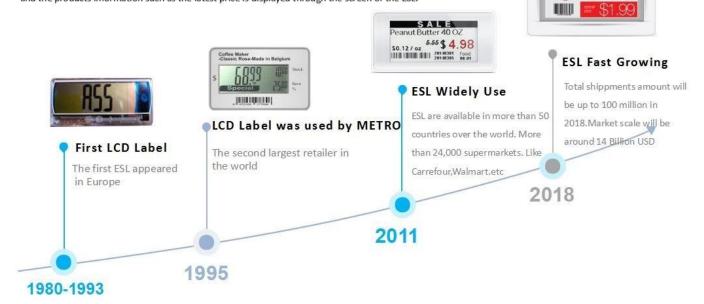
7.5



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.



In China, There is less than 1% in domestic electronic shelf label penetration rate, and the future replacement room is very large.

It is estimated that the global market will reach 1.675 billion US dollars by 2023, and the global ESL market will grow at a rate of 28.22% per year from 2015 to 2023, the market will be stable in 2023.

Red Delicious Apple

buy 5 and get 2 free



According to IDC data, in 2015, the number of domestic retail top 100 enterprises totaled about 100,000, the proportion of hypermarkets reached 28.9%, the number of supermarket was close to 70,000, the convenience stores were nearly 200,000. Each supermarket is based on 25,000 SKU, convenience stores are based on 3000 SKU, and the demand for ESL modules exceeds 2 billion. The global market needs more than **2.6 billion ESL.**

Type Supermarket Store	70,000 200,000	25,000 3,000	28,750 3,300	ESL QTY 2,012,500,000 660,000,000
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Electronic Shelf Label



Higher Cost
Changing product info frequently caused higher labor cost. and inventory backlog if delay update info.



Cost Saving

One-click price change Operation management Automatic monitoring & warning mechanism E-paper display performance Data confidential transmission



According to incomplete statistics, the traditional label replacement error rate is about 6%, the label The loss rate is about 2%;



03

High Correct Rate

Price error rate 0.00001%, store image and customer satisfaction improving

Deceptive Price

caused by price inconsistency between commodity price tag and cahsier system due to price efficiencies.

Smart Management

Support multi-screen conversion Personalized price tag template Meet multilingual environments Compatible with a variety Rich accessories for a variety of scenes

Personalized customization







Larger size 7.5&12.2inch ESL

