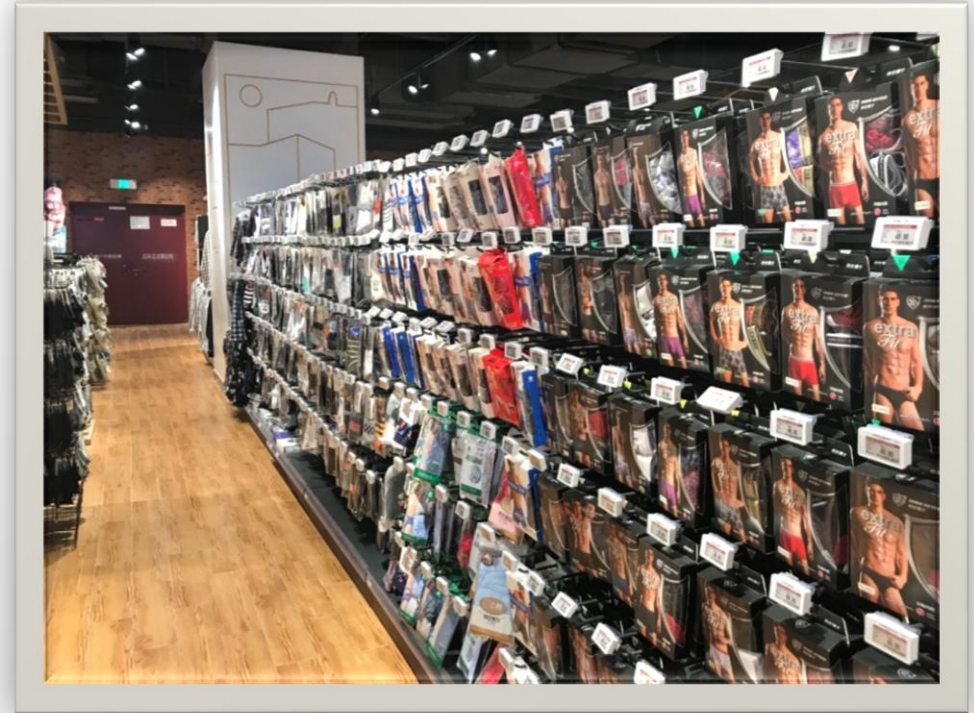


Hanger
For: 4.2" tag

Slide way Installation



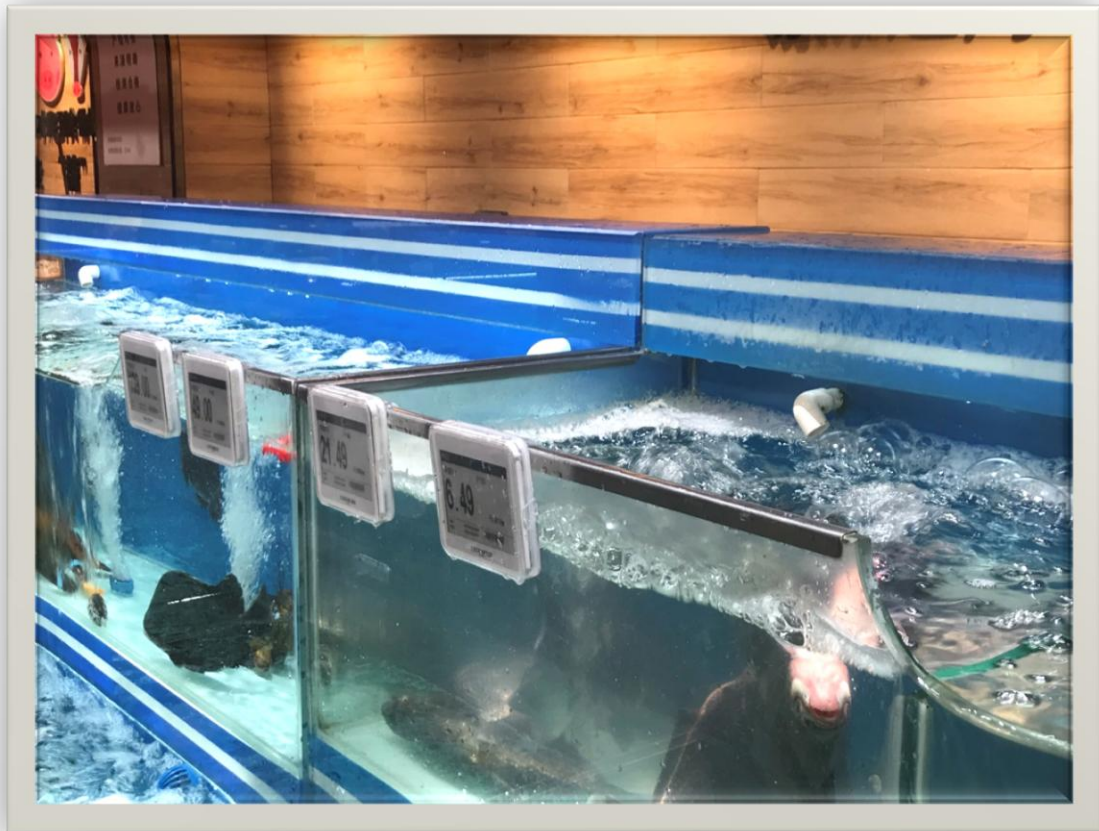
Hanger Installation



Display Stand



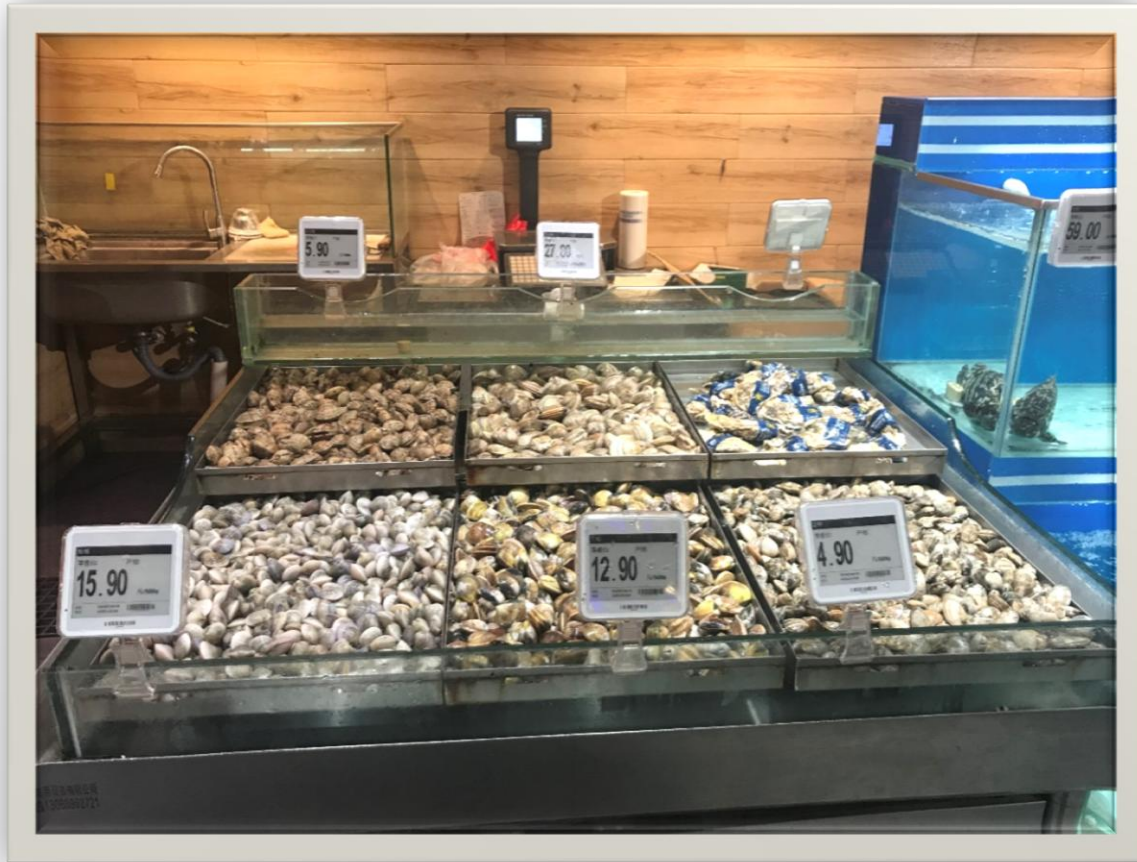
Hanger for 4.2" tag



Pole into ice for 4.2" tag



Water-proof back clip and Universal clamp for 4.2" tag



Case Introduction

