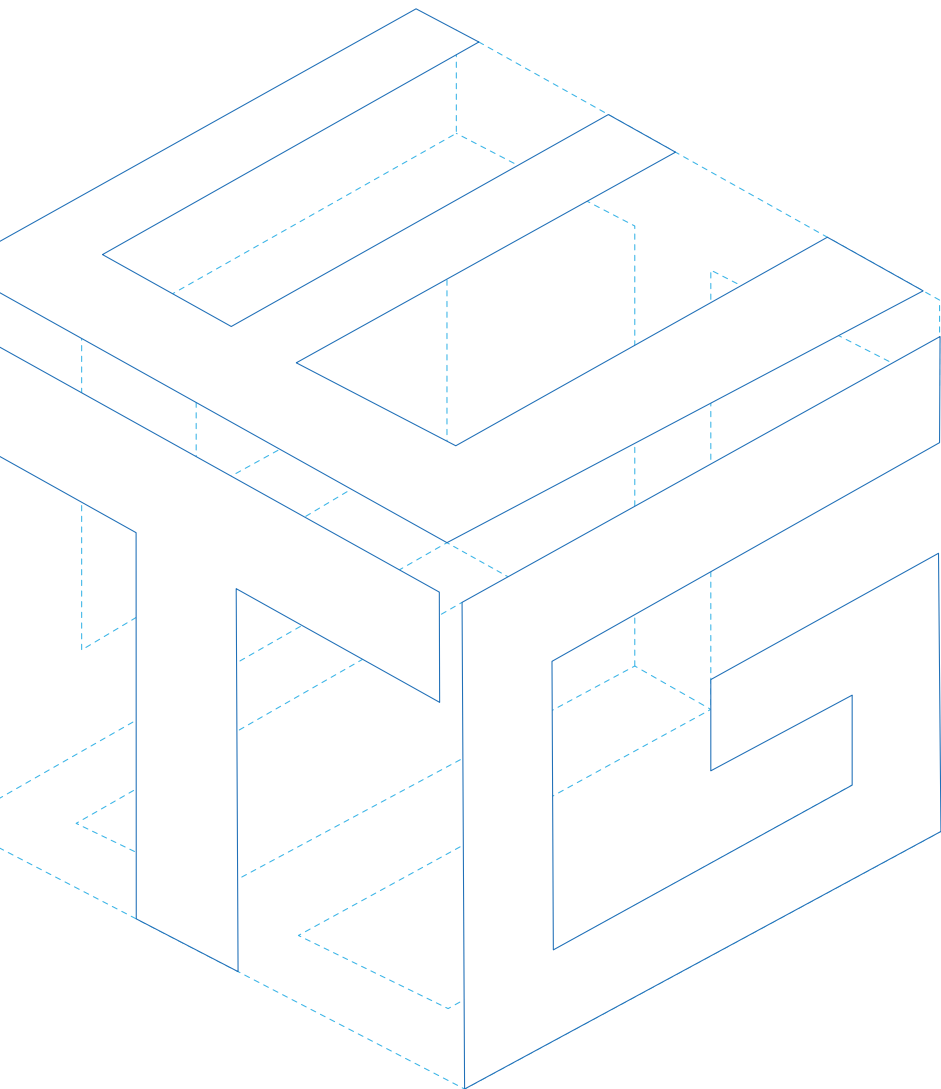




Tier-one ESL manufacturer in china



**BUILD
A DIGITAL FUTURE
TOGETHER**

Intelligent Display of New IOT
Sci-Tech Builds the Future

SUZHOU ETAG-TECHNOLOGY CORPORATION

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BUILD A DIGITAL FUTURE TOGETHER



About
ETAG TECH

100,000+ Stores 100 million+ ESLs 100+ Countries 100+ Patents

- Suzhou Etag-Technology Corporation is a professional manufacturer of visual intelligent electronic labeling systems and an early pioneer in China, providing IoT-based intelligent visual labeling solutions.
- The Group is headquartered in Suzhou, with a production base in Yancheng and wholly owned subsidiaries in Wuxi, Japan, the Netherlands, and the United States, employing over 200 staff worldwide.
- In China, the Group serves 100+ retail groups, including nearly 60% of the Top 100 chain supermarkets, with deployments in over 100,000 stores across 30+ provinces.
- The Group operates an integrated R&D, manufacturing, and sales system, delivers global deployment with localized service, and has a monthly production capacity of up to 10 million units.



Smart Label
Business Scope



Advantages of
ETAG TECH Electronic Shelf Label



Price automation

Price integrity	Always show the right price at the right time
Boost productivity	Workers will save time for client caring, Boost productivity and profitability
Fast updates	No delays in time-critical pricing processes, dynamic price will boost sales
Online & offline convergence	One click to change online & offline price



Store operations

Replenishment	Easier and quicker than ever with Label flashlight
Click & Collect	E-Commerce Fulfillment: Click & Collect solution
Inventory	Inventory management is easier and quicker than ever
Waste management	Help stores minimize food waste and make date checking significantly more efficient



Shopper satisfaction

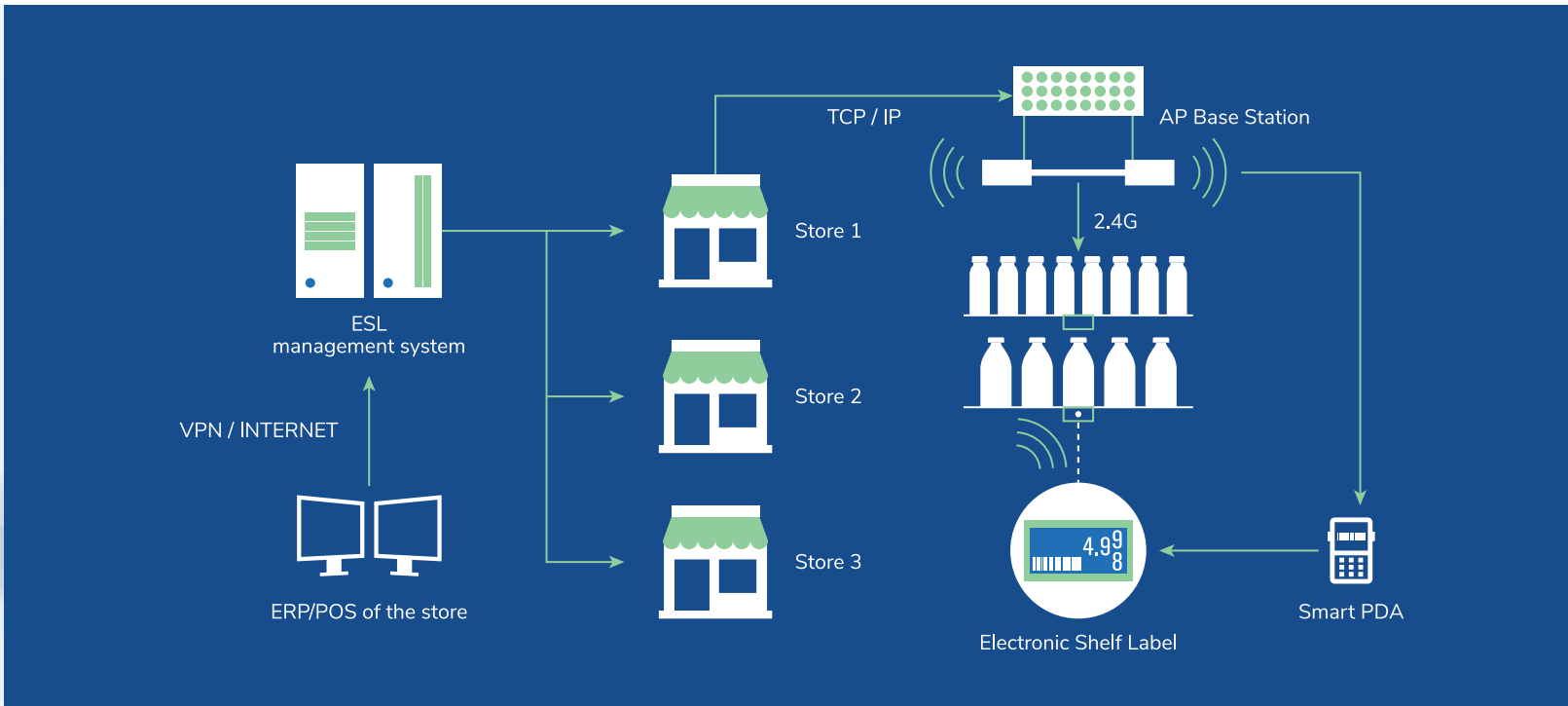
Shopper interactive	Label could show interactive information for client
More product information	Today's shoppers expect more information about products
Quality Feeling	Label with good design makes shoppers feel better



Features of
ETAG TECH Electronic Shelf Label



How does
the electronic shelf label work



- 

Ultra low power consumption, High-Speed Refreshing

 - No need to replace the battery frequently
 - Covers all scenarios, from refrigeration to room temperature
 - Service life of up to 10 years
 - Refreshing more than 60,000 tags per hour
- 

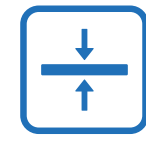
Consumer Interaction

 - Integrated NFC (Near Field Communication) Functionality
 - Obtain Coupons and Promotional Links
 - Increase Sales Revenue
- 

IP67 Protection Level

 - IP67 dust-proof and waterproof
 - Wide temperature adaptability
- 

Durable and long-lasting

 - Withstand maximum 400N pressure on the surface
 - 4H screen hardness, resistant to wear, scratches, and drops
- 

Ultra-thin profile with cutting-edge visual appeal

 - Ultra-thin integrated design, perfectly suited for various scenarios
 - 2.5D lens, with 30% improved light transmission
 - AG/AR optical processing
- 

Multi-color Instant Flashing

 - Interactive status reminder, quickly locate the product
 - Highlight with 7-color flashing lights



Function of electronic shelf label

Quick price change

- Supports a variety of pricing data coupling methods;
- Through the electronic shelf label, the system can automatically change the price and perform automatic price management, reduction of labor and consumables, and optimization of the management process;
- Flexible and quickly perform offline marketing activities;
- Freeing the hands of store staff makes it easier for staff to do more marketing work.

Unified price management online and offline

Quick sync support for promotion schedules and prices

Unified management of associate / franchisee price

Multiple prices are unified in the fresh food section of the store



Automatically change display templates

- Automatically switch the display according to different price strategies, and support regular price switching.
- Display the diversity of styles, support thousands of stores.



General retail template



Limited time promotion template



Product out of stock template

QR code application



Dynamic QR code information is linked to ecommerce apps, such as: product details, WeChat official account, membership account, coupon delivery, product traceability...

Flashlight for replenishment



First Step

Scan or search for product names or barcodes that require replenishment / picking



Second Step

The electronic Shelf Label of the corresponding product flashes



Third Step

The staff completes the picking or replenishment according to the position of the flashing light

Cost saving

Before

1. The headquarters sends the information to each store
2. Prints out the price tags of each category
3. Manually cuts different types of price tags
4. Distributes the price tags to each area leader
5. The area leader signs and confirms the price tag
6. The area leader distributes give each employee
7. The employee first withdraws the tags
8. Then replaces the price tag
9. And finally uses different means to check the tags

At least 9 procedures are required to complete the replacement, which consumes a lot of manpower and time

After

Headquarter updates the prices of all stores with one click

The system automatically distributes to each store to refresh the price change

Only need 2 steps to complete the replacement, almost no need to manually manage the price tag

Value Analysis

- Process optimization, efficiency increased by 50%
- Reduced price tag error rate
- Reduce customer complaints caused by price errors
- Enhance store image and increase customer flow
- Add a variety of shortterm promotions (weekend promotions, limited time promotions) to increase sales
- Save labor cost
- Save consumables cost

Features of
TFT-LCD Digital Signage solution

2.4 Full-color LCD price tag

Display Performance

- 65K full color + localized animation, enhanced product appeal
- 166 DPI high resolution, clear and sharp text
- Anti-glare surface, no reflection under strong light

Applicable Environments

- IP67 waterproof, safe even when immersed
- -20°C to 50°C wide temperature range, suitable for cold & hot cabinets
- Up to 10-year lifespan, low maintenance cost

Value-Added Capabilities

- Integrated illuminated item-finding functionality (under development) to improve picking efficiency and streamline in-store operations
- Supports fresh products, promotional items, and multiple merchandise categories, enabling full scenario coverage across diverse retail environments



Customer Attraction

- 7-color high-visibility lighting, products stand out instantly
- ~200% attention increase (eye-tracking verified)
- Visual range >15 m, far beyond e-ink (<4 m)

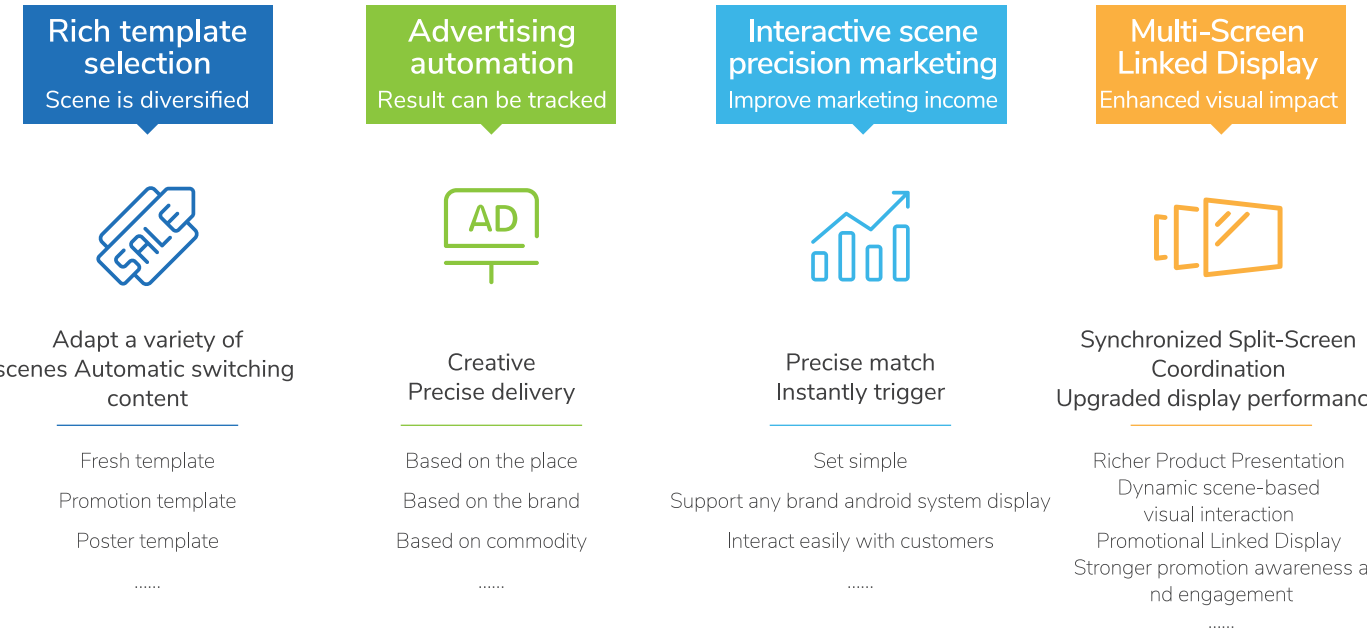
Ease of Use

- Store-wide deployment within 1 hour
- One-click price update for thousands of labels
- Hidden power supply; rotatable slide adjustment



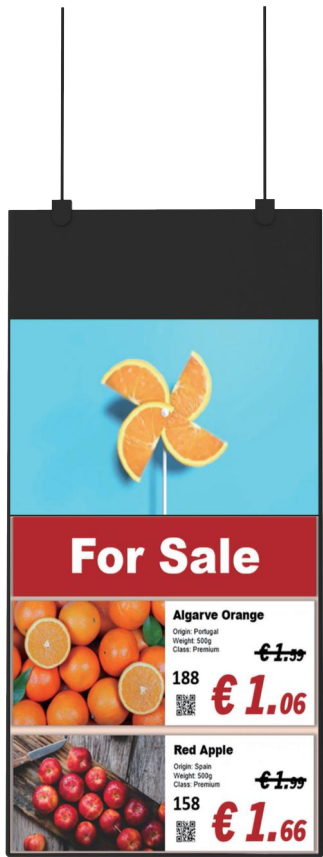
Features of
TFT-LCD Digital Signage solution

Intelligent content deployment



Features of
TFT-LCD Digital Signage solution

Billboard for fresh foods



Digital Signage

that knows about fresh business



Product binding
Price change automatically



Template layout automatic
adjustment
Highlight promotion and price cut



Pictures automatic match
High visibility



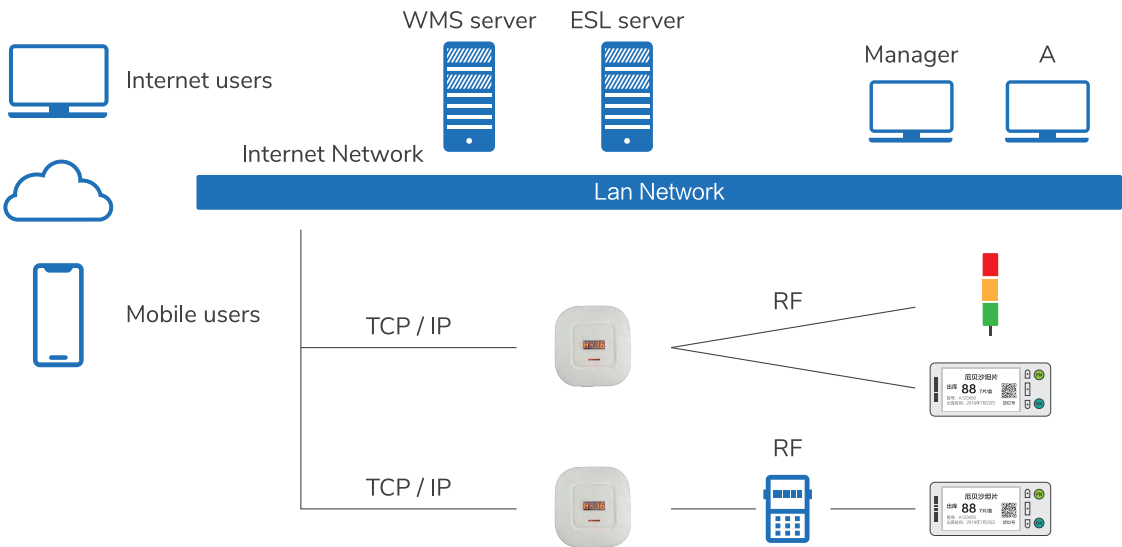
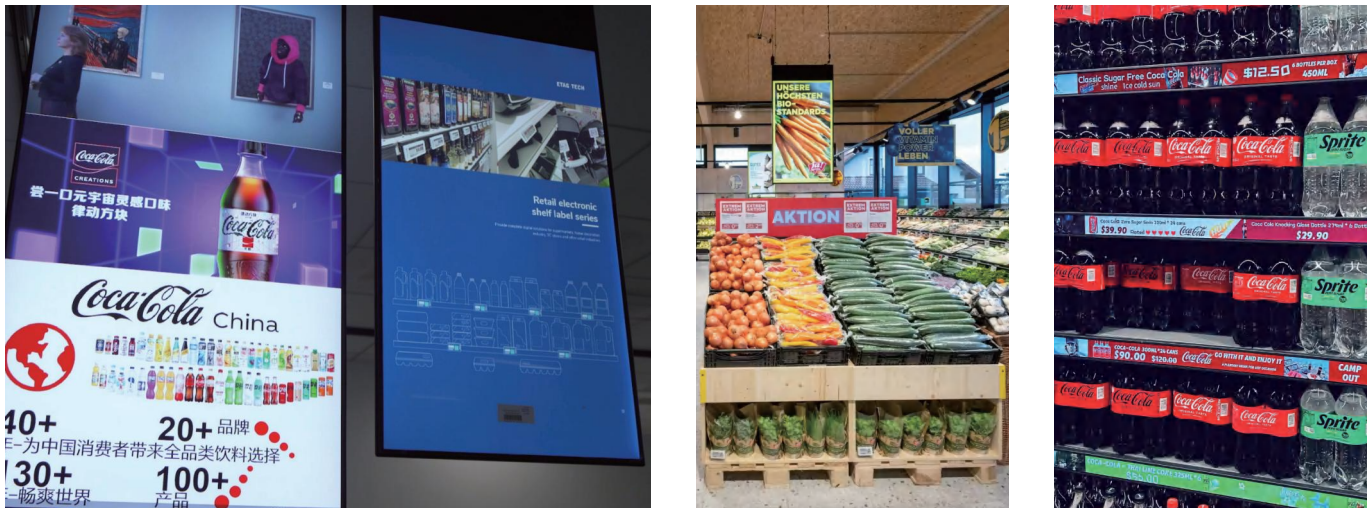
Support for dynamic rate
of service access



Application of smart labels
in other industries



System network topology map



Management system

Functionality

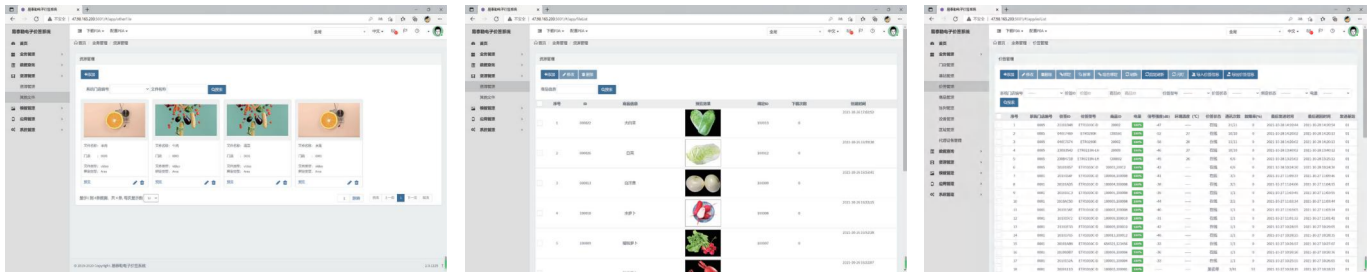
- User-friendly interface, simple and easy to operate;
- A single system supports more than 10,000 stores;
- Supports single-user or multi-user centralized data management;
- Allows local platform operation and maintenance by users;
- Enables independent interface integration for each store;
- Supports template customization for each store;
- Allows independent user data management for each store.

Economy

- Stable system with low maintenance costs;
- Cloud-based system eliminates the need for local servers, reducing costs further.

Safety

- System security level: High Availability;
- Supports both on-premises and private cloud deployment;
- Compatible with various versions of Windows and Linux;
- User data operates independently, ensuring data security and system stability;



Retail electronic shelf label series

Provide complete digital solutions for supermarkets, home decoration industry, 3C stores and other retail industries



White electronic price tag series

1.3 inch
BWRY ESL



Dimension(mm)	64(V)*30(H)*7(D)
Display Color	●○●●
Resolution	200(H)*144(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 5 years

1.54 inch
BWRY ESL



Dimension(mm)	56(V)*36(H)*9(D)
Display Color	●○●●
Resolution	200(H)*200(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 5 years

1.54 inch
BWRY ESL



Dimension(mm)	49(V)*38(H)*13(D)
Display Color	●○●●
Resolution	200(H)*200(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

2.13 inch
BWRY ESL



Dimension(mm)	72(V)*35(H)*12(D)
Display Color	●○●●
Resolution	250(H)*122(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 5 years

2.66 inch
BWRY ESL



Dimension(mm)	86(H)*42(V)*12(D)
Display Color	●○●●
Resolution	296(H)*152(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

2.9 inch
BWRY ESL



Dimension(mm)	91(V)*42(H)*12(D)
Display Color	●○●●
Resolution	296(H)*128(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

3.5 inch
BWRY ESL



Dimension(mm)	101(H)*50(V)*12(D)
Display Color	●○●●
Resolution	384(H)*184(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

3.7 inch
BWRY ESL



Dimension(mm)	102.3(V)*58(H)*12(D)
Display Color	●○●●
Resolution	416(H)*240(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

4.2 inch
BWRY ESL



Dimension(mm)	99(V)*89(H)*12(D)
Display Color	●○●●
Resolution	400(H)*300(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

5.8 inch
BWRY ESL



Dimension(mm)	133(H) *113(V)*9(D)
Display Color	●○●●
Resolution	648(H)*480(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

7.3 inch
BWRYBG ESL



Dimension(mm)	178(H)*127(V)*9(D)
Display Color	●○●●●●
Resolution	800(H)*480(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

7.5 inch
BWRY ESL



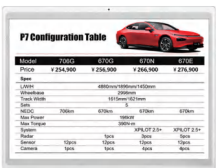
Dimension(mm)	178(H)*127(V)*9(D)
Display Color	●○●●
Resolution	800(H)*480(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

10.2 inch
BWRY ESL



Dimension(mm)	233(H) *171(V)*9(D)
Display Color	●○●●
Resolution	960(H)*640(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

12.5 inch
BWR ESL



Dimension(mm)	269.8(H) *225.7(V)*11.5(D)
Display Color	●○●●
Resolution	1304(H)*984(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

13.3 inch
BWR ESL



Dimension(mm)	295(H) *230(V)*9(D)
Display Color	●○●●
Resolution	960(H)*680(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Battery lifetime	no less than 10 years

Black Electronic Price Tag Series



1.54 inch
BWRY ESL

Dimension(mm)	49(V)*38(H)*13(D)
Display Color	●○●●
Resolution	200(H)*200(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



2.9 inch
BWRY ESL

Dimension(mm)	91(V)*42(H)*12(D)
Display Color	●○●●
Resolution	296(H)*128(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



5.8 inch
BWRY ESL

Dimension(mm)	133(H) *113(V)*9(D)
Display Color	●○●●
Resolution	648(H)*480(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



2.13 inch
BWRY ESL

Dimension(mm)	72(V)*35(H)*12(D)
Display Color	●○●●
Resolution	250(H)*122(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



3.5 inch
BWRY ESL

Dimension(mm)	101(H)*50(V)*12(D)
Display Color	●○●●
Resolution	384(H)*184(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



7.5 inch
BWRY ESL

Dimension(mm)	178(H)*127(V)*9(D)
Display Color	●○●●
Resolution	800(H)*480(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



2.66 inch
BWRY ESL

Dimension(mm)	86(H)*42(V)*12(D)
Display Color	●○●●
Resolution	296(H)*152(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years



4.2 inch
BWRY ESL

Dimension(mm)	99(V)*89(H)*12(D)
Display Color	●○●●
Resolution	400(H)*300(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	no less than 10 years

Low-Temperature Electronic Price Tag Series



2.13 inch
BW ESL

Dimension(mm)	72(V)*35(H)*12(D)
Display Color	●○
Resolution	250(H)*122(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	-25~10°C
Storage Temperature	-25~10°C
Battery lifetime	no less than 10 years



2.66 inch
BW ESL

Dimension(mm)	86(H)*42(V)*12(D)
Display Color	●○
Resolution	296(H)*152(V)
Communication Mode	BLE
Display Mode	Image
Operating Temperature	-25~10°C
Storage Temperature	-25~10°C
Battery lifetime	no less than 10 years

TFT-LCD Series

2.4 inch TFT-LCD tags



Dimension(mm)	69.3(H)×45.8(V)×19.5(D)
Display Area(mm)	48(H)×36(V)
Display Color	Full Colour
Resolution	320(H)×240(V)
Communication Mode	BLE
Display Mode	Image & Video
Operating Temperature	-20~50 C
Storage Temperature	-30~60 C

10.1 inch TFT-LCD tags
(single side/double sides)



Dimension(mm)	165(H)×256(V)×14(D)
Display Area(mm)	135(H)×216(V)
Display Color	Full Colour
Resolution	800(H)×1280(V)
Communication Mode	BLE
Display Mode	Image & Video
Operating Temperature	-20~50 C
Storage Temperature	-30~60 C



23 inch TFT-LCD strip screen (single side)

Dimension(mm)	597.4(H)×60.4(V)×15.8(D)
Display Area(mm)	585.6(H)×48.19(V)
Resolution	1920(H)×158(V)
Weight	0.64±0.1KG
Interface	USB / TF Card
Communication Mode	WIFI
Power Supply	AC12V
Response Time	8MS
Visual Angle	178°



37.8 inch TFT-LCD strip screen (single side)

Dimension(mm)	977(H)×70(V)×22.3(D)
Display Area(mm)	959.04(H)×52.61(V)
Resolution	2880×158
Weight	2.15KG
Interface	USB / TF Card
Communication Mode	WIFI
Power Supply	DC12V
Response Time	8MS
Visual Angle	178°

37 inch TFT-LCD screen (single side)

Dimension(mm)	914.92(H)×280.84(V)×45.5(D)
Display Area(mm)	885.6(H)×250(V)
Resolution	1920×540
Weight	9.837±0.1KG
Interface	USB / TF Card
Communication Mode	WIFI
Power Supply	AC12V
Response Time	8MS
Visual Angle	178°



43 inch TFT-LCD screen (double sides)

Dimension(mm)	544.3(H)×1100(V)×30(D)
Display Area(mm)	529.3(H)×940.9(V)
Resolution	1080×1920
Weight	21KG
Interface	USB / TF Card
Communication Mode	WIFI
Power Supply	AC 100-240V, 50/60HZ
Response Time	8MS
Visual Angle	178°



47 inch TFT-LCD strip screen (single side)

Dimension(mm)	1211.2(H)×67.5(V)×24.3(D)
Display Area(mm)	1197.2(H)×50.7(V)
Resolution	3840×160
Weight	2.7±0.1KG
Interface	USB / TF Card
Communication Mode	WIFI
Power Supply	AC12V
Response Time	8MS
Visual Angle	178°



Smart label series for other industries

Provide complete digital solutions for warehousing, logistics, intelligent manufacturing, intelligent animal husbandry, intelligent ward and other industries

2.9 inch PTL Picking label



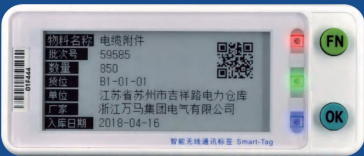
Dimension(mm)	178.3(H)×53(V)×34.5(D)
Display Area(mm)	66.9(H)×29.06(V)
Display Color	black / white
Resolution	296(H)×128(V)
Communication Mode	430MHz-434.92MHz
Output Mode	words and pictures
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	2~5 years, Replaceable

2.9inch segment code PTL Picking label



Dimension(mm)	178.3(H)×53(V)×34.5(D)
Display Area(mm)	66.9(H)×29.06(V)
Display Color	black / white
Resolution	TN Section of the code screen
Communication Mode	430MHz-434.92MHz
Output Mode	TN segment code screen
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	2~5 years, Replaceable

2.9inch PTL Picking label
- with function buttons



Dimension(mm)	108(H)×45.5(V)×16(D)
Display Area(mm)	296(H)×128(V)
Display Color	black / white
Resolution	296(H)×128(V)
Communication Mode	430MHz-434.92MHz
Output Mode	words and pictures
Operating Temperature	0~40°C
Storage Temperature	0~40°C
Battery lifetime	2~3 years

System equipment



Base Station for retail (9S)

Dimension(mm)	190(L)×190(W)×39(H)
Operating Voltage	DC 5V (Original power supply)
Operating Current	< 200mA
Communication Mode	2.4G
Operating Temperature	-10~55°C
Storage Temperature	-20~70°C
Pilot Lamp	Working status indication
Data Interface	Standard Network cable interface



Base Station for warehouse (3S)

Dimension(mm)	120(L)×120(W)×30(H)
Operating Voltage	DC 5V
Operating Current	< 200mA
Communication Mode	433MHz
Operating Temperature	-10~55°C
Storage Temperature	-20~70°C
Pilot Lamp	Working status indication
Data Interface	RJ45

Mounting accessories



Shelf holder



Stand holder



T-shaped clip



Fish clip



Back clip



Universal clip



Ice insert holder



Aluminum profile



Black corner



Hexagon socket screw

Our partner

Service system

GLOBAL END TO END SERVICE

BEFORE
Solution Analysis & Construction Plan

DURING
Installation & Training

AFTER
Technical Support Maintenance

Customer service

Online support

Phone support

Onsite support

Client cases



Client cases

GREEN
MART



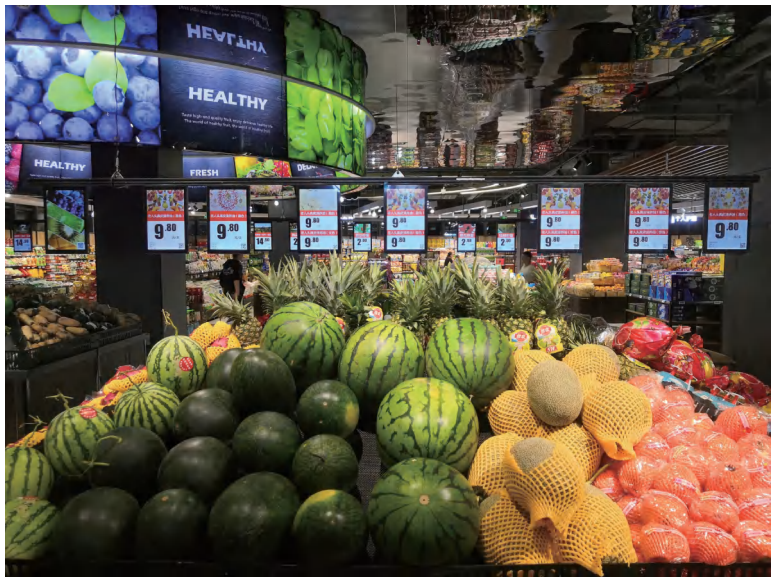
Client cases



Client cases



Client cases



Client cases