

# Electronic Shelf Label

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**BUILD A DIGITAL FUTURE TOGETHER**

- Good Display is a professional supplier of electronic shelf label solutions for smart retail, with its headquarter in Dalian, and Branch company in Wuhan and Hongkong, and branch office in Beijing, Shanghai & Shenzhen. After **15** years of effort, we becomes the leading supplier of entire ESL solutions in China.
- Over **60%** of top 100 retail chain groups in China mainland are using our solutions.
- More than **7,000** retail stores have equiped with our ESL solutions.
- In addition to China, our ESL solutions has been exported to over **30** countries such as the United States, Canada, Qatar, Australia, Germany, Switzerland, the United Kingdom, Netherlands, Singapore, France, Spain, South Korea, India, Mexico, Romania, Oman, New Zealand, Thailand, the Philippines, Saudi Arabia, Malaysia, etc.
- Oversea subsidiary: Branch company in **Netherlands, Japan**, warehouse in **Czech Republic**.
- Production capacity: **1 million** pcs of tags per month.



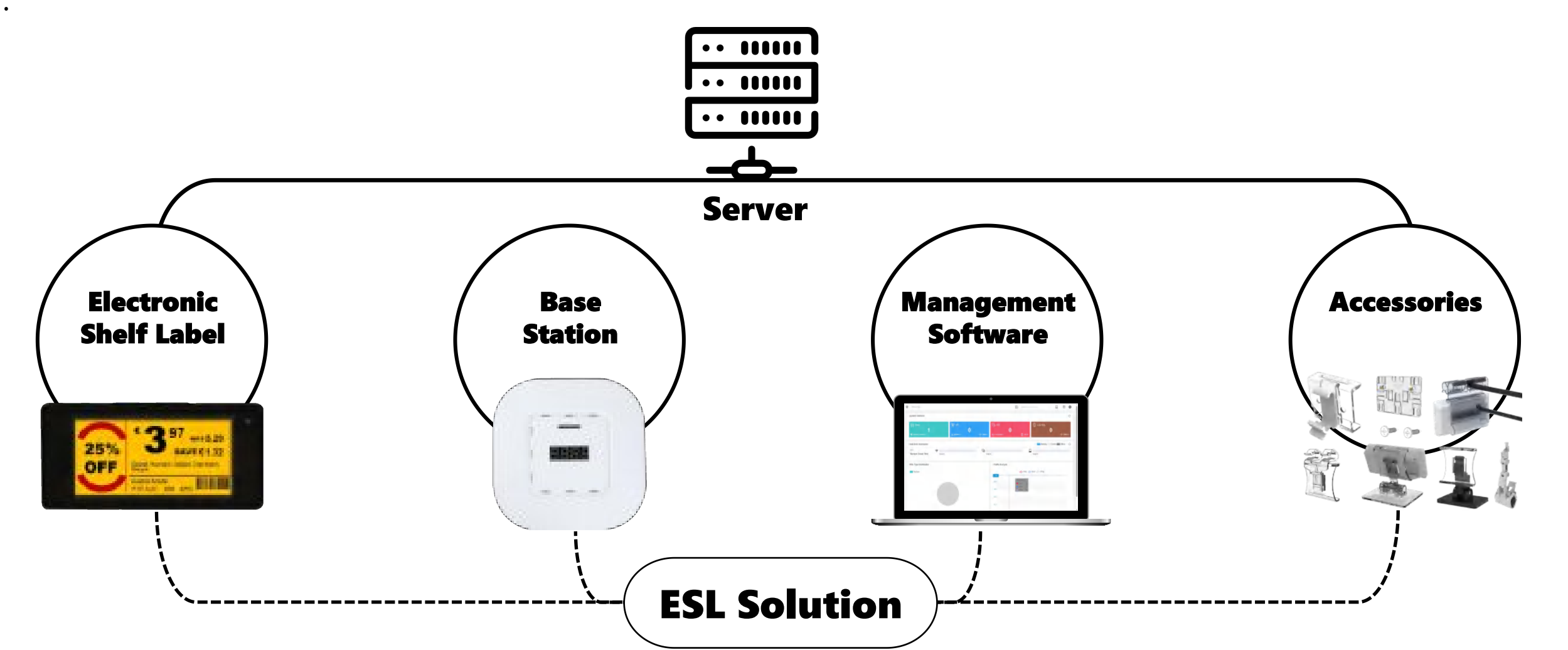


# Electronic Shelf Label



# Complete ESL Solution

Consists of Electronic Shelf Label,Base Station,Management Software,Server and Accessories



# Electronic Shelf Label

Full Graphic E Ink Display in 4-Colours



- **Display Color:** Black, White, Red, Yellow
- **Frame Color:** Standard White or Black
- **Battery Life:** up to 10 years for 2 updates per day
- **Working temperature:** 0~40 °C; -25°C~15°C for freezing tags



2.13" Freezer



2.66" Freezer

# Electronic Shelf Label

## Key Features

### Multiple color display

Fully graphic and available in Four colors **B/W/R/Y**.

### See from a wide angle

Viewable through close to **180°** and reduce glare

### Barcode

Each ESL has an unique barcode to bind Goods and ESL.



### LED Flash



Accelerates operational tasks to improve product picking speed and accuracy to reduce the cost and time involved with stock replenishment

### NFC

#### Built-in NFC to

connect to smartphones ,  
send offers,  
and switch to a new page or login online store.

### QR code

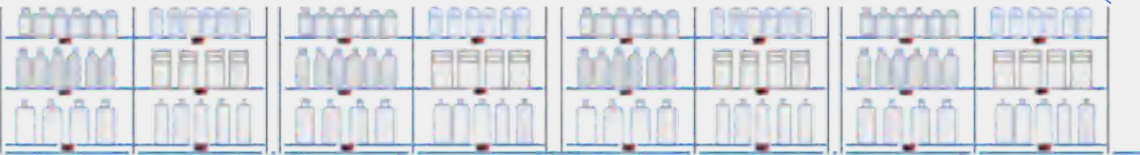
Scan and switch to online store to acquire further product information, comparing price, or place an order from online.

# eStation

ESL controller to wireless transfer goods data from software to ESL



**Transmission Distance:**  
**30 meters**



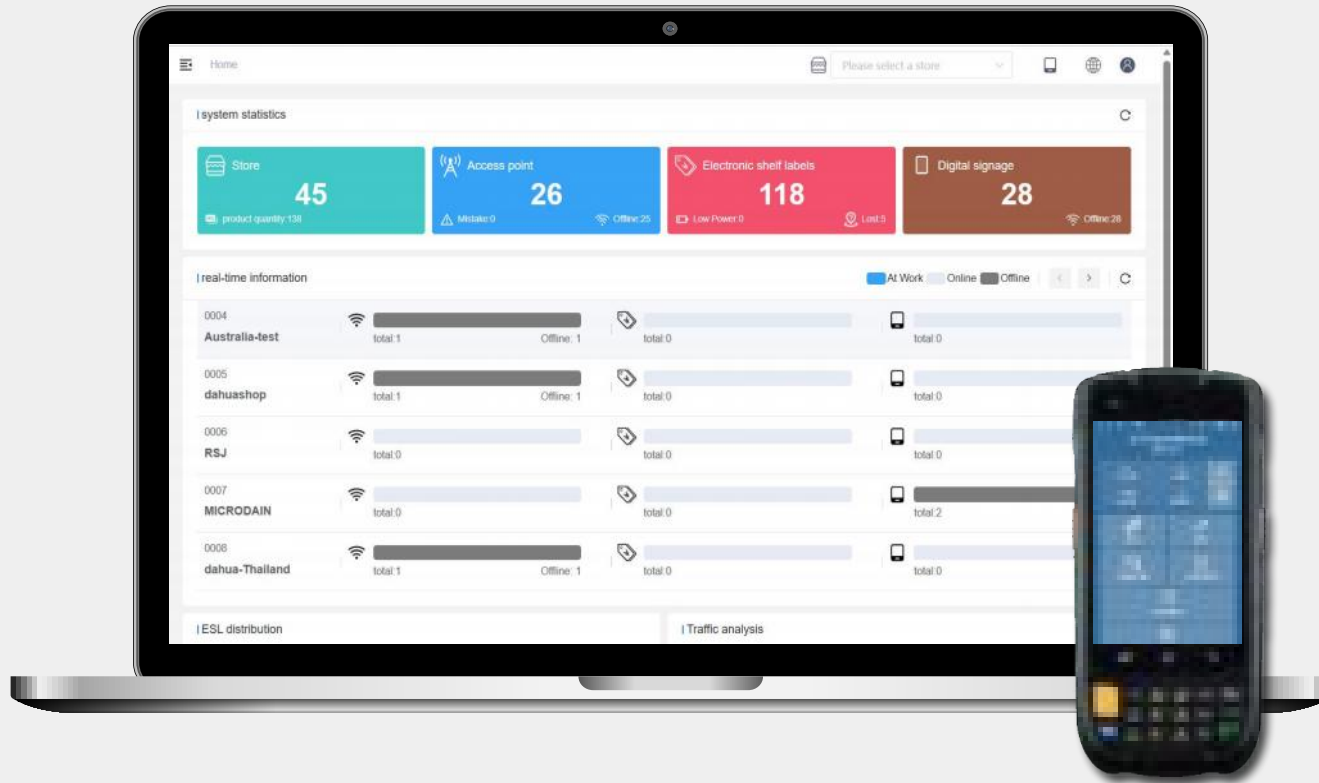
## TECHNICAL DETAILS

Model	ETAP05
Dimensions (mm)	190 x 190 x 41
Color	White
Weight	335g
Operating voltage	DC 12V, PoE
Operating current	< 300mA
Wireless connectivity	Private Protocol
Communication mode	2.4G
Communication Distance	20 - 50m
Data interface	Standard network cable interface
Configuring interface	USB2.0
Operating temperature	-10° - 55°C
Storage temperature	-20° - 70°C
Operating Humidity	45% - 70%RH
Nixie tube context	Working station and AP number
Indicator light condition	Blue LED: Power indicator Red LED: Working indicator
Complicance	SRRC, MIC, CE
Package (mm)	320 x 240 x 80



# eRetail

Centralized management system be able to deploy to Customer's Cloud server or physical server in the local store.



Perfectly integrate to clients existing system (ERP, POS etc.)



Template tool for customized page design



Multiple data base access - MySQL, Oracle, SQLserver



Mutiple operation languages

## Server Soluton

### Cloud

After a quick and simple deployment to Customers Cloud, it does not require physical server in the store, the only infrastructure needed are the access points and the labels.

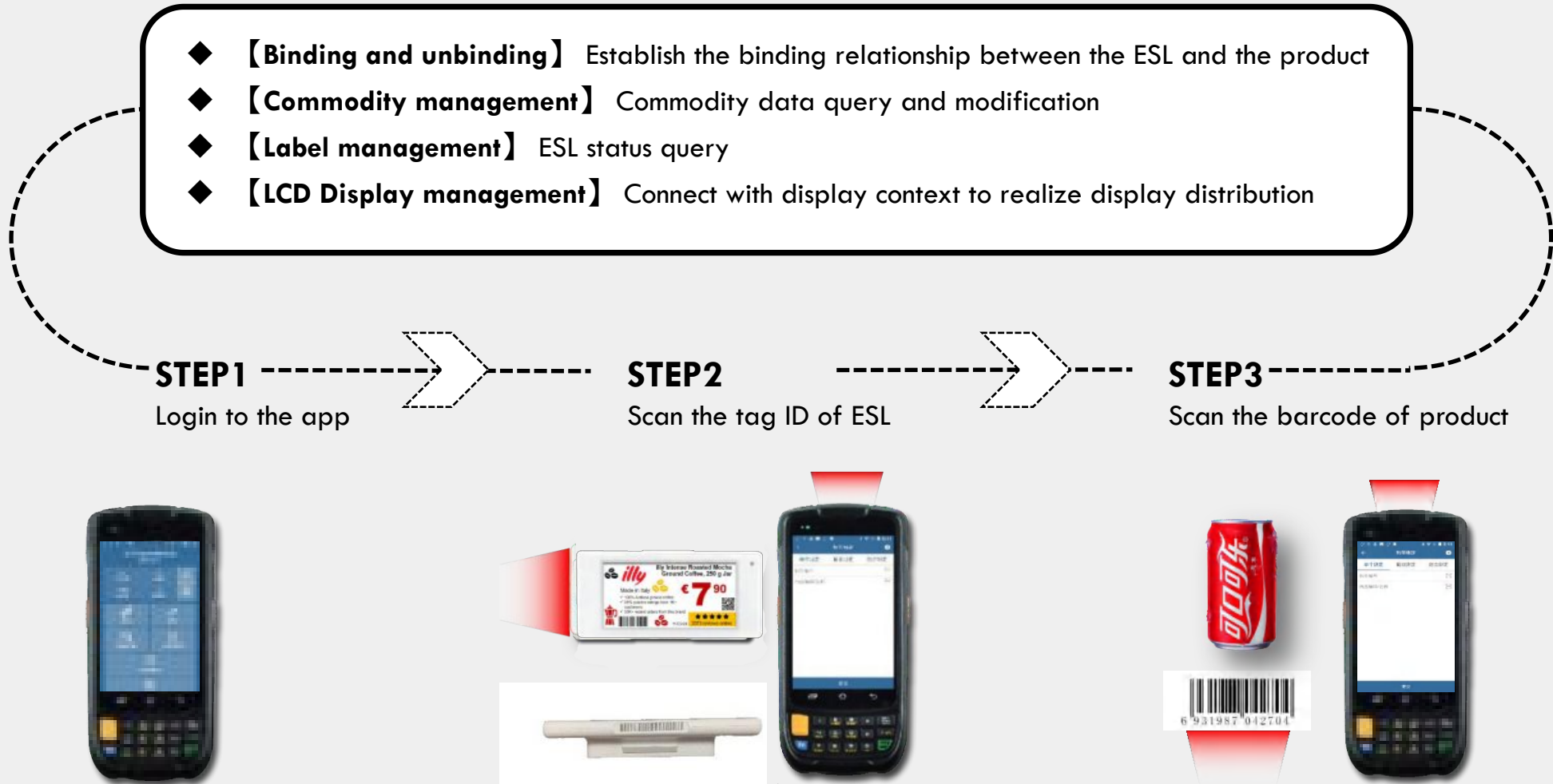
### On-Premise

A Local Version (on-premise) is to deploy ETAG eRetail (ESLs Management Software) to customers' central server or on-site server. On-site data will be transferred and managed by HQ via Intranet instead of Internet. Thus, all the data will be input into a physical, onsite server with full control over how to secure it.



# eRetail APP

After the ESL is installed to shelf, store users need to bind and unbind the ESL & product via the APP



# Accessories

RAILs to install ESL to various shelving systems

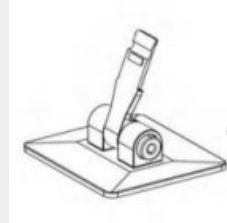
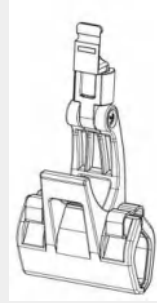
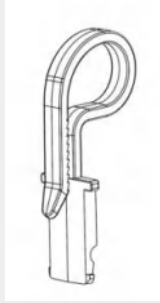
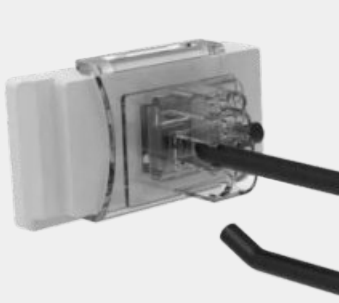
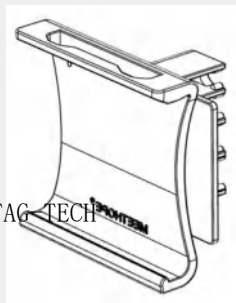
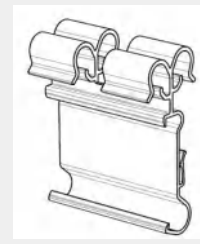
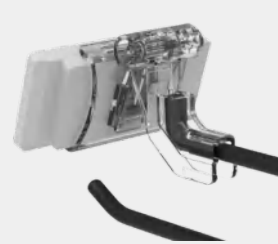
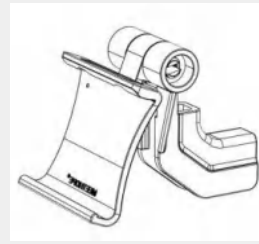
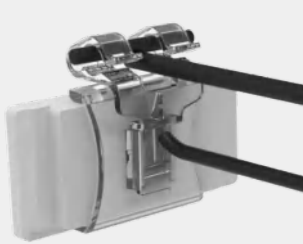


2 Different Angles Available



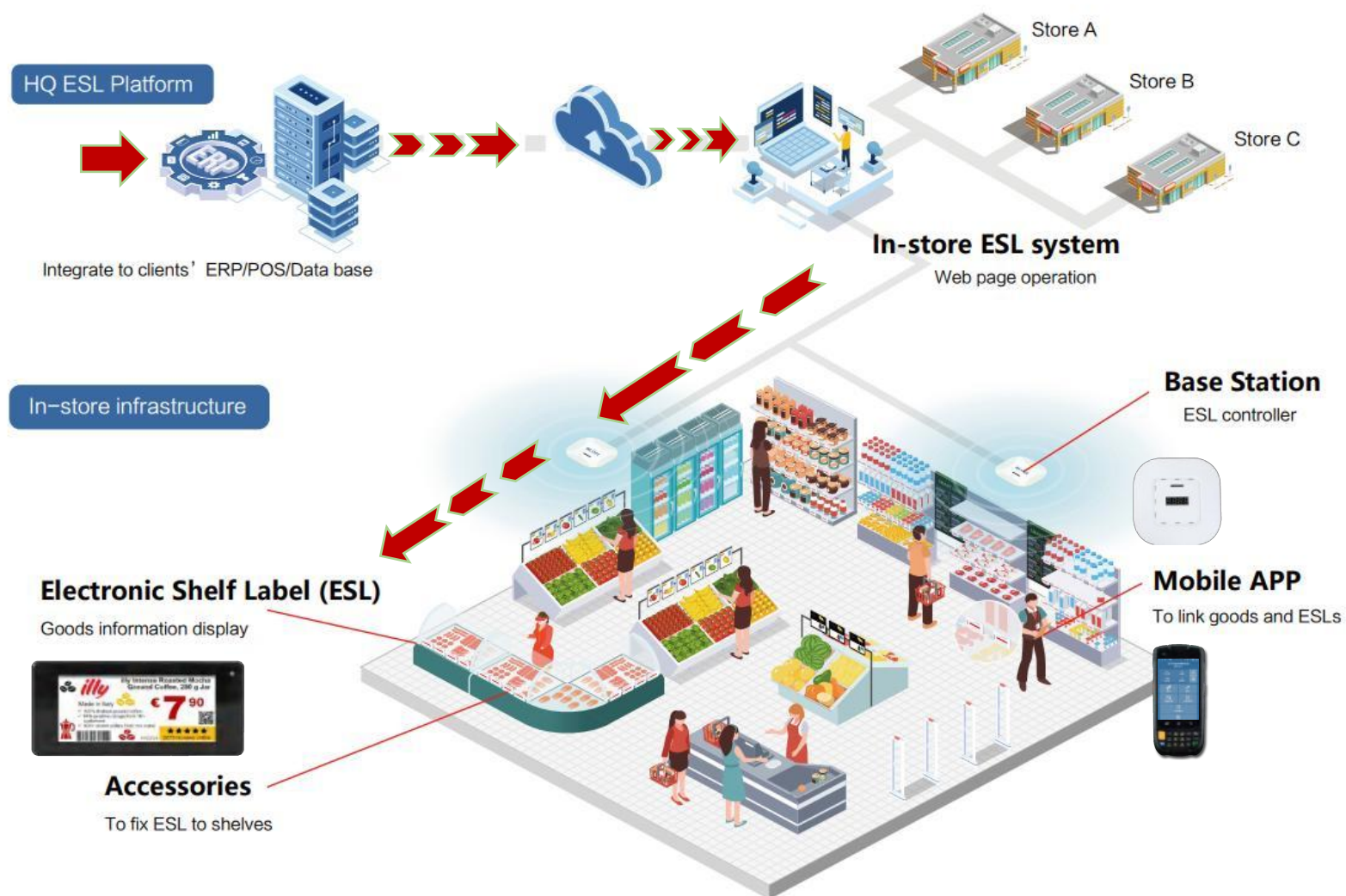
# Accessories

**Peg hook holder, Hanging hook& Table stand** to install ESL to various locations



# Breakdown of ESL solution

from Retail HQ to Branch store



- First the eRetail (label management software) on the server processes the information for an item, which gets packaged into data packets: pricing and product information.
- Then, eRetail sends the data packets to the Base Station via a 2.4GHz Bluetooth signal. Once the data packets are transmitted to the Base Station, they will then be sent to the specific ESL to update the price on the display. The ESLs, each with a unique identification code, will receive the information and present the specific information associated with the product in place. Information can be sent to all the label devices, or only to specific label devices. This communication process allows the ESL displays to be automatically updated whenever a product price is changed in retail's ERP or POS system.
- The transmission distance of each single base station can reach up to 25~30 meters.
- Store associates can use the smart mobile terminal to review and manually adjust pricing and other product information whenever necessary.



# LCD Display



# LCD Digital Display

In-store advertisement by video and image or combined of both



23.1 inch



37.8 inch



47.1 inch



43 inch Double side



22 inch



10.1 inch



47.6 inch



37 inch

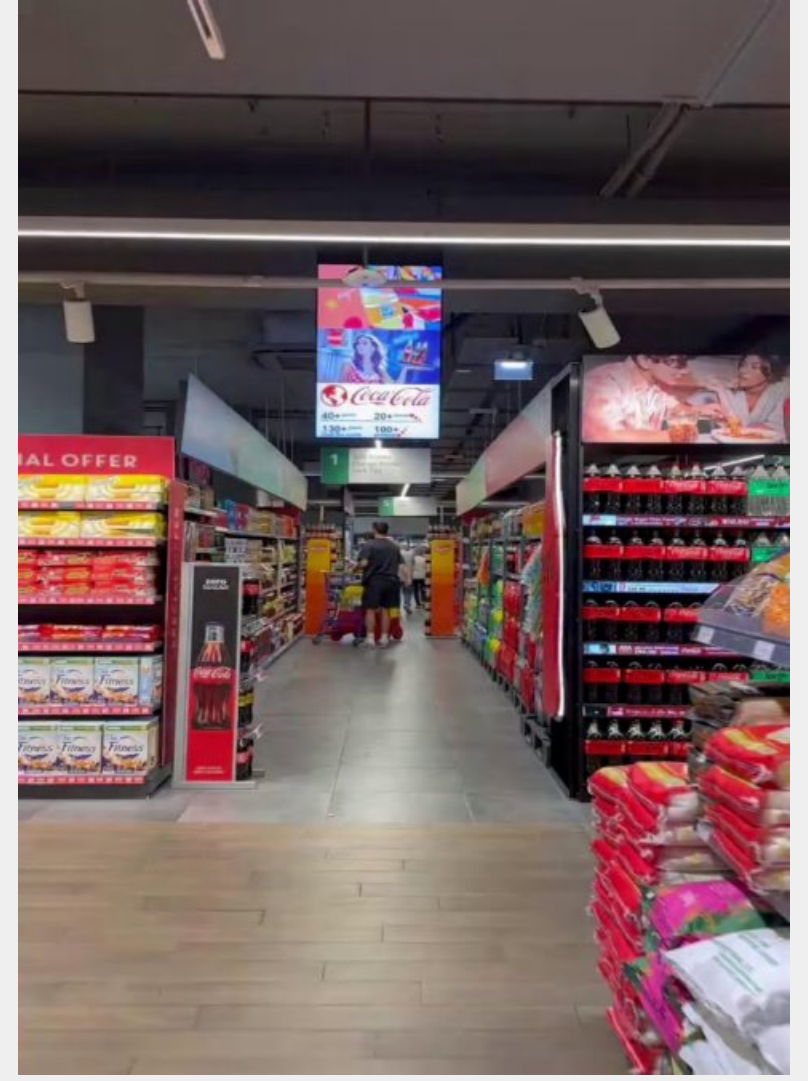


29 inch



# LCD Digital Display

## Case Reference





# Case Reference



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# Prime Supermarket in Singapore (18+)





# Pharmacy in France (15+)





Supermarket G20 (France)













# LCBO (Canada)









# Global PETS





# TongLi Supermarket Australia (10+)





# TongLi Supermarket Australia (10+)





# Electronics store in Switzerland





# Grocery store in Slovakia





# Grocery Store in Japan



















































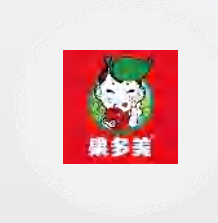
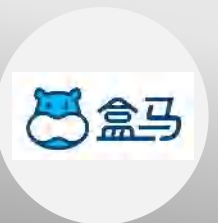
Video







# Part of Our Clients







# THANKS!



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