

THE GLOBAL LEADING

# ESL SOLUTION

PROVIDER AND MANUFACTURER

2023

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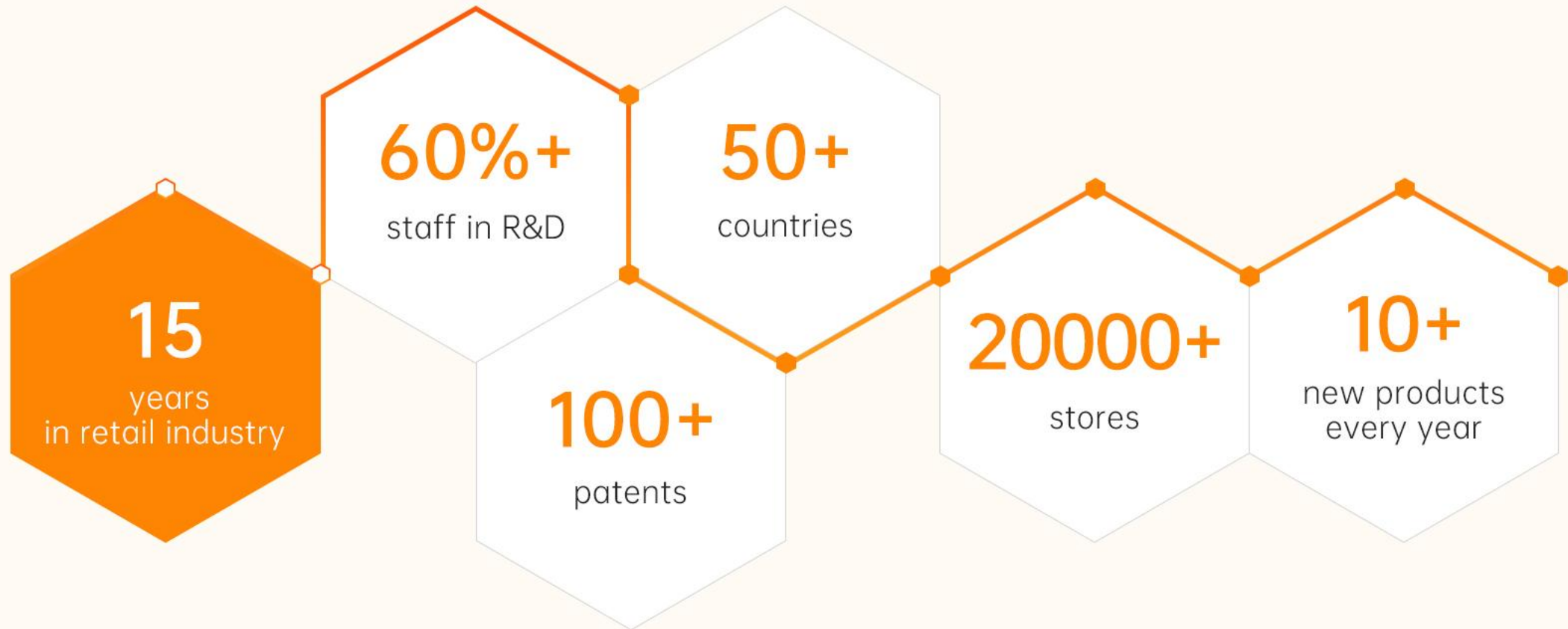
**Customer Cases**

## About Us

- ★ One of the earliest companies in China to develop and produce ESL;
- ★ The earliest pioneer of cloud ESL in China;
- ★ "2020 China's Top 50 Consumer Technology Enterprises" jointly selected by the China Chain Store and Franchise Association and KPMG;
- ★ "2020 Guangzhou Top 20 High-tech High-Growth Enterprises" jointly selected by Guangzhou Science and Technology Bureau and Deloitte;
- ★ Specialized and special new enterprise in Guangdong Province;
- ★ Technological innovation small giant enterprise;
- ★ Strategic partners of industry giants such as Intel, Baidu Smart Cloud and H3C;



## Company Data



# Industry well-known enterprise

## Industry Honor

"2020 China's Top 50 Consumer Technology Enterprises" jointly selected by the China Chain Store and Franchise Association and KPMG

Executive President Unit of Guangdong Chain Store and Franchise Association

## Government Awards

"Guangzhou Rising Star Enterprise" jointly selected by Guangzhou Science and Technology Bureau and Deloitte

Technological Innovation Little Giant Enterprise

**YALATECH**



# Manufacturing Capacity

**YALATECH**



Million-level mass production capacity  
MES production management system controls  
quality and cost



## Signing ceremony between YalaTech and Intel China, Baidu Smart Cloud strategic partners



## **In the new retail era, the value of ESL to retailers**

- Save labor costs and improve operational efficiency
- Realize rapid promotion and increase product sales
- Optimize product display and enhance brand image
- Interactive marketing to improve customer satisfaction



## Challenges faced by retail enterprises in purchasing, installing and using ESL

- Purchase cost
- Technical threshold
- Difficulty of operation
- Apply effects
- Equipment maintenance

**YALATECH**

# YALATECH ESL SOLUTION

The advantage  
of  
YALATECH ESL  
solution



Cloud Solution



Plug and Play



Easy to Deploy

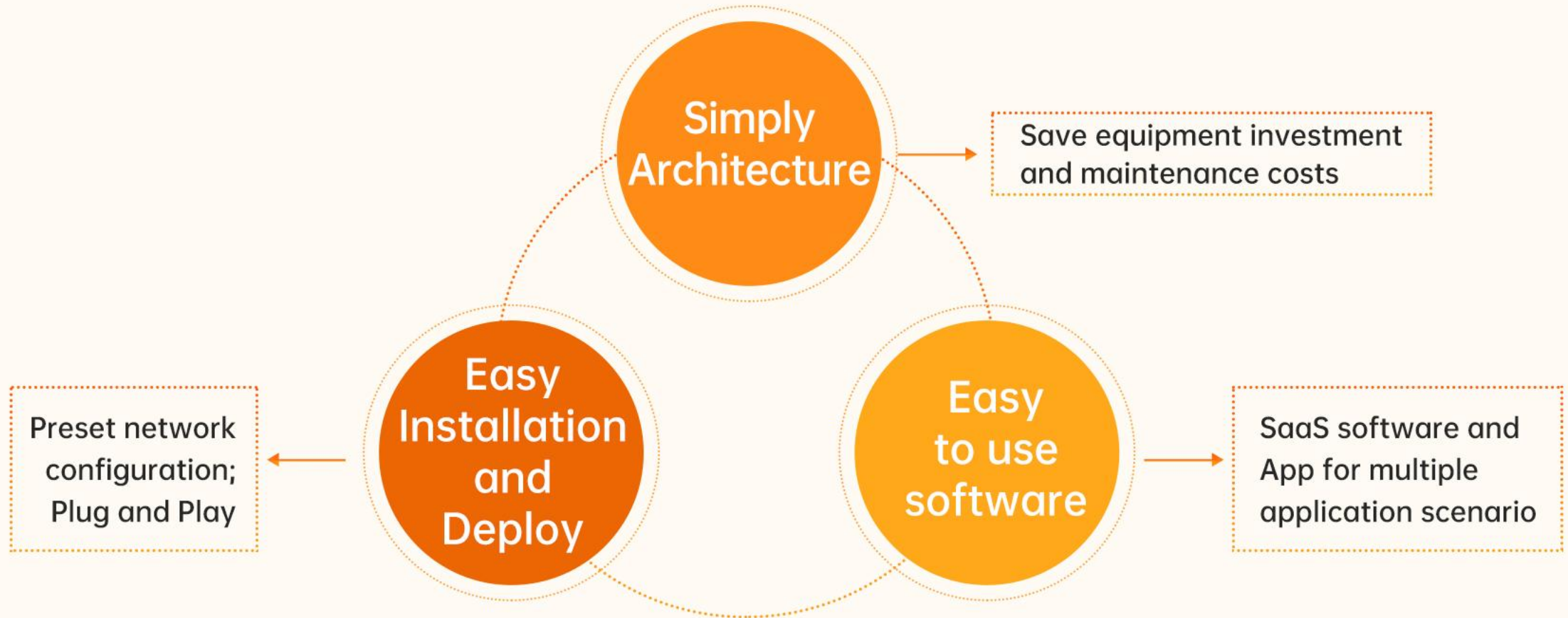


Cost Effective



High Reliability

# Simply Solution to save costs



# Help you achieve efficient price management



Real-time Price  
Synchronization



Quick Price  
Adjustment



Unified Pricing  
Management

# Price Management



## Rapid Price Change

5000pcs tags can be updated within 30 minutes.



## Rapid Promotion

With pre-loaded promotion template for fast promotion.



## Pre-planned Promotion

The software has Pre-planned Promotion function for festival campaigns.

# YalaTech ESL multi-dimensional value



## Save costs

Reduce labor costs and save consumables



## Avoid price mistakes

Avoid customer complaints or fines caused by price inconsistencies between shelves and cashiers



## Increase operation efficiency and sales

ESL can improve the efficiency of promotions, and stores can do more promotions, thereby increasing sales



## Improve display and brand image

ESL can improve the display of products and boost your brand image



# Product Introduction Hardware & Software



# Total H/S solution for you



# Industry-leading ESL hardware



- Power-saving E-ink display , 3 and 4 color
- Crash-proof protective cover to protect the display
- Size from 1.54 to 10.2inch
- 2.4G wireless technology
- NFC function
- 7 colors LED light

# Lite Series ESL



- Simply design
- NFC
- Colorful cases customizable

1.54"

2.13"

2.66"

2.9"

4.2"

7.5"

1.54", 2.13", 2.66", 2.9" ESL with 4 color display option

# Slim Series ESL



- Slim design
- Super tough crash-proof protective cover for the display
- In-mould barcode label for long-lasting use
- 7 colors LED
- NFC

2.13"

2.66"

2.9"

4.2"

7.5"

2.13", 2.66", 2.9" ESL with 4 color display option

# Freezer ESL



2.66"

- Super tough crash-proof protective cover for the display
- In-mould barcode label for long-lasting use
- IP 67 waterproof
- Work in -20 degree Celsius low temperature environment
- 7 colors LED
- lithium battery for longer endurance

# Rock Series ESL



- Super tough crash-proof protective cover for the display
- 7 colors LED
- NFC
- Self-replaceable universal battery

2.13"

2.9"

3.5"

4.2"

5.83"

10.2"

3.5" ESL with 4 color display option

# 4 color ESL



1.54" 2.13" 2.66" 2.9" 3.5"

# Product Features





# ESL Gateway

★ Ceiling-mountable,  
wall-mountable,  
multiple installation  
methods

★ Hidden Antenna  
Design

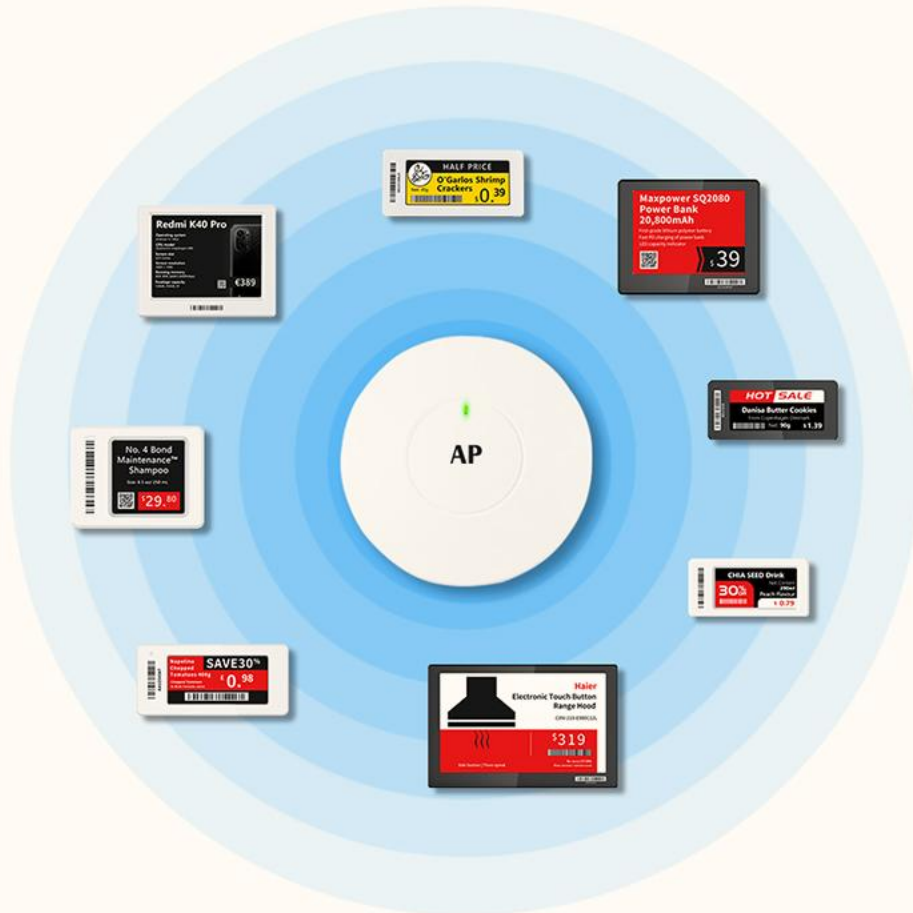
★ Plug and Play

★ The signal  
coverage radius  
exceeds 15m

★ LED indicator



## ESL Gateway (Access Point)

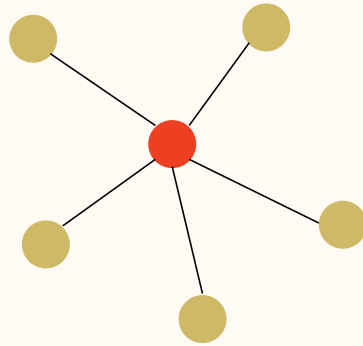


### Features

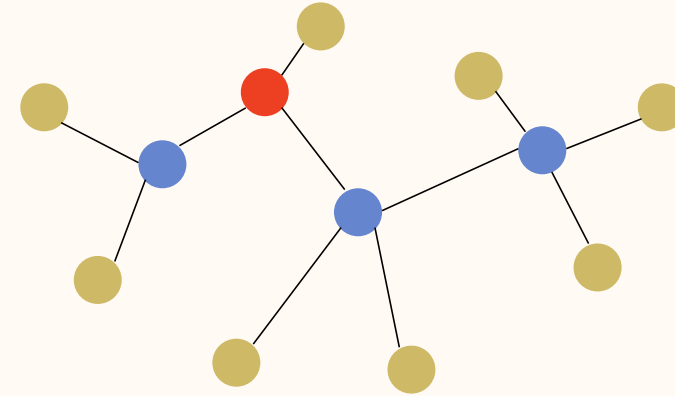
- Communicate to ESL units automatically in the initial setting
- High-speed bi-directional communication
- Simple installation, plug & play
- High capacity and wide coverage



## ESL Gateway (Access Point)



Small store with  
one AP



Supermarket with  
multiple AP

Intelligent self-organizing network technology, digital labels can automatically search for AP. When the previous binding AP fails, the digital labels will automatically match the new AP to ensure stable operation.

## Coverage of AP(base station)



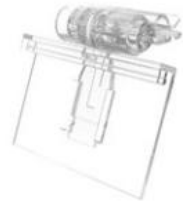
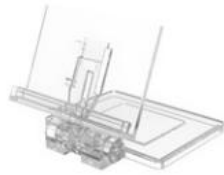
With one AP only, the coverage is more than 800 m<sup>2</sup>

- \* Coverage: Indoor 15m radius, 800 sqm coverage
- \* No. of ESL per base station(AP): 2000

Theoretically, there is no limit to the number of ESL devices that one base station can access. However, in an indoor environment like a supermarket, due to the physical barriers of the walls and pillars, and considering the influence of the number of access on the price tag change speed, we have verified many times and tested it out that when the number of ESL tags is around 2000, the base station can exert excellent performance.

# Accessories / 100+ accessories to meet the display needs of various scenes, support customization

**YALATECH**



## Cloud ESL system composition



Provide enterprises with cloud services and application value based on data analysis.



# SaaS platform



- ★ No need to install the ESL software
- ★ Free from deployment installation
- ★ Free maintenance and upgrade
- ★ Cloud service for easy access
- ★ Provide disaster recovery backup management



# SaaS platform

## Main Functions

- ★ Permissions Management
- ★ Store Management
- ★ Product Management
- ★ Device Management
- ★ Template designer
- ★ Central Monitoring functions



Multi-language



Pre-planned promotion



Template library



Status warning detection



API



Image Optimization Algorithms



## Template Editor / What you see is what you get

The screenshot displays the YALATECH Template Editor interface. At the top right, there are four buttons: Cancel, Preview, Reset, and Save. The main workspace shows a product label template with a red header containing 'HOT SALE' and a barcode. Below the header, the text '{Products name}' and '{Specification}' is visible, followed by '\$ {Retail'.

On the left side, there are two panels:

- General Control:** Includes icons for Rectangle, Rounded Rectangle, Round, QR Code, Barcode, Photo, Images, Upload, Line, and Upload Video.
- Dynamic Data:** Includes input fields for Empty Text, Charge unit, Production Date, Ingredients, Production Time, and Storage Condition.

On the right side, there is a configuration panel for the selected element 'Attributes(Retail price)'. It includes the following settings:

- Content: {Retail price}
- Font Selection: Microsoft Yahei
- Font Size: 22 px
- Text Spacing: 0 px
- Font Color: [checked] [black] [red]
- Font Location: [align left] [align center] [align right] [justify] [left indent] [right indent] [bold] [italic] [underline]
- Price setting: [font size] [font weight] [font style]
- Background Color: [white] [black] [red] [checked]

## Split screen feature

Our ESL has a feature where you can display price vertically, upside down, and can be split into multiple small screens where you can display price of different products on one tag/label.




Greatly improve the screen utilization rate of the price tag and reduce the cost of use



# APP “ESL assistant”

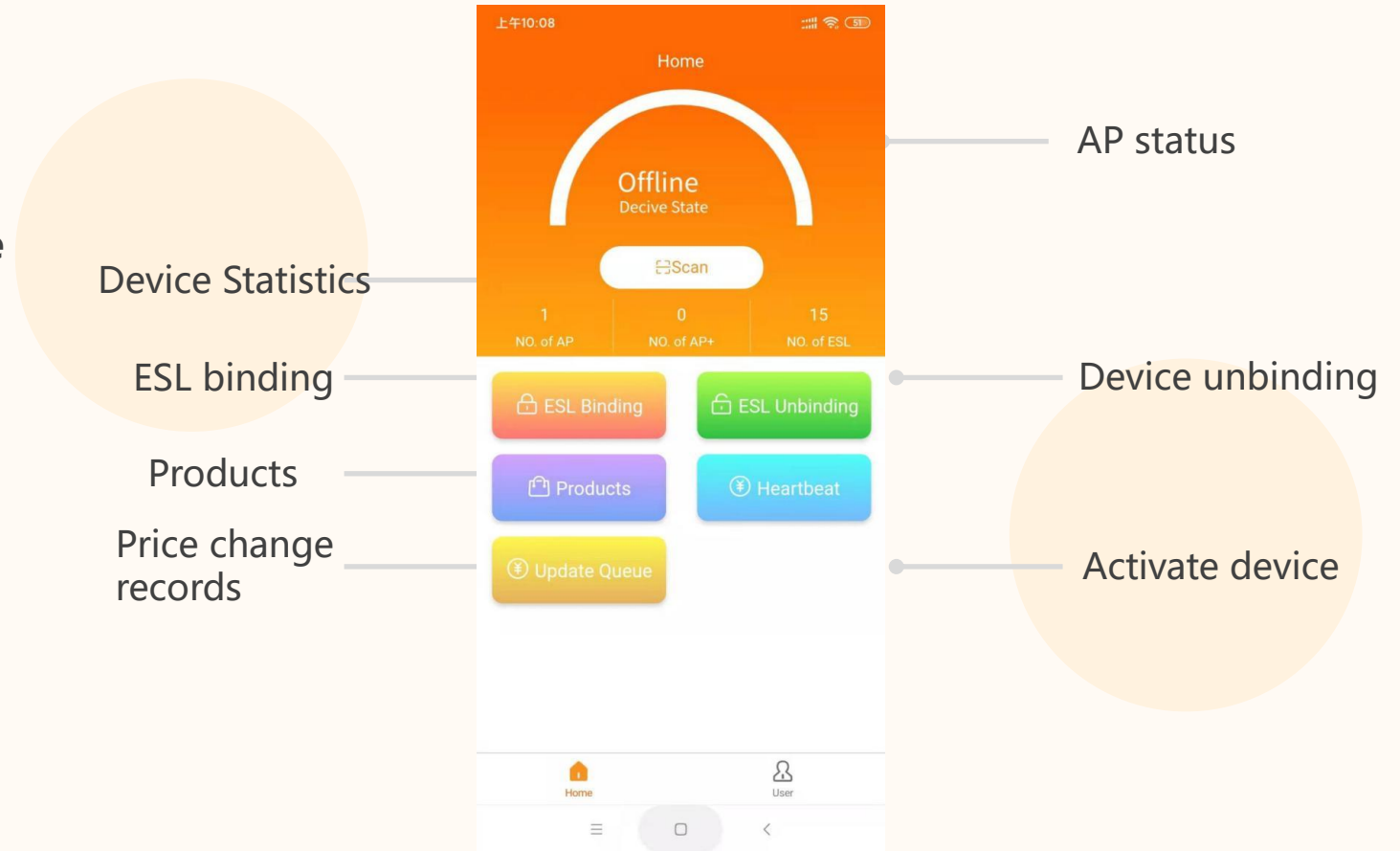
In-store tool to update the ESL tags in a fast way

 **View price change records**

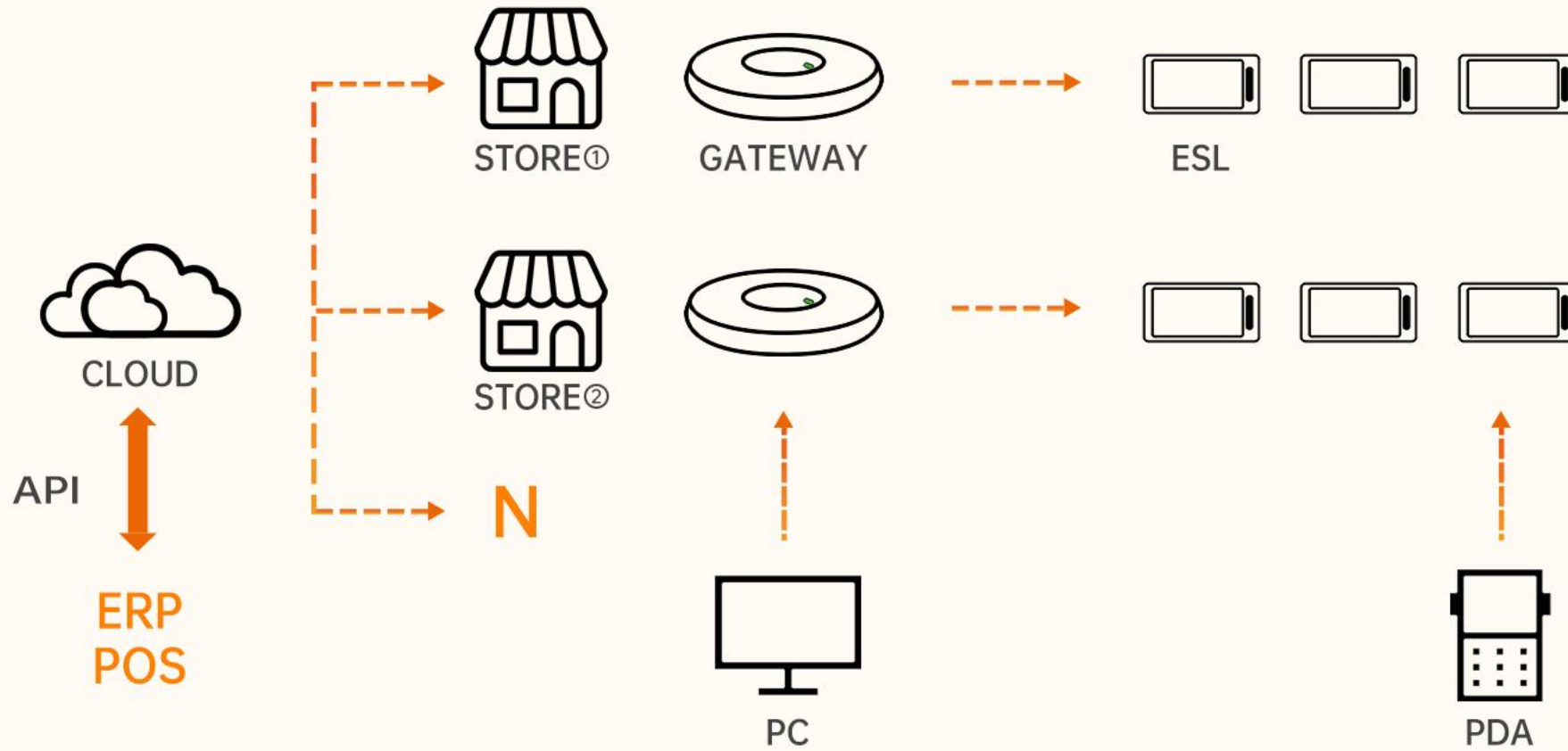
 **Scan the code to change the price**

 **View store and product lists**

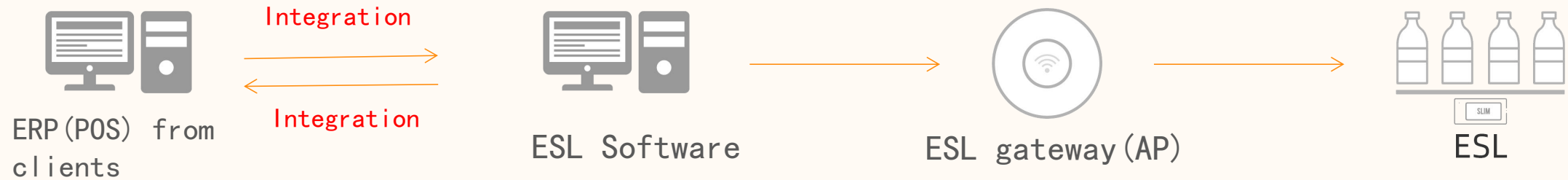
 **Support iOS/Android**



# Simple Cloud Architecture



# How to connect your ERP with ESL software?



## Software integration

We provide free API for easy integration, user can manage the content of the digital label through their ERP or POS after integration.

# Various deployment methods



YALATECH SaaS



Private Cloud Deployment



Local Server Deployment



Distributor Version



Chain Store version



Single Store Version



If you hope to use your own software



## MQTT integration

The base station has open interface and can realize system integration with retail solution provider's SAAS system through the MQTT protocol.

MQTT protocol document and dedicated tech support team is available for the system integration.

# Customer Cases



## Wide range of applications



### Traditional Retail

Shopping mall  
Supermarket  
Fresh Food Store  
Grocery Store



### New Retail

e-commerce Offline Store  
Unmanned Store



### General Merchandise

Brand Chain  
Specialty Store  
Electronic Store  
Hardware Store



### Medicine and Health

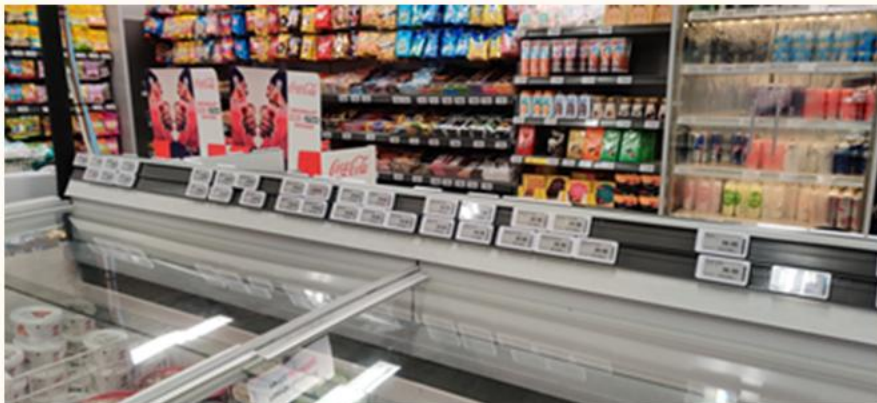
Pharmacy  
Hospital  
Beauty Shop



### Other

Warehousing  
Restaurant  
Hotel

## Volg Launches ESL Project in Switzerland with YalaTech



Country: Switzerland  
Sector: Supermarket Chain  
Year of installation: 2021

A range of Slim Series digital labels are installed on more than 1000 items in each store.

- Saving costs from manual repricing
- Free up associates to focus on sales
- Replenishment automatically
- Reduce wastage
- Customer interaction
- Modernize stores and enhance image

# Supercor installed YalaTech digital labels in its supermarket stores



Country: Spain  
Sector: Supermarket Chain  
Year of installation: 2021

Supercor belongs to the El Corte Inglés group of companies. It operates 90 stores across Spain. The average area of each supermarket is more than 4,000 square meters, and a single store were installed more than 15,000 pieces of ESL tag. The size is mainly 2.66inch and 4.2inch.

Employees can complete the promotion of more than 10,000 products within 2 hours, while it used to take them several days to complete the replacement of paper labels, which greatly saves their labor costs and improves operation efficiency.

# Retail giant CR Vanguard's Hong Kong stores installed digital shelf labels from YalaTech

**YALATECH**

Country: China  
Sector: Supermarket Chain  
Year of installation: 2023

The average area of each supermarket is more than 3,000 square meters, and a single store were installed more than 20,000 pieces of ESL tag. The size is mainly 1.54inch and 4.2inch, 1.54 is used in the articles of daily use area, and 4.2 is mainly used in the fresh food area.

Employees can complete the promotion of more than 10,000 products within 2 hours, while it used to take them several days to complete the replacement of paper labels, which greatly saves their labor costs and improves operation efficiency



# Installation of digital shelf labels in 30+ Zhongbai supermarkets



Country: China

Sector: Supermarket Chain

Year of installation: 2022

In early January 2022, YalaTech finished its second time installation for more than 30+ Zhongbai Supermarket stores. The average number of installation per store is more than 10,000 ESL tags.

Replaced all the paper price tags of the stores, covering dozens of areas such as grain, oil and beverage area, snack area, alcohol, aquatic product area, fruit area, etc.

## YalaTech ESL used in Huawei Mobile Stores

Country: UK

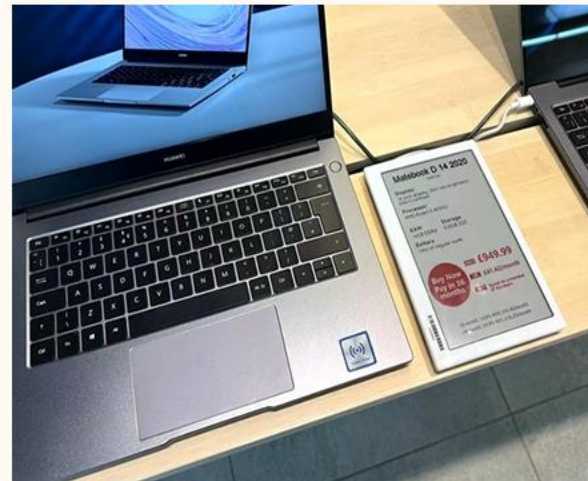
Sector: Electronic Stores

Year of installation: 2021

ESL labels enable you to interact with your customers in ways that were previously impossible:

--Display online prices of competition so consumers can trust you when you say you have the best price;

--Display reviews of products, so shoppers can understand what others like or dislike about a product.



# CEO of Xiaomi posted tweet with YalaTech Digital Labels



Tweet



**Lei Jun** ✓  
@leijun

Congratulations to @XiaomiUK for the grand opening of a beautiful new Xiaomi Store in Birmingham, UK! Our team is thrilled to welcome local Xiaomi Fans to experience the latest smartphones and AIoT products in the new store.



Country: UK  
Sector: Electronic Stores  
Year of installation: 2021

YalaTech digital shelf labels provide channel synchronization for retailers. With digital price tags, the price on your store shelf is the same as your price online, on your mobile app, and across multiple locations. This keeps your online and offline channels synchronized to ensure a unified experience for your shoppers no matter how they engage with you.

## Russian chain hardware store STIHL chooses YalaTech ESL



Country: Russia  
Sector: Hardware Stores  
Year of installation: 2022

The easy-to-use software system and cost-effective product solutions are important reasons why they choose us.



# Australian Sushi Hub are using Yalatech digital price labels in its 100+ stores

**YALATECH**



Country: Australian  
Sector: Food Stores  
Year of installation: 2021

Sushi Hub has more than 100 stores operating across New South Wales, Victoria, Queensland, Australian Capital Territory, South Australia and Western Australia.

They implemented YalaTech Electronic Shelf Label solution in their 100+ stores that deliver the freshest, top-quality sushi to customers.

# Retail Solution Provider from the US installed YalaTech Digital Labels in Museum of Science and Industry

**YALATECH**

Country: USA  
Sector: Specialty Store  
Year of installation: 2021

The Museum of Science and Industry is just one of the installation cases. Retail service provider also installed our ESLs in boutique stores in tourist attractions, animal-themed stores in zoos, and environmental-themed stores, etc., accumulatively exceeding 100+ stores.

2.9, 4.2, 7.5 and 10.2inch digital labels are used in these stores.



# Big Forest Pharmaceutical Group Installed YalaTech Digital Shelf Labels **YALATECH**



Country: China  
Sector: Chain drugstores  
Year of installation: 2021

Big Forest has always attached great importance to the digital construction of stores, hoping to improve the operating efficiency of stores with the help of IT technology.

# Energy solution provider VITEL installed YalaTech ESL in their warehouse

**YALATECH**



Country: Chile  
Sector: Warehouse  
Year of installation: 2022

The area of each warehouse is not less than 4000 square meters, and more than 9000 pieces of digital labels (2.13 inches) have been installed in 5 locations, and the connection between ESL and warehouse management system has been achieved mutual sharing of data, reducing paper waste, personnel mistakes, because the system can be automated and semi-automatically managed, thus greatly improving the efficiency of personnel, and the management of warehouse items has reached a new level of accuracy.

# YalaTech warehousing digital label solution for Hangzhou Pumped Storage Power Station

**YALATECH**



Country: China  
Sector:  
Warehouse  
Year of installation:  
2022

The area of each warehouse is not less than 3200 square meters, and more than 3000 pieces of electronic price tags (2.9 inches) have been installed in total, and the connection between electronic price tags and Power Station storage management system has been realized to realize mutual sharing and sharing of data, reducing paper waste, personnel mistakes.

# One of the E-Commerce Giants in China VIPSHOP Partners With YalaTech

**YALATECH**



Country: China

Sector: clothing store, beauty store

Year of installation: 2020

Vipshop was established in August 2008 mainly focusing on online sales of branded and discounted products, covering commodities like designer clothing, shoes and bags, beauty product, maternity, and home improvement.

On March 23 2012, Vipshop was listed on the New York Stock Exchange (NYSE). Vipshop is ranked No. 1 in China's on-line discount market with 38.1% market share.

## YalaTech ESL Labels to be Installed at JD Joy Studio stores

Country: China  
Sector: Toy stores  
Year of installation: 2019

JOY STUDIO is a trend brand created by JD.COM, the second largest e-commerce platform in China. Through cross-border cooperation with artists, it creates trendy derivatives and awakens the trendy attributes of JD.COM.

YalaTech Digital Price Labels not only perfectly fits the temperament of JD's trendy products, but also interacts with young people through the QR code on the screen to help stores convert offline customer flow into online members.



## Romanian Gas Station Convenience Store uses YalaTech ESL



Country: Romania  
Sector: Convenience Store  
Year of installation: 2022

Gas station convenience stores are different from ordinary convenience stores. They have several peak periods of customer flow every day. In order to increase profits, the headquarter hopes to make price adjustments for the peak period in its 100+ stores. YalaTech ESL's rapid price change solution can meet the needs of customer.



## Service and Support



Solution  
Consult



Development  
Service



System  
Configuration



After-sale  
Service



20000+ stores in the world  
using YALATECH ESL

**YALATECH**





To learn about how our Electronic Shelf Label solution can help your business, just contact us from below.



Email: [sales@yalatechnology.com](mailto:sales@yalatechnology.com)



Tel: 86-020-3117 7067



Website: [www.yalatechnology.com](http://www.yalatechnology.com)