

2.13 ESL



Supermarket Case Reference



What is Electronic Shelf Label

Electronic shelf label (ESL) is an electronic display device that can replace traditional paper price tags on shelves. Each ESL is connected to the mall computer database through the network, and the products information such as the latest price is displayed through the screen of the ESL.



First LCD Label
The first ESL appeared in Europe

LCD Label was used by METRO
The second largest retailer in the world

ESL Widely Use
ESL are available in more than 50 countries over the world. More than 24,000 supermarkets. Like Carrefour, Walmart, etc

ESL Fast Growing

Total shipments amount will be up to 100 million in 2018. Market scale will be around 14 Billion USD

2018

2011

1995

1980-1993





Supermarket Solution

