Electronic Shelf Label System

Zhuhai Eastsun Technology Co., Ltd.

EASTSUN

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About Us

Zhuhai Eastsun Technology Co., Ltd is the leading provider of RFID and ESL hardware products and solutions, with ability of independent R&D innovation, integration of hardware and software solutions and integrate the whole industry chain resources. Founded in 2012, the company is headquartered in Zhuhai city, mainly serving consumer goods, retail, warehousing, logistics, medical and other fields

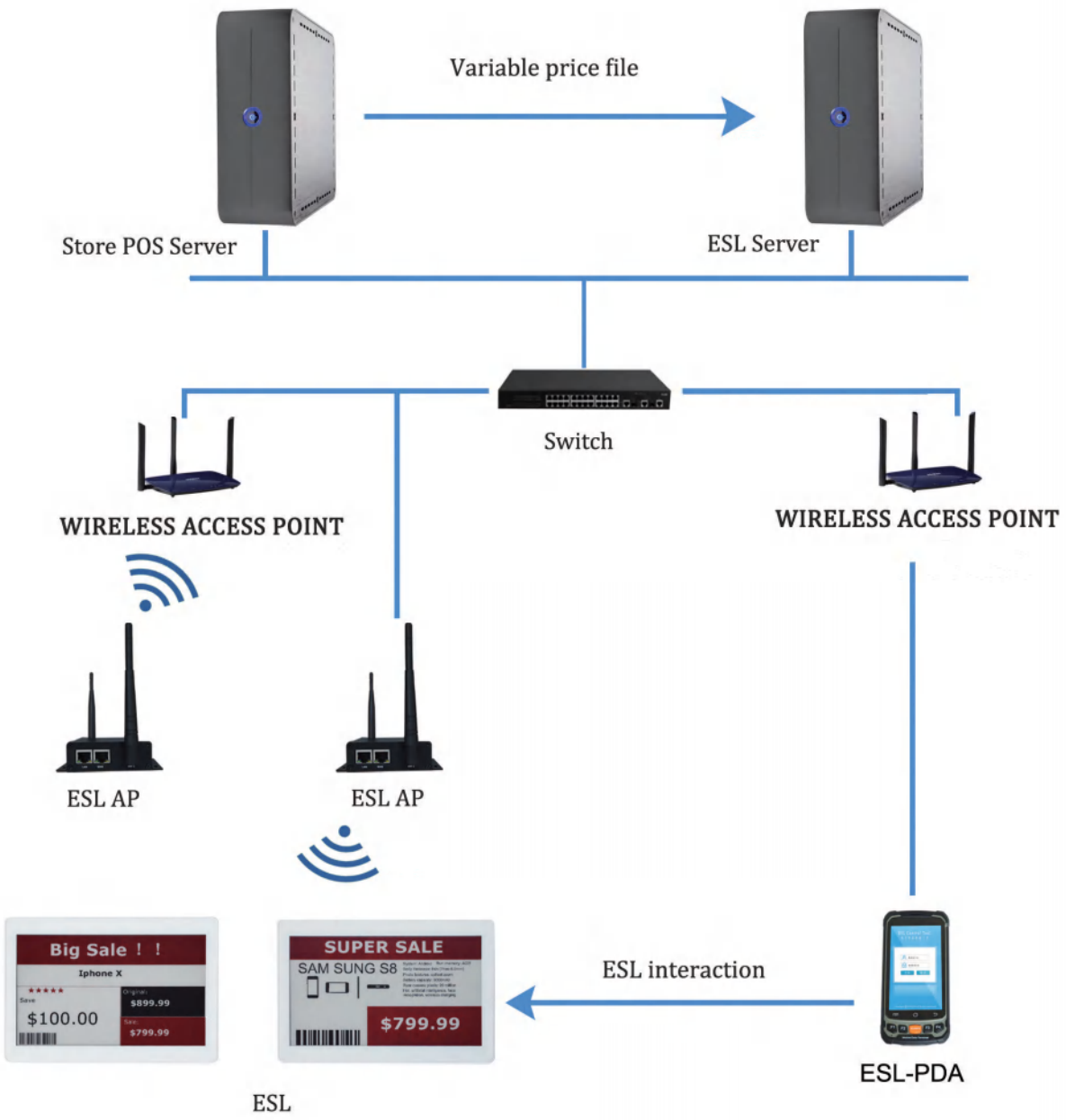
With the diversified development of retail industry, Eastsun based on the profound thought of retail and Internet changes, always adhere to innovation and R&D as the core driver, through the provision of all channel solutions and services to help customers build a core competititive advantage. At present, Eastsun have serviced more than 40 countries and regions,80 cities and 100 stores to provide them electronic shelf label and solutions, which have covered more than 30% of the domestic electronic shelf label market.

What is Eastsun ESL?

Electronic shelf label system(ESL) is an electronic display device which can be placed on the shelf and replaced the traditional paper price label,each electronic shelf label is connected to the computer database through wireless network and displays the latest information on its screen.Automated ESL systems helps retailers to reduce labor cost ,improve efficient and customer's experience.

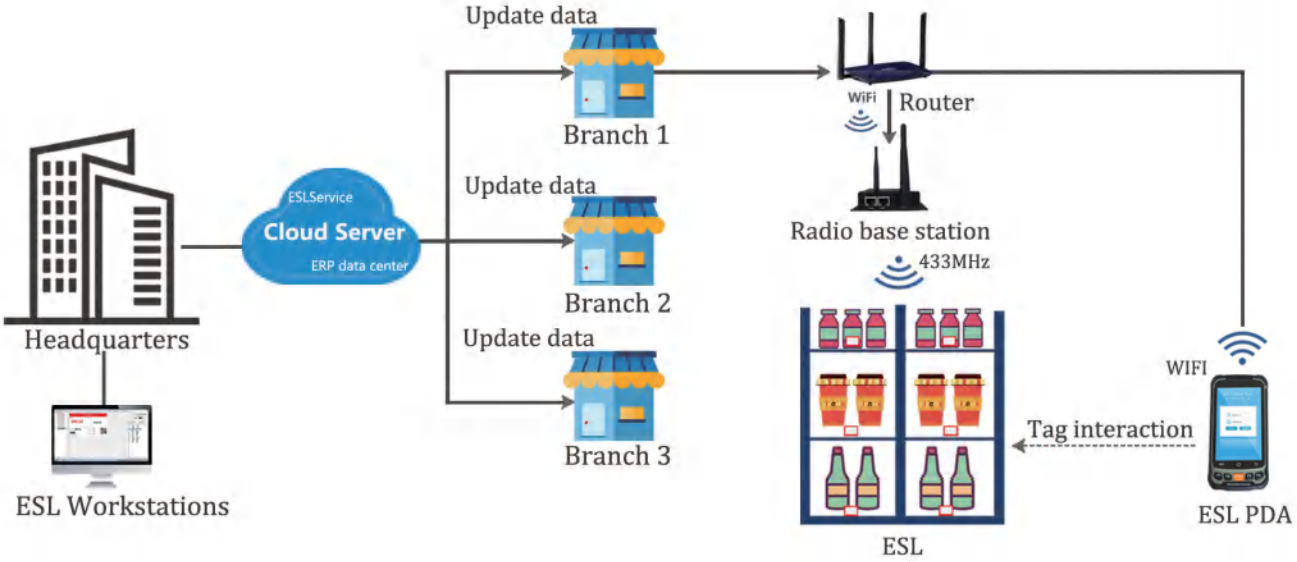
System Installation

Intranet mode:Intranet single store mangement system for independent management of supermarkets



EASTSUN Electronic Shelf Label System Cloud Management Architecture Diagram

The EASTSUN electronic shelf label architecture system can be installed on a cloud server to manage multiple stores and push commodity information to electronic shelf labelof stores in all regions of the country in real time so that commodity information in all stores can be controlled in real time.



Efficiency

- Saving Consumables and Labor cost
- Real time update and promotion
- Avoid manual error and business risks

Experience

- Online and offline real-time price control
- High-tech and fashion, enhance brand image
- Enhance interactive communication and realize mobile interconnection

Management

- Headquarters unified price adjustment
- Multi - store joint operation
- Batch synchronous update

Model:E-E21

Commonly used screen sizes to meet basic display needs ,Suitable for routine display areas such as daily necessities, snacks, and drinks

Dimension	76×40×15mm
Working Temperature	5℃-35℃
Pixel color	white & red & black
Resolution	212x104pixels
Battery type	CR2450x2
Battery life	5years
View Angle	175°

Installation method

Railing

Hooking

Desktop

Model:E-E29

Commonly used screen sizes to meet basic display needs, Suitable for routine display areas such as daily necessities, snacks, and drinks

Dimension	103×48×15mm
Working Temperature	5℃-35℃
Pixel color	white & red & black
Resolution	296x128pixels
Battery type	CR2450x2
Battery life	5years
View Angle	175°

Installation method

Hooking

Railing

Desktop

Model:E-E42

At the same time, display multiple pictures, texts, and barcodes for a variety of application scenarios such as fresh, fruits and vegetables, electrical appliances,furniture,medical,conferences,and warehouses.

Dimension	100×95×15mm
Working Temperature	5℃-35℃
Pixel color	white & red & black
Resolution	400x300pixels
Battery parameter	3.7v lithium polymer1400mah
Battery life	1year (the tag update twice everyday)
View Angle	175°

Installation method

Hanging

Plug-in

Desktop

Model:E-E75

Larger size, better visual effect, easy to market, suitable for a variety of application scenarios such as fresh, fruits and vegetables, electrical appliances,furniture,medical,conference, advertising display, etc.

Dimension	183×126×9mm
Working Temperature	5℃-35℃
Pixel color	white& red &black
Resolution	640x384pixels
Battery parameter	3.7v lithium polymer4500mah
Battery life	2year (the tag update twice everyday)
View Angle	175°

Installation method

Hanging

Wall-mounted

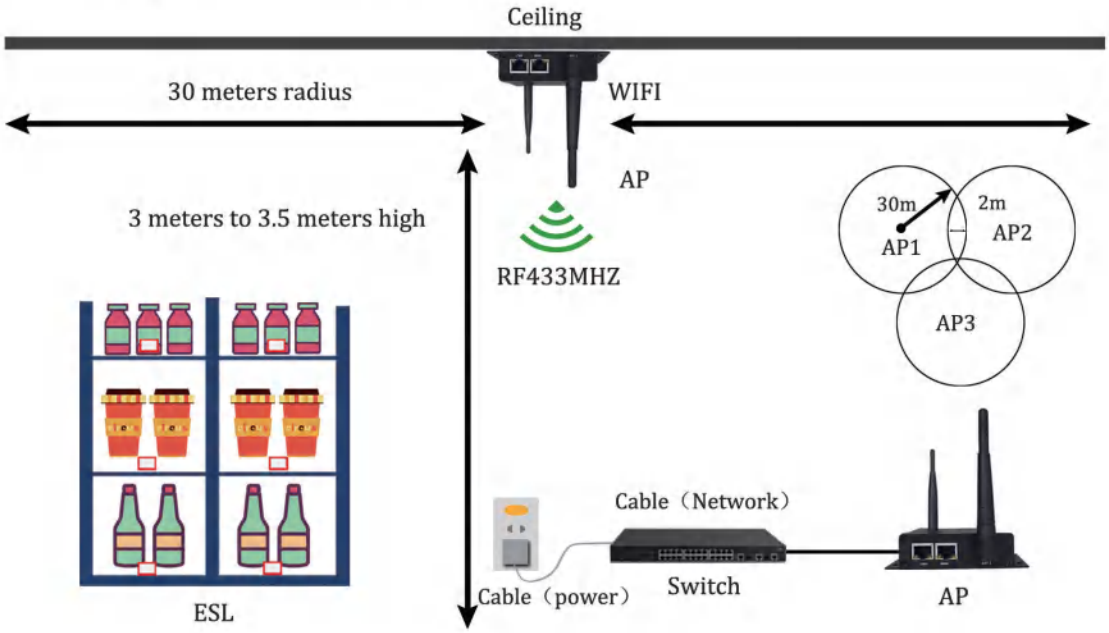
Desktop

Model: E-A02

Base station is an important information hub for connecting servers and E-tag terminal,refresh command issued by the base station receives the server through the network cable /wifi and display data wireless transmit information to the E-tag terminals,to achieve the E-tag display control.

Dimension	105x98x28mm
Frequency	433MHz
Modulation	GFSK
Transmission Power	12dBm
Communication Distance	R=30M
Working Temperature	0°- 40°C
Charging Power	5V/1A
Network Interface	WIFI/Cable

Coverage and Installtion



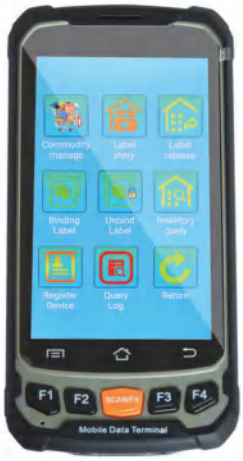
ESL PDA: E-S02

E-SO2 is an indispensable device in ESL. By scanning the E-Tag ID barcode and the bar code of the corresponding product, it generates an E-Tag and commodity binding relationship, and records the data into ESL System Management through the wireless network. Real-time management of E-Tag and merchandise.

Dimension	162mm×78mm×22mm±2mm
OS	Android 7.0
Display	4.7 inch IPS
Memory	RAM: 2GB; ROM: 16GB
Working temperature	0°C-40°C
Weight	0.38kg
Battery	Fully charged for 5 hours, battery life for 6 hours

PDA function

- Modify label
- Add and remove label
- Bind / Unbind labels and Products
- Can query the Product inventory
- Switch label display template
- Query the update status of the label

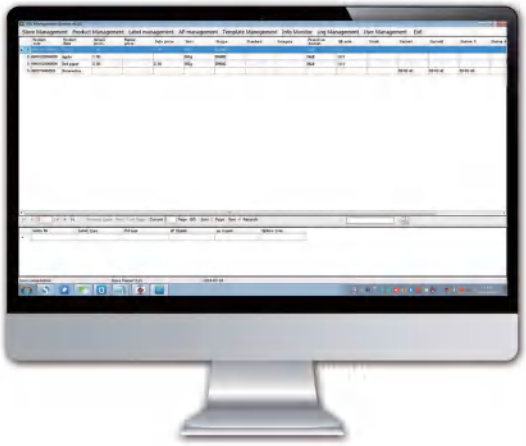


ESL Management System Software

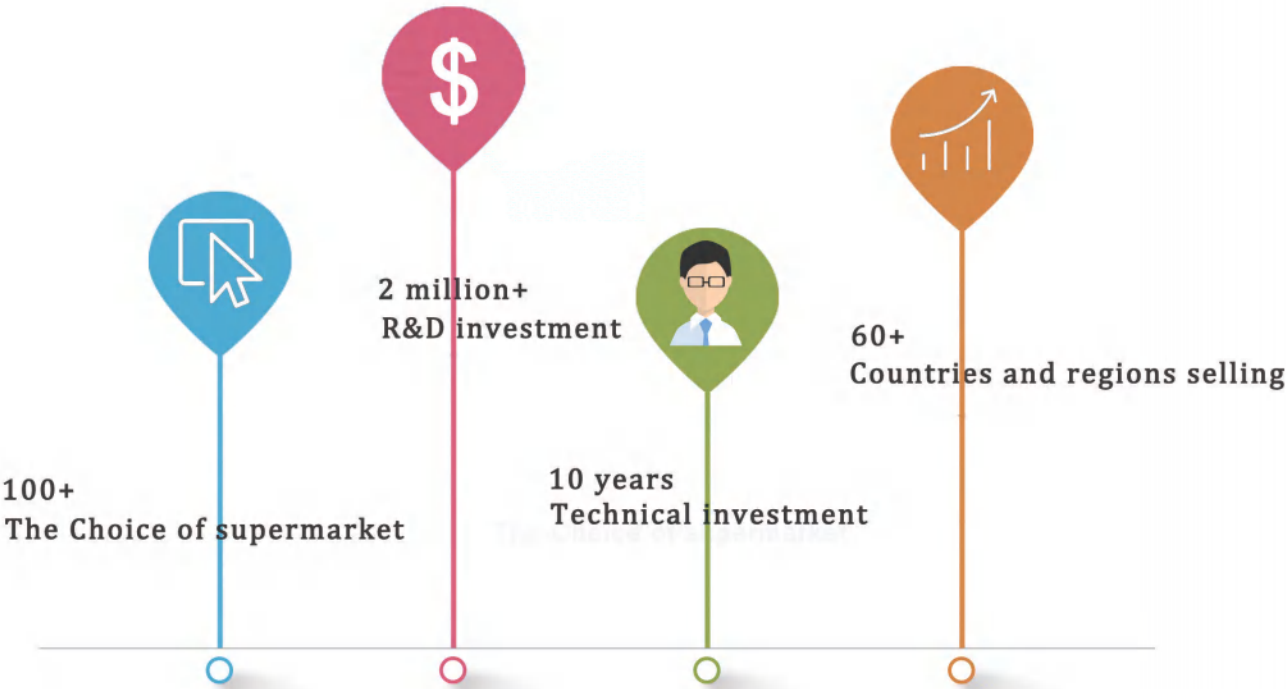
Based on the C / S architecture, the ESL management system is installed on the server to manage E-tags and base stations. The software implements the functions of managing base stations and tags, and is designed for electronic shelf label systems.

Standard Software Function:

- Provide standard data interface to integrate with user ERP/POS system
- Support multi-store management, support deployment in cloud servers, centralized control of store price changes through the head office
- Support SDK, users can develop their own interface
- Provide graphical template design function, users can design the display content of the ESL.
- Quickly and conveniently switch the ESL display template, such as standard, promotion out of stock, etc.
- Check the status of the ESL, signal, power, etc.



Why choose EASTSUN?



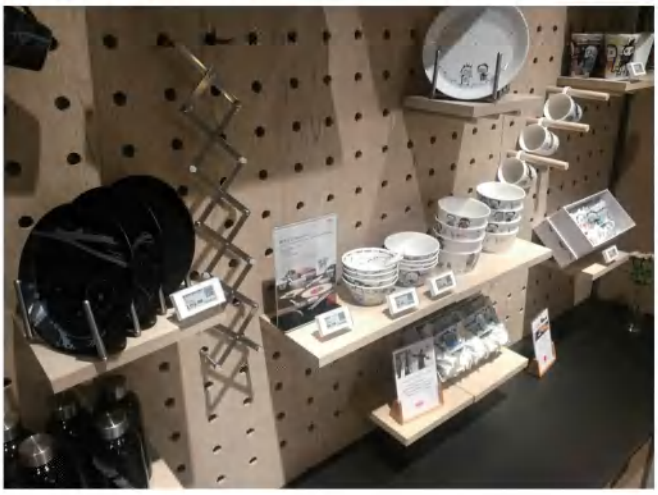
Enterprise Qualification:

Supermarket Case

For supermarkets, the ESL system must be able to update tens of thousands of tags for price changes and/or promotions, while also having specific tag features and sizes to meet the needs and visuals of the various different sections.

Grocery Case

In a grocery environment, different types of ESLs need to be implemented. Additionally, the ESLs can allow the grocery to run special promotions and/or markdowns, depending on the life of the product, to increase sales and minimize waste.



Electronic Store Case

Electronic stores adopt large ESLs (4.2 and 7.5'') to display not only promotional information but detailed product information. It is also important to have a stable ESL system as many Electronic store has RF heavy.

Fresh Food Store Case

ESL can help retailer easy to update the price in fresh store in time,Timely launch promotion

Bakery Case

Winery Case

99.00
69.00
799.00
2999.00

Hennessy
X.O
Hennessy
X.O
Hennessy
X.O
Hennessy
Hennessy
1980.00

B G
B G
1288.00
698.00
568.00
428.00
298.00
128.00

Fashion Case

the ESL must have the ability to quickly and easily attach to each individual product, while maintaining the unique product look.