YALATECH

YalaTech Main Advantages & Partnership Strategy

THE GLOBAL LEADING ESL SOLUTION PROVIDER AND MANUFACTURER

YalaTech Main Advantages

1. Company Advantages

1.1 More than 15 years experience in serving global retailers

Founded in 2007, we started from designing and manufacturing Retail Display products and then retail IoT products like Electronic Shelf Labels, now we have 300+ distributors and 5000+ store users all over the world.

1.2 We are a well-known brand in Retail Technology Industry of China

We won China's largest ESL tender project. In July of 2021, YalaTech was selected as the supplier of Electronic Shelf Label by CR Vanguard, the number one retailer in China, a Fortune Global 500 enterprise with 95.1 billion annual sales revenue in 2019.

YALATECH

1.3 In-house R&D capabilities from hardware to software

YalaTech has strong technical accumulation in research and development, which brings market-competitive products and solutions to customers.
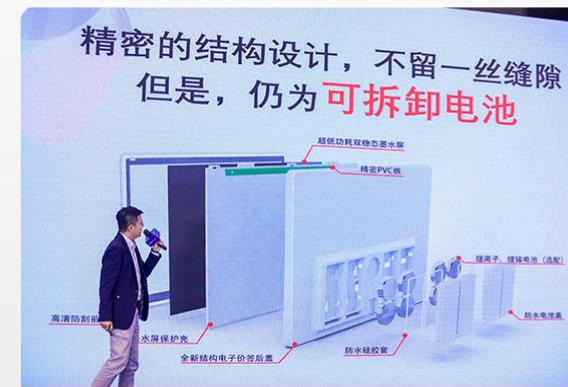Currently, there are 49 engineers on the job, and 30% of them have a master's degree.

R&D personnel account for more than 30%

100+ inventions and patents

精密的结构设计，不留一丝缝隙
但是，仍为可拆卸电池

10+ Senior Product Manager

1.4 Core technology patent and software copyright

Based on 10 years of IoT hardware and software development experience, we have mastered more than 100+ patents and software copyrights in the following technologies.

--Ultra-low Power Wireless RF Communication
--New Generation E-paper Display Technology
--Digital Media Signaling System

1.5 In-house manufacturing with million-level capacity

We own a 30,000 square meters manufacturing base with strong capacity. 4 SMT lines with 80,000 pieces daily output of electronic boards, and 5 assembly lines with 25,000 pieces daily output of finished products.


With our own SMT/DIP production lines, injection and assembly lines, we produce most part of the ESL hardware, which enables us advantages in cost and customization.

Our MES+ERP digital management system ensures the best quality for each piece of component by inspection on production line and trace the source of the defectives. This can also ensure us reducing the cost to an even lower level. Defect rate is 1/10,000.

1.6 Low threshold for customization service

Compared with other ESL suppliers, we do not set a high threshold for product hardware or software customization. For example, for some suppliers, the MOQ for the customization of the ESL front housing is 100,000 pieces, and we can customize it start at only 1,000 pieces.

Customized service for hardware and software

Housing customize

Logo customize

Accessories customize

Software customize
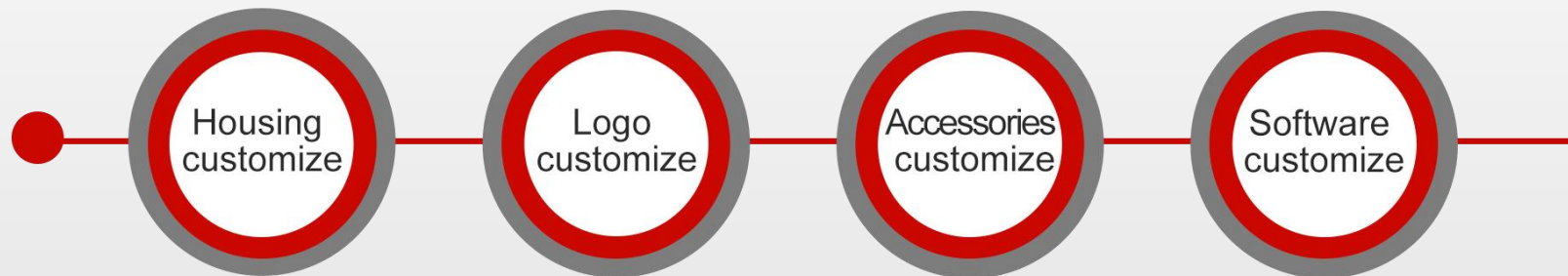
2. Product and Solution Advantages

2.1 Simple system infrastructure based on cloud architecture

Our ESL solution uses a simple infrastructure, the solution features the lowest cost in installation and maintenance using the least amount of hardware investment.

Cloud   Store   Router   PDA

Store

ESL

2.4G

HQ server   ESL SYATEM   AP

2.2 Superior wireless protocol

Based on Zigbee private protocol at 2.4G frequency band, the ESL solutions delivery enterprise-grade stability and reliability for businesses of all sizes.
Compared with the Bluetooth BLE protocol, the zigbee protocol has higher stability and reliability.

2.3 Massive volume deployment with high stability

YalaTech conduct massive deployment by no sacrificing the reliability and stability of the ESL system.
e.g. YalaTech has deployed ESL system for an Australian fresh brand with 120+ stores, and over 5000 stores all over the world

## 2.4 Support public / private / hybrid cloud / on-premises deployment

Our solutions support different deployment methods and meet the requirements of different customers in terms of cost, independence, flexibility, security, etc.

2.5 Seamless roaming connectivity

Ad hoc networking for seamless roaming connectivity, which ensures a very smooth ESL migration

from one place to another. This can help stores save a lot of time and labor costs.

2.6 Support base station hardware integration with customer's SaaS system

Our base station has open interface and can be integrated with customer's SaaS system through the MQTT protocol.
MQTT protocol document and dedicated tech support team is available for the system integration.

Integrate through MQTT protocol

Customer's SAAS system

ESL gateway(AP)

ESL
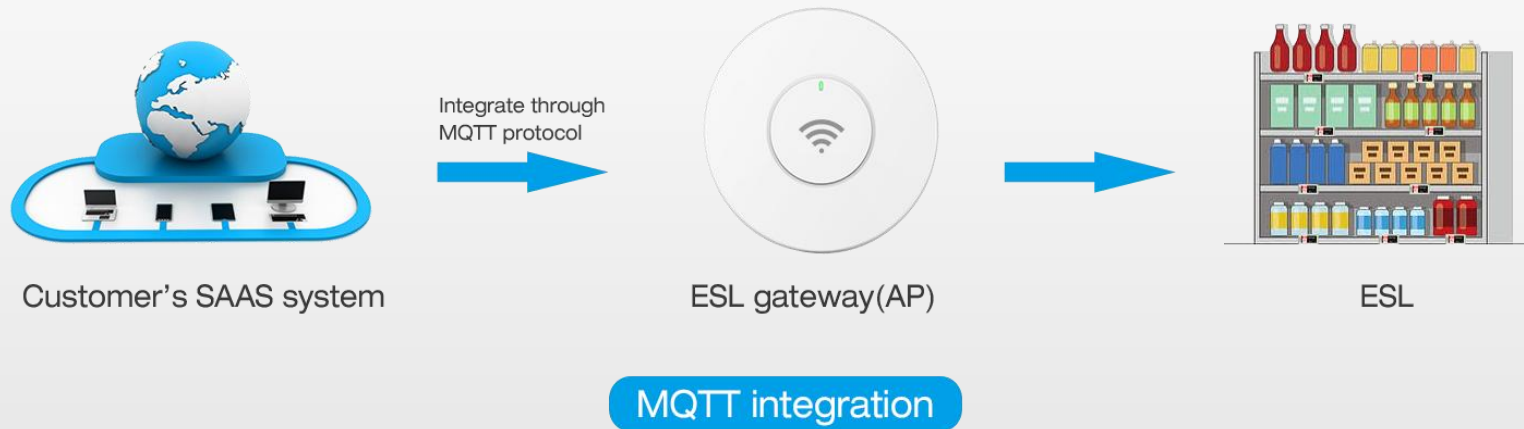
MQTT integration

2.7 Easy API integration with any 3rd party system

YalaTech provide API that open to 3rd party system, to ensure seamless connection between our cloud platform with customers own systems.

2.8 Unique NFC technology and application

Based on different markets and users, we have developed unique NFC technology and applications, which allow us to provide customers with differentiated products and help customers build competitive advantages.

2.9 Various industry application support

Except normal ESL, YalaTech has rich experience for applying Cloud ESLs to different industries, such as warehousing, office etc.

PARTNERSHIP STRATEGY

3.1 Partner-privileged model
YalaTech establishes a unique model for the partners, that in agreed conditions YalaTech's partner can directly trade with big clients with YalaTech's consent.

3.2 Protect distributors' rights
YalaTech authorizes and protects distributorship at different levels, according to the requirements from clients. YalaTech allow exclusive right and regional preservation for some of the partners.

3.3 Free services
YalaTech will provide partners with free services for upgrade, maintenance, inspection, diagnose, fix, etc. And the partners can charge end users for all the related services.

3.4 Training and technical support

YalaTech will provide professional training and technical support, for all the distributors and end users who get to use the ESL system. In addition to one-on-one remote training, we also provide detailed video tutorials.

3.5 Marketing support

YalaTech provide marketing materials such as posters and picture, video files; For some partners, we offer online enquiries of end customers from your distribution area.

3.6 Sales rebate

In order to protect partners' interest and finance, and make them more competitive at the market, YalaTech will have incentive packages for partners who have reached sales goal, including discount, rebate, etc.

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YOUR RELIABLE ELECTRONIC SHELF LABEL

PARTNER IN CHINA