7,5-дюймовый большой экран электронный шильдик

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

1980-1993

LCD Label was used by METRO

The second largest retailer in the world

1995

ESL Widely Use

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

2011

ESL Fast Growing

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

2018

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.

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	Shop QTY	SKU QTY	Product QTY	ESL QTY
Supermarket	70,000	25,000	28,750	2,012,500,000
Store	200,000	3,000	3,300	660,000,000

Traditional Paper Price Tag

VS

Electronic Shelf Label

01 Higher Cost

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

02 Error Rate

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

03 Deceptive Price

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

01 Cost Saving

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

02 High Correct Rate

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

03 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

Support NFC function

Support text in multi-language, digits, graphics and custom templates

1D barcode. such as 128,39.EAN.etc

E-paper display has 180° Viewing angle and applicable to different lighting environment

Applicable From -10 to -25 degree freezer

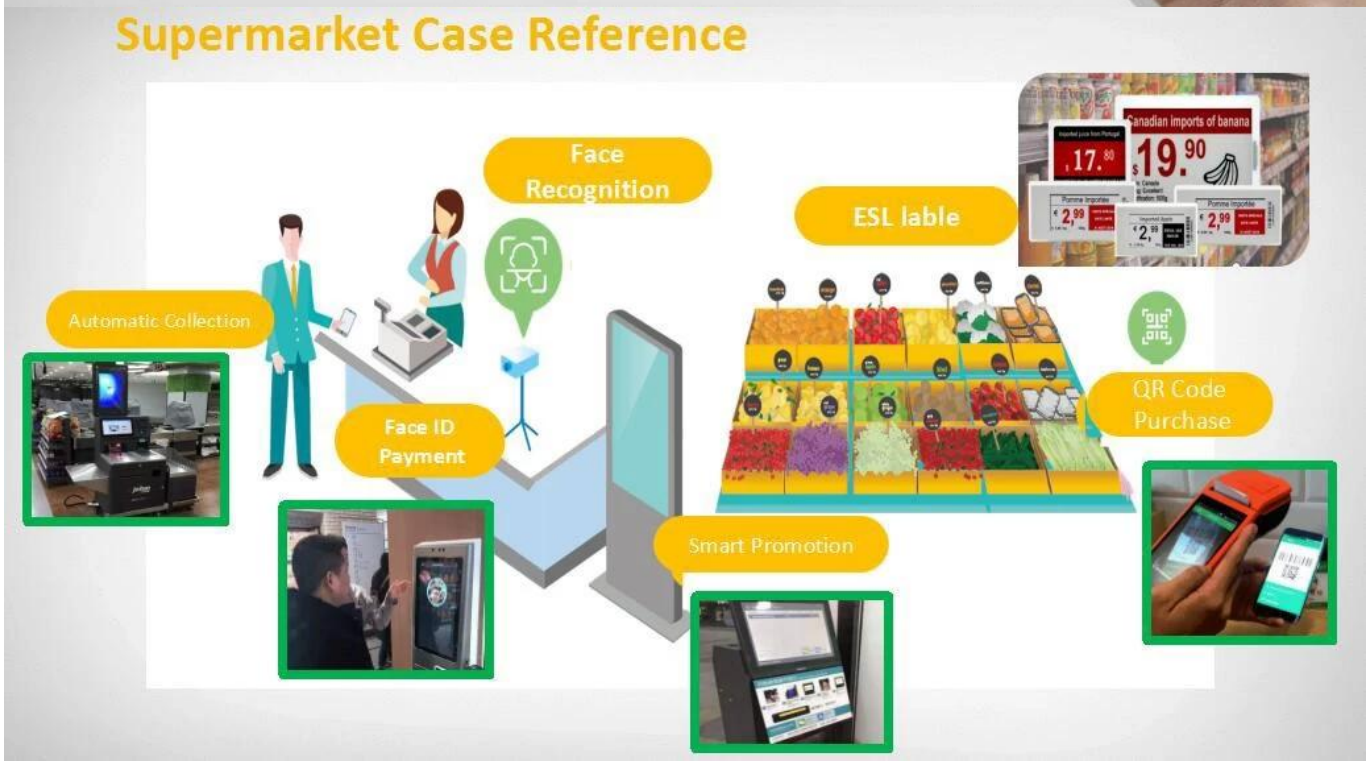
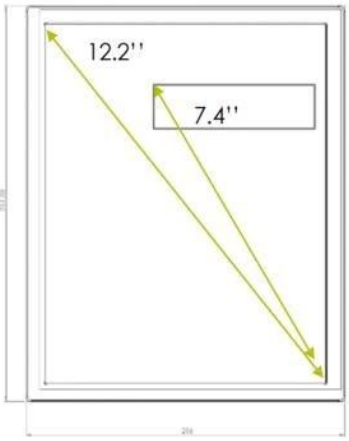
Reliability

Operation management automation,
High performance e-paper display ,
Data encryption transmission,
Automatic monitoring and warning system

Customized image, Red Color Good for promotion

Better buying experiences by applying barcode and Qr code on labels

Small Store Case Reference
ONE STAFF, ONE STORE
Server
Station
ESL Software
PDA
Bank registers system
FROSTED FLAKES
$19.99
Stock/ entrence/ sold check


Supermarket Case Reference
Face Recognition
ESL lable
Automatic Collection
Face ID Payment
QR Code Purchase
Smart Promotion

Larger size 7.5&12.2inch ESL