



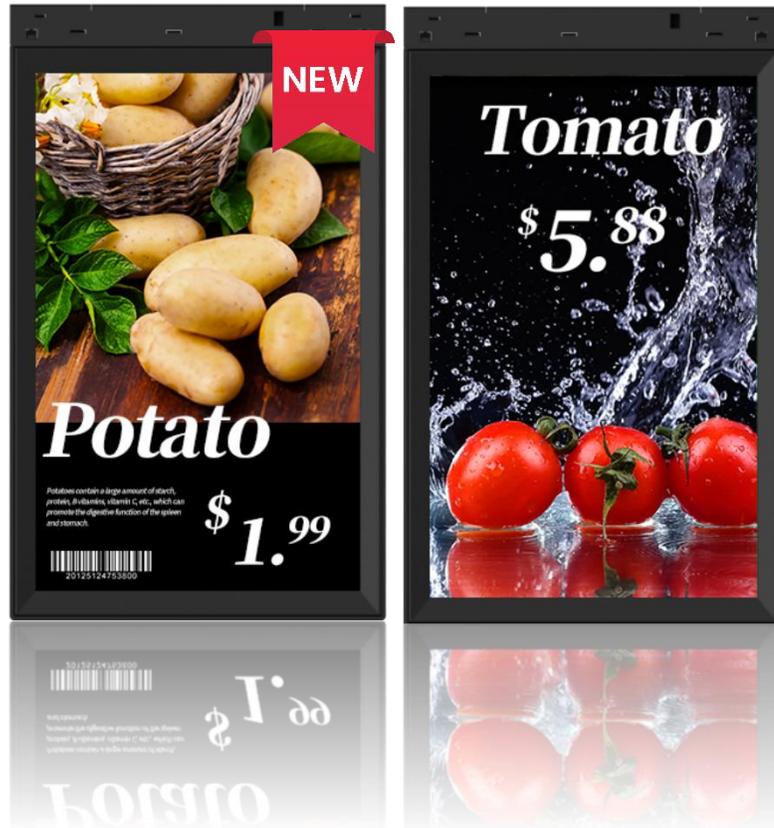
# Electronic Shelf Label Solution

**2023**

# Product Introduction



## Product Introduction – New Design



**10.1" LCD Signage**  
(Full-color support video&Image)



**2.66" ESL Frozen Label**  
(working in cold temperature)

# Applications

The retail area is the main application area of electronic label, as well as Intelligent office, intelligent warehousing, intelligent manufacturing, intelligent medical and other fields are ESL's innovation application.

The essence of the innovative lies in the electronic computerization of the display material medium, break the static of traditional paper display, get through the online and offline information integration and exchange, efficiency and cost savings are still the main elements of innovation application.



Chain Department Store

Fresh Category Retail

3C Electronic Store

Leading Retail Enterprise



Int



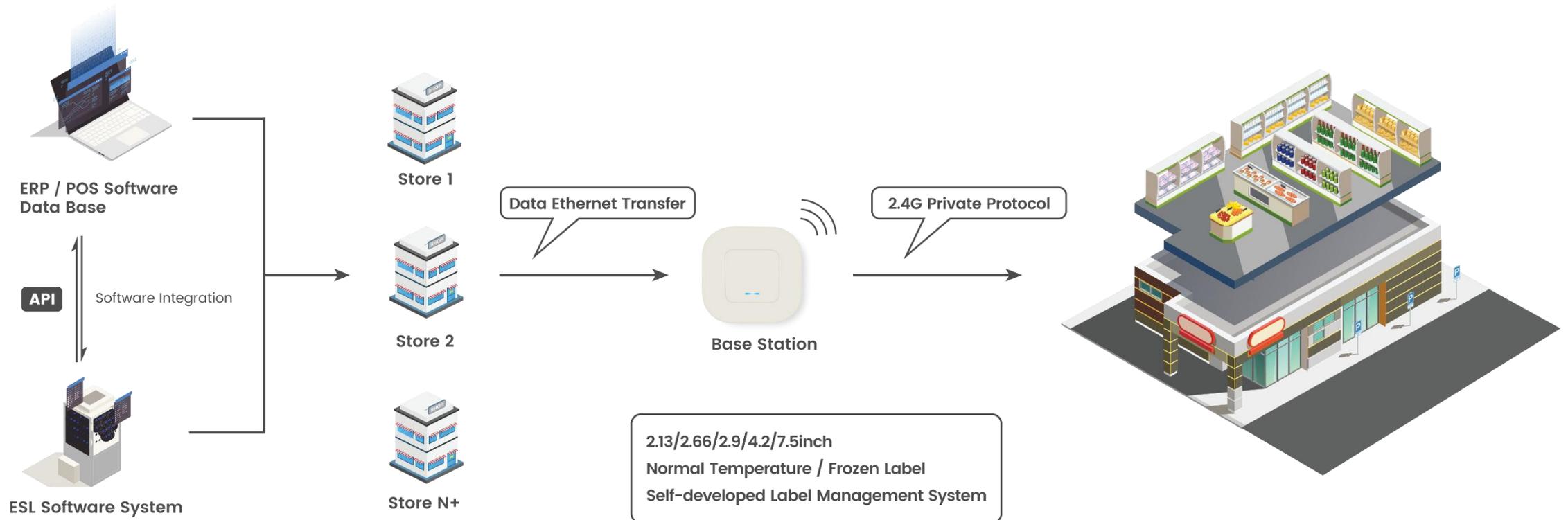
Intelligent Medical



# Working Principle

## The latest cloud architecture realizes data visualization management

- First, the commodity information in the database is coded by the host computer through ESL software system.
- Then transmit information such as prices that need to be updated sends to base station through Ethernet.
- The base station sends the 2.4G signal of updated information to the E-labels in entire shopping mall (each store), etc.



## ESL (Hardware)



QS21-RW

Dimensions: 69.3mm(V)\*35mm(H)\*12mm(D)  
Display color: black/white/red  
Weight: 29g  
Resolution: 250(H) x 122(V)  
DPI : 130 DPI



WP26-RW

Dimensions: 82.6(V)\*40.6mm(H)\*13mm(D)  
Display color: black/white/red  
Weight: 36g  
Resolution: 296(H) x 152(V)  
DPI : 125 DPI



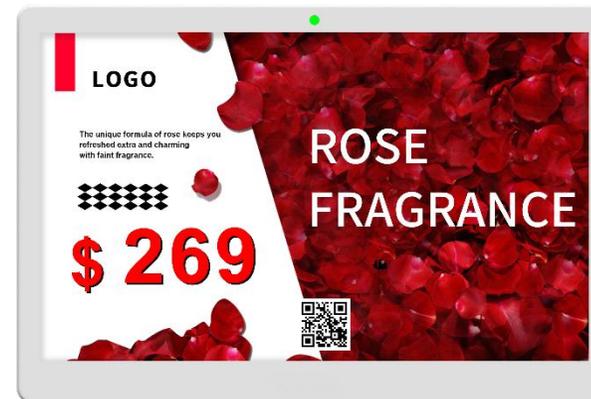
ES29-RW

Dimensions: 89.9mm(V)\*41.8mm(H)\*13mm(D)  
Display color: black/white/red  
Weight: 40g  
Resolution: 296(H) x 128(V)  
DPI : 122DPI



ES42-RW

Dimensions: 97mm(V)\*89.5mm(H)\*10.5mm(D)  
Display color: black/white/red  
Weight: 97g  
Resolution: 400(H) x 300(V)  
DPI : 119 DPI



ES75-RW

Dimensions: 178mm(V)\*120mm(H)\*12mm(D)  
Display color: black/white/red  
Weight: 188g  
Resolution: 800(H) x 480(V)  
DPI : 124 DPI

# ESL (Hardware)

## WP26-KBF



Operating temperature: -20°C to 30 °C  
Dimensions: 82.6(V)\*40.6mm(H)\*13mm(D)  
Display color: black/white  
Weight: 31g  
Resolution: 296(H) x 152(V)  
DPI : 125 DPI

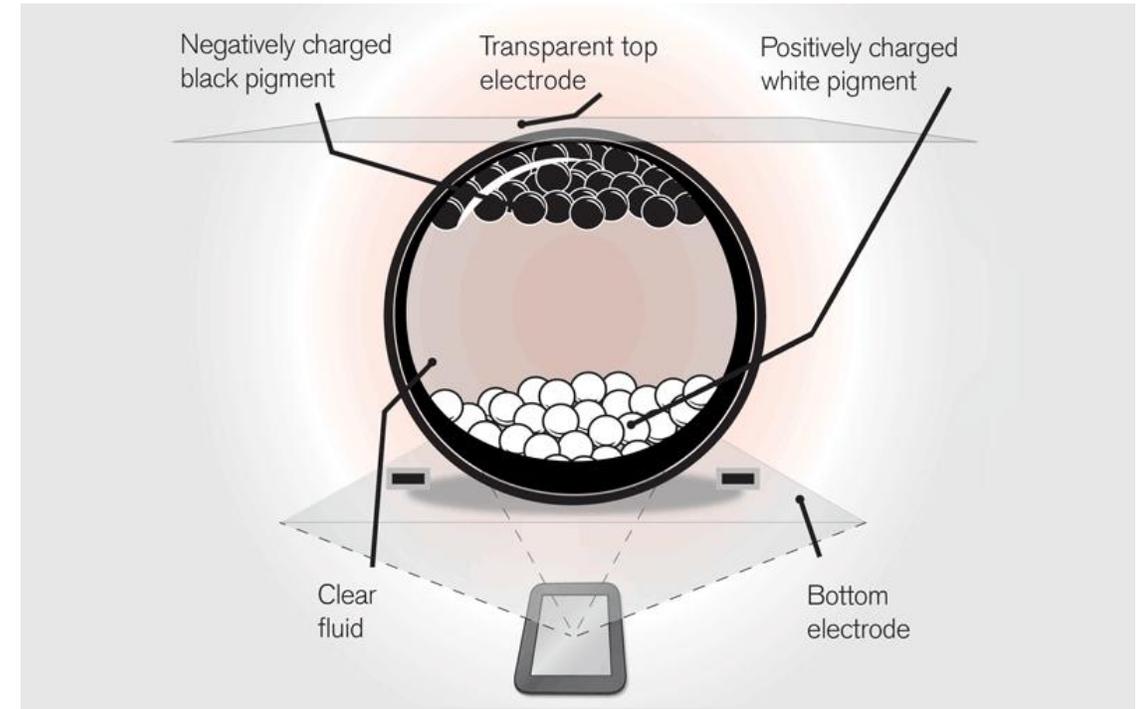
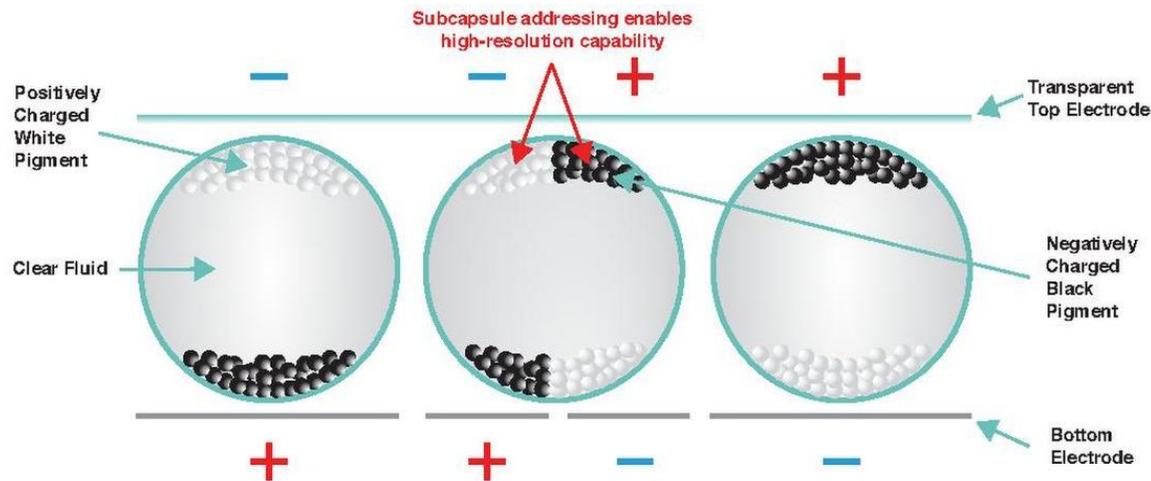


## 2.66" ESL Frozen Label

# E-paper Technology

Electronic paper is a thin film material composed of two parts, including a layer of transparent conductive film (ITO film) and a layer of microcapsule material coated on the film.

Electronic paper contains millions of tiny microcapsules. These microcapsules are filled with a clear fluid having small particles of different colors and electric charges. On applying a positive charge, negatively charged particles move to the top, and positively charged particles move to the bottom of the microcapsule and vice versa. This movement of the particles to the top and bottom makes the surface display a specific color.



## ESL (Hardware)

### Base Station



- 2.4G private protocol
- 1 base station supports 4000 ESL labels
- Communication distance with a radius of 30 meters

### Functional parameter

Communication protocol	2.4G private protocol
Operating frequency band	2400MHZ- 2483.5MHZ
Wireless communication distance	30 meters
Wireless communication rate	250Kbps
Network communication rate	100 meters downstream, 100 meters upstream
Number of antennas	2.4G internal antennas x 4
Number of ESL supported	4000
Operating temperature	-25 °C~ 40 °C
Storage Temperature	-0 °C~ 40 °C
Configuration IP	Manual / Automatic
Indicator light	LED
Port	Network port, USB port, serial port
OTA	Supports automatic upgrade
Power supply	Supports POE power supply or AC power supply

## ESL (Hardware)

### ESL development kit

Depending on consumers' need, Sunlux development kit contains different sizes ESL to get users started. The development kit allows users to play it in real retail scene and help users to understand how the whole solution work.



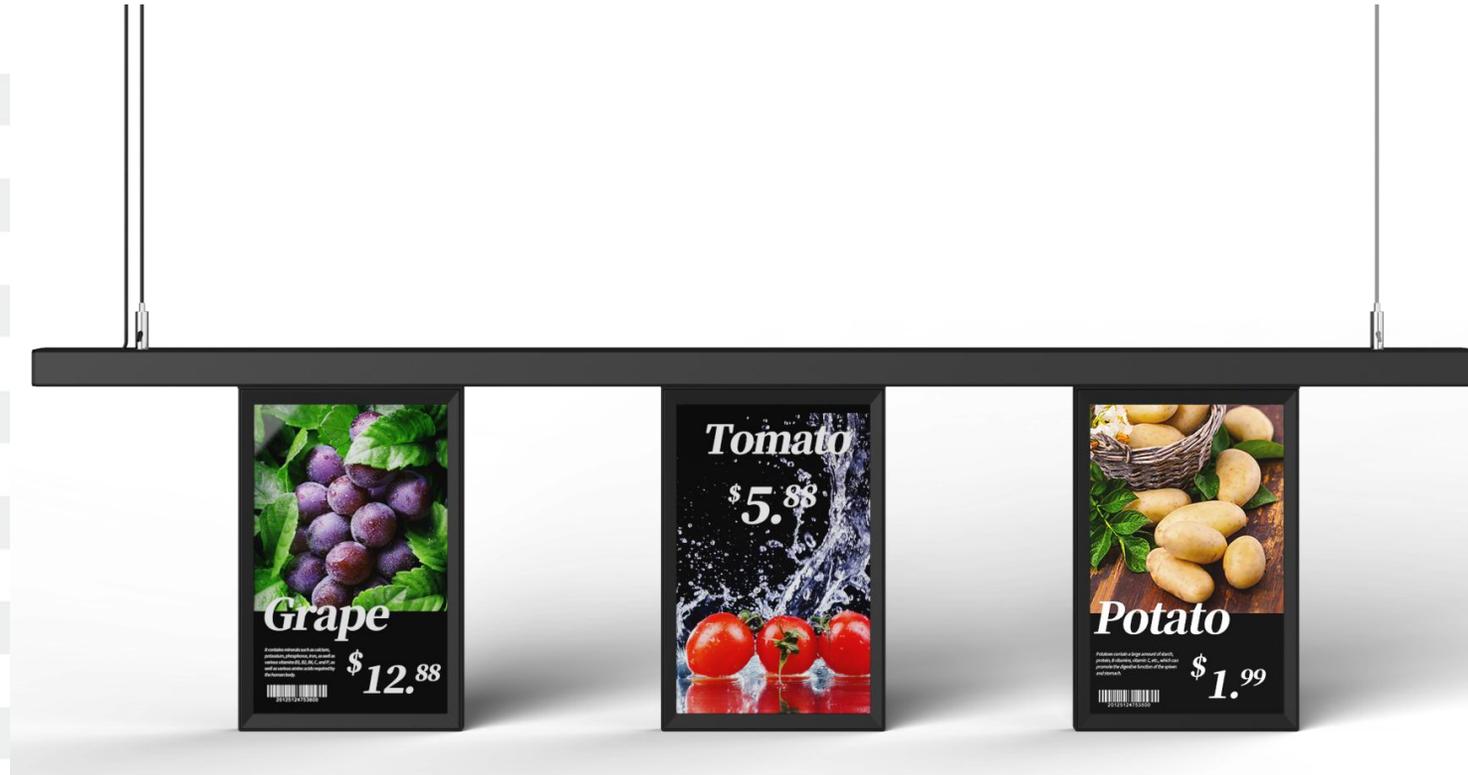
A list of the items included (Suitable for retail scenarios)				
Model	Description	Picture	Size(inch)	PCS
ES21-RW	Electronic Shelf Label		2.13	3
ES29-RW	Electronic Shelf Label		2.9	3
ES42-RW	Electronic Shelf Label		4.2	3
PG-4K	Base Station		/	1
Software	ESL Software Account		/	1
Accessory	Power Supply (12 V)	/	/	1
	Network Cable (1 meter)	/	/	1

## ESL (Hardware)

# Single Screen

## 10.1 Inch Full Color LCD Signage

Screen Size	10.1 inch IPS
External Size	258 x 157 x 14.2 mm
Weight	340g
Resolution	800 x 1280 Pixels
Storage	128MB (Customizable)
Picture Format	PNG, JPG, etc
Image size	10-20MB
Video Format	MP4, AVI, (480P, 720P)
Video size	< 80MB
Connection Mode	WIFI
Port	MIPI
Power Consumption	4W (12V 300MA)
Operating Temperature	0 to 50 °C
Storage Temperature	- 10 to 60 °C

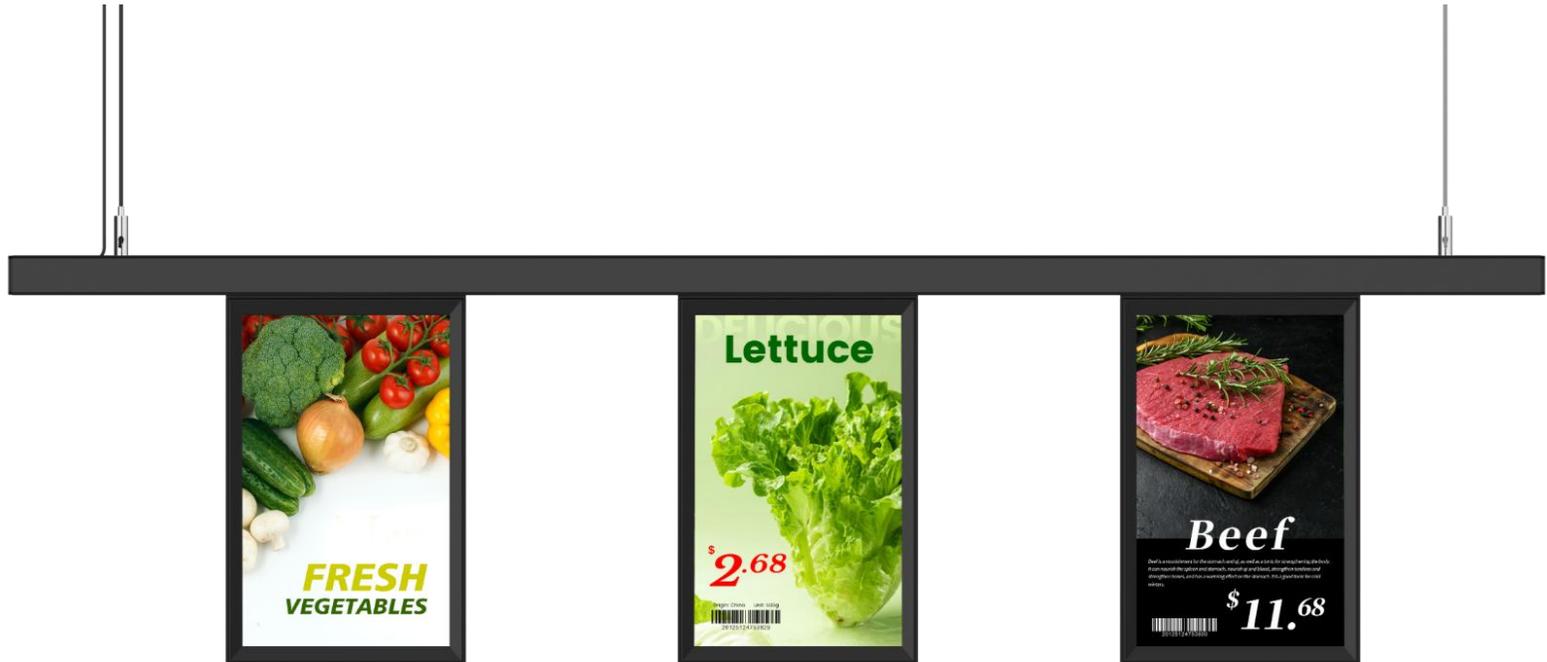


## ESL (Hardware)

# Dual Screen

## 10.1 Inch Full Color LCD Signage

Screen Size	10.1 inch IPS
External Size	242 x 155 x 12.6 mm
Weight	465g
Resolution	800 x 1280 Pixels
Storage	128MB (Customizable)
Picture Format	PNG,JPG, etc
Image size	10~20MB
Video Format	Mp4, AVI, (480P)
Video size	< 80MB
Connection Mode	WIFI
Port	MIPI
Power Consumption	8W (12V 600MA)
Brightness	200
Voltage	9-28V
Guide Rail Length	1000*27*20mm
Guide Rail Material	Aluminium Alloy
Operating Temperature	0 to 60 °C
Storage Temperature	- 20 to 80 °C



# ESL (Accessories)

ESL Rail



Table Stand



Universal Clamp Holder

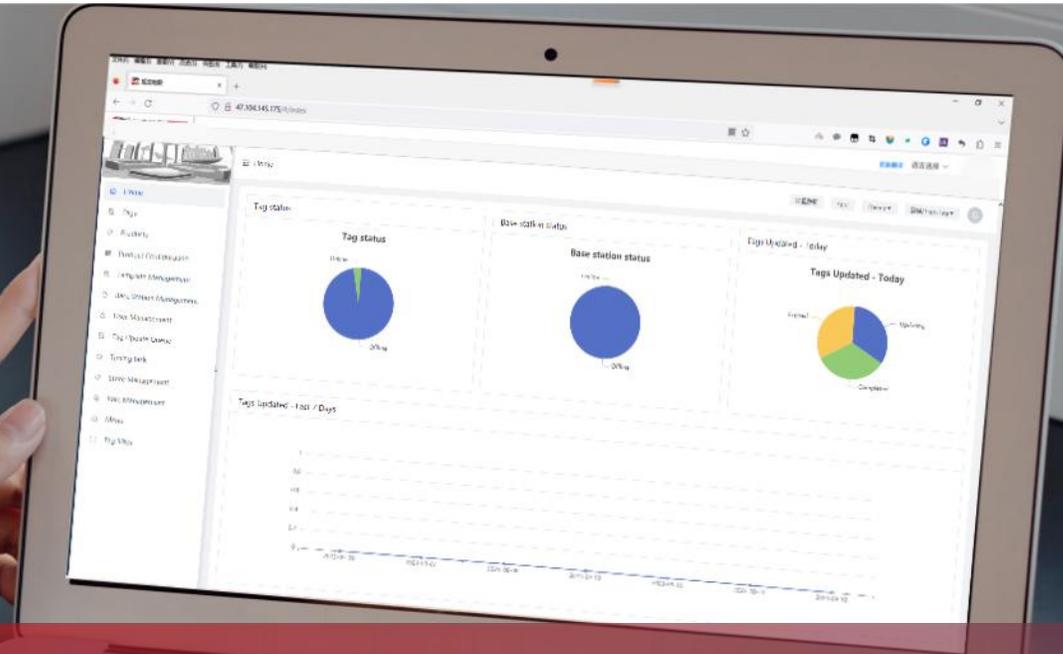


more.....

Multiple accessory installations, support customization.....

Item No.	GDBJ001	GDBJ002	GDBJ003	WXJ004	TXGG005	TMDGDJ006 (with 3M Glue) / TMDG006 (without 3M Glue)	CXGJ007
Picture							
Product Name	Table Stand	Table Stand	Table Stand	Universal Clamp Holder	T hook Set	Rail Clip	Crowbar

# ESL Management System (software)



Mission name	Mission type	Start Time	End Time	Status	Operation
aaaaaaaaaaaa	Over	10:24:11	10:24:11	<input checked="" type="checkbox"/>	Edit Delete
dasdas e	Week	00:00:04	00:00:08	<input checked="" type="checkbox"/>	Edit Delete
dasdas	Over	09:51:39	09:51:39	<input checked="" type="checkbox"/>	Edit Delete
dasdas	Over	09:51:20	09:51:20	<input checked="" type="checkbox"/>	Edit Delete
test006	Week	00:00:12	00:00:17	<input checked="" type="checkbox"/>	Edit Delete
test	Week	09:41:51	09:41:51	<input checked="" type="checkbox"/>	Edit Delete
TEST0012	Week	00:00:00	00:00:08	<input checked="" type="checkbox"/>	Edit Delete
test1	Everyday	00:00:07	00:00:03	<input checked="" type="checkbox"/>	Edit Delete
测试记录-测试	Over	14:30:01	14:30:01	<input checked="" type="checkbox"/>	Edit Delete
测试记录+测试+测试	Week	00:00:04	00:04:03	<input checked="" type="checkbox"/>	Edit Delete

## Main Functions

- ◆ Commodity management
- ◆ Label management
- ◆ Base station management
- ◆ Template design
- ◆ Sending queue
- ◆ Commodity field management
- ◆ Supports interface independent linkup
- ◆ Supports single user or multi-users centralized data management
- ◆ Supports user-store control or headquarters direct control

# ESL Management System (Template Design)

The screenshot shows the 'Sea Shrimp' label template in the editor. The central preview area displays a red header with 'Sea Shrimp', a shrimp illustration, a price of '\$ 6.00', and 'limited time offer'. Below the price, it says 'Origin: Beihai Unit: 500g' and includes a barcode. The right sidebar shows 'Attribute Configuration' with options for 'Background Color', 'Standard ruler', 'Auxiliary line', 'Hollow Handler', and 'dashed'.

Model: ES21-RW  
Measurement(mm) 69.3X35X12  
Shell material:ABS  
Resolution (px) :250X122  
Black White Red

template7.png

YOUR LOGO  
Electronic Shelf Label  
SUNLUX IoT Technology (Guangdong) Inc.  
Email: overseas01@xl-scan.cn  
Tel: +86-20-32053765

template8.png

Electronic Shelf Label  
New Brand  
Origin: China  
Model: ES21-RW

template9.png

LOGO  
Electronic Shelf Label

template10.png

Electronic Shelf Label  
Brand: SUNLUX  
Origin: China  
Model: ES29-RW  
Unit: piece

Model: ES29-RW  
Measurement(mm) 89.9X41.8X13  
Shell material:ABS  
Resolution (px) :296\*128  
Black White Red

Model: ES34-RW  
measurement: 3.7 inches  
Shell material:ABS  
Resolution (px) :416X240  
Black White Red

Battery pack  
Stock:259 Replenishing  
Checked by: Wang Lele  
February 23, 2023 16:04:51

SHOULDER BAG  
\$168.10  
Origin: China  
DURABLE, COMFORTABLE, AND LARGE CAPACITY

Electronic Shelf Label  
\$68.20  
China  
QS21-RW

Sea Shrimp  
\$6.00  
limited time offer  
Origin: Beihai Unit: 500g

HEADSET  
NOISE CANCELLATION HEADPHONE  
ENJOY MUSIC AND A BEAUTIFUL LIFE  
€399  
Origin: China Warranty: Two years  
PRICE €489

Electronic Shelf Label  
Original Price \$99.99  
Membership Price \$66.99  
Model: ES75-RW  
Inventory: 1556  
Grade: 1  
Unit: Piece

Rich template editing functions

# ESL Management System (Timing Task)

Set the price change task in advance, when the time is up, automatically change the price, automatically change the display template, efficient and easy to operate.

Operation ×

Select commodity

<input checked="" type="checkbox"/>	Commodity name	Barcode	Retail price
<input checked="" type="checkbox"/>	2D Handheld Scanner	20230704001	100
<input checked="" type="checkbox"/>	2D Handheld Scanner	20230704002	100
<input checked="" type="checkbox"/>	2D Handheld Scanner	20230704003	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704004	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704005	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704006	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704007	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704008	100
<input checked="" type="checkbox"/>	2D Wireless Scanner	20230704009	100
<input checked="" type="checkbox"/>	2D Desktop Scanner	20230704010	100
<input checked="" type="checkbox"/>	2D Desktop Scanner	20230704011	100
<input checked="" type="checkbox"/>	2D Desktop Scanner	20230704012	100
<input checked="" type="checkbox"/>	2D Desktop Scanner	20230704013	100
<input checked="" type="checkbox"/>	2D Embedded Scanner	20230704014	100
<input checked="" type="checkbox"/>	2D Embedded Scanner	20230704015	100

< 1 2 >

Base config

**Mission name**

Mission name

**Mission type**

Type  Once  Everyday  Day  Week

Day  -

**Filed**

retailPrice   85%

memberPrice   82%

salePrice   78%

# Software Cooperation

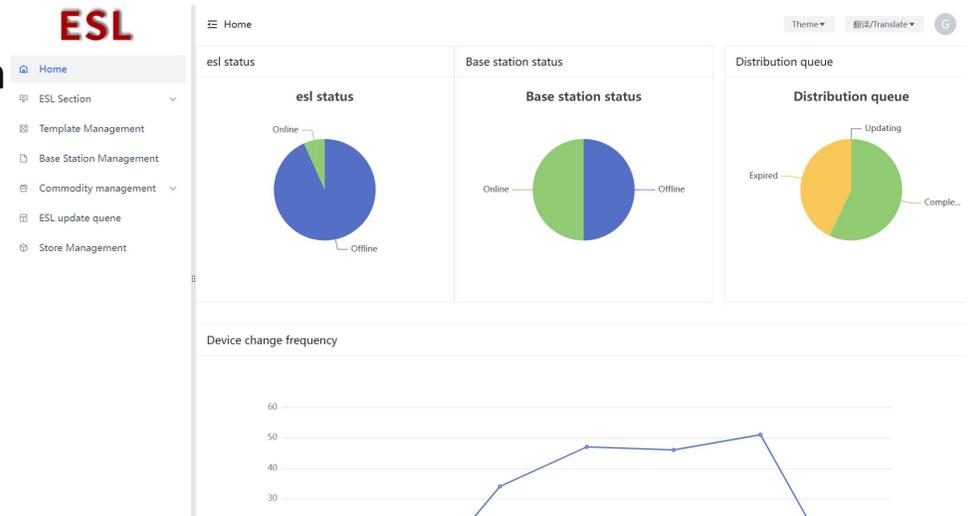
## 1. Use Water world ESL software directly

customer uses ESL hardware and ESL software from Water world only, which is deployed and used independently and is not associated with any third party. Typical applications are shops with few categories, such as bakeries, dairy stores, 3C brand stores and so on.



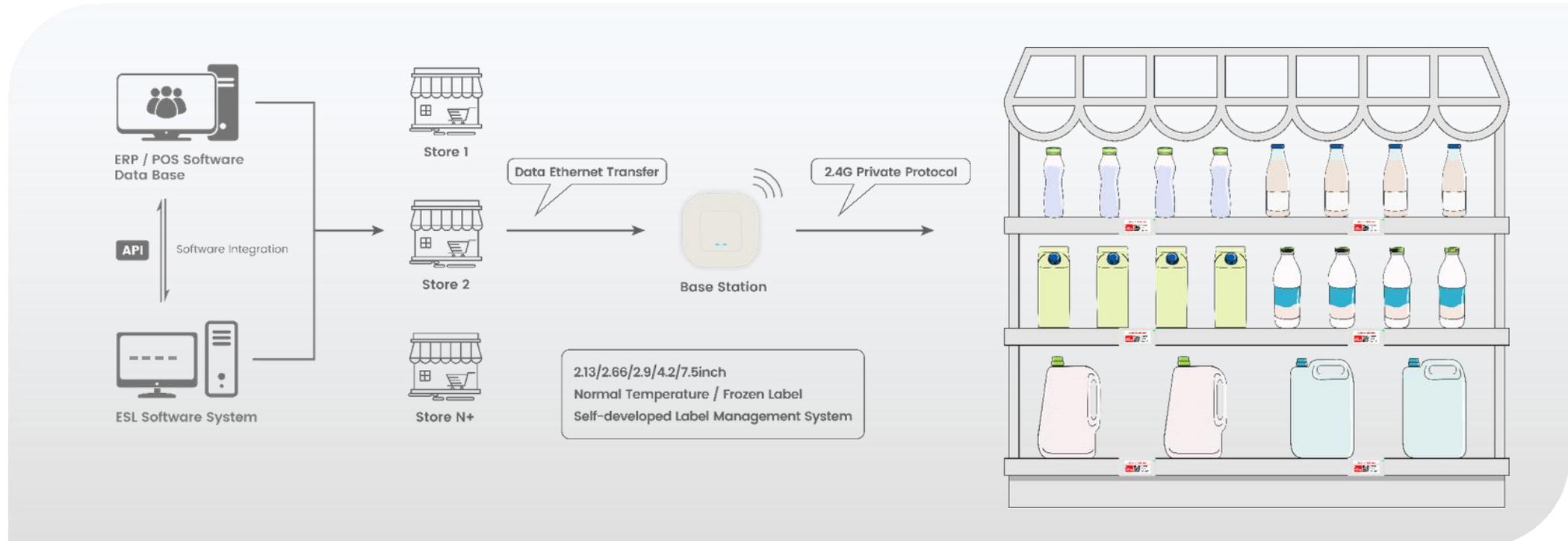
## 2. Integrate Water world ESL software with Customer's ERP-POS System

Typical final customers are supermarket chains, which generally have a large number of categories, who have their own ERP-POS system, such customers need to interconnect with their ERP-POS system in advance. The main customer group can be supermarkets owners, software agents, software developers, solution provider and so on.



# System Deployment

## Using Water world SAAS platform



### Software integration

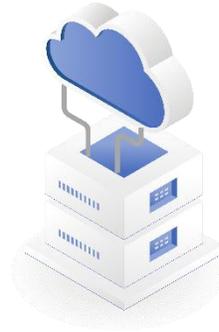
- ✓ Water world provide free API for easy integration, system integration is completed by the clients themselves.
- ✓ The system integration can also be completed by Water world (customer provides the software API), and the project delivery time is 2 weeks after the contract is confirmed.

# System Deployment

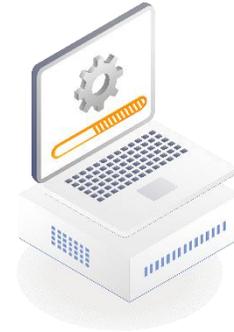
Deployed at Client's Local Server



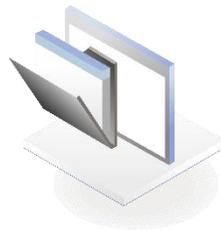
Water world SAAS



Client's Private Cloud  
Deployment



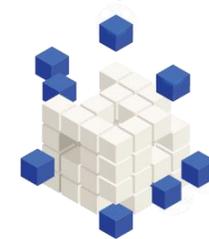
Client's Local Server  
Deployment



Super Administrator



Head Office



Branch Office

## Service and Support

- ✓ Software customization
- ✓ System integration
- ✓ System deployment
- ✓ System configuration
- ✓ Project consulting
- ✓ 2 Years warranty on hardware
- ✓ Labels and Base Station support online upgrade
- ✓ Completely independent research and development





Thank you !