SUNPAITAG

Electronic Shelf Labels

Based on Cloud
5.0 Bluetooth Technology
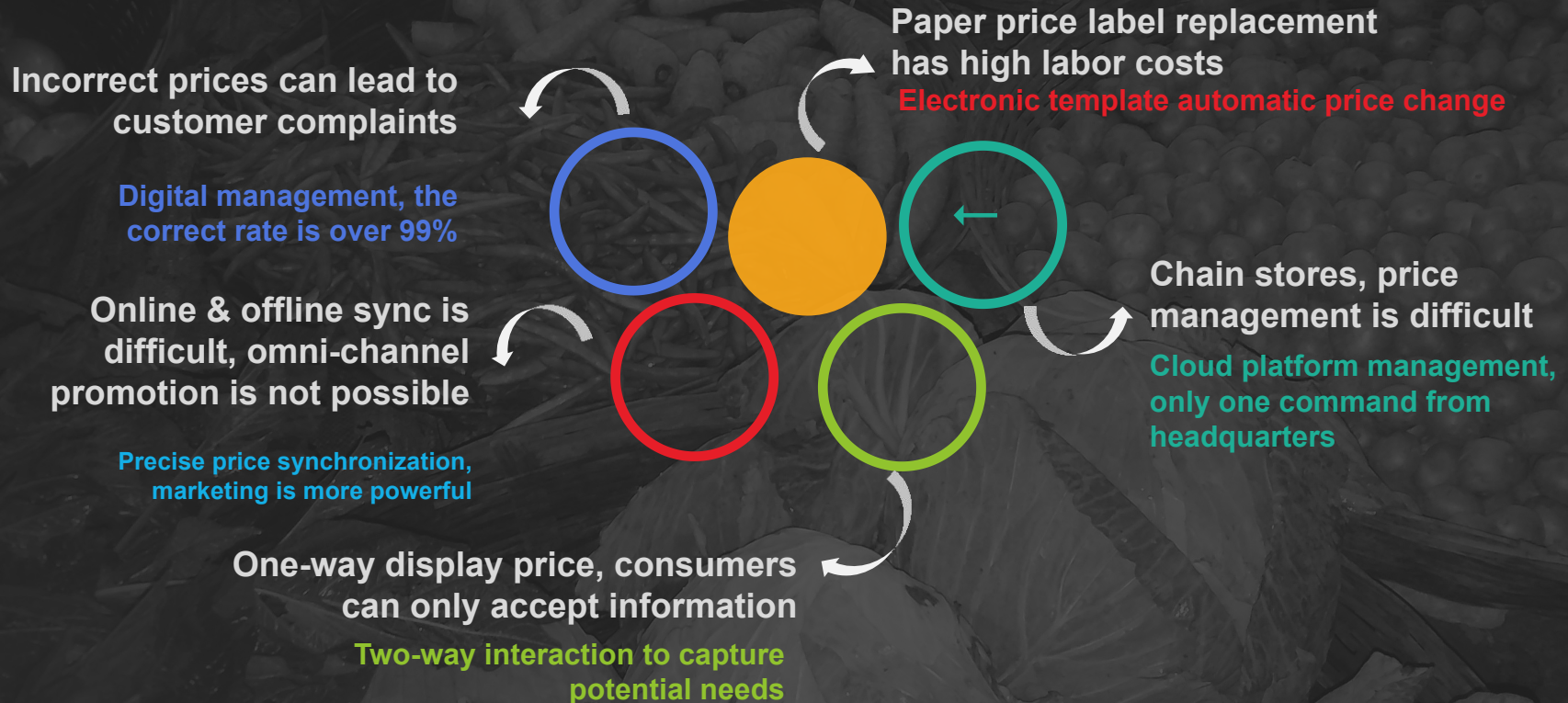
New Retail, New Trends

User experience

Marketing timeliness

Operating cost

Store image

Digital operation
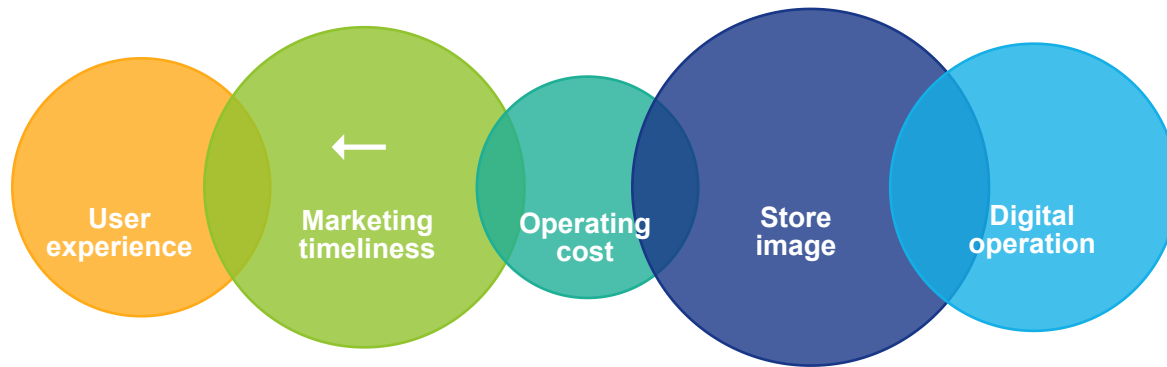
Online platforms + Offline assets

The core of the new retail is shift from operating commodities to operating customers. Through technology-driven whole process integration, the reconstruction of people, goods and field relationships can be realized, and product informationization, business digitalization and channel integration can be more efficiently.

Challenge of Retail

Incorrect prices can lead to customer complaints

Digital management, the correct rate is over 99%

Paper price label replacement has high labor costs

Electronic template automatic price change

Online & offline sync is difficult, omni-channel promotion is not possible

Precise price synchronization, marketing is more powerful

Chain stores, price management is difficult

Cloud platform management, only one command from headquarters

One-way display price, consumers can only accept information

Two-way interaction to capture potential needs

Applications

FRESH MARKET

DRUG STORE

WAREHOUSE

FASHION & BEAUTY

ELECRONICS

GROCERY

7.5ESL for promotion

4.2ESL with bracket

2.13 ESL with rails

2.13 freezer ESL

2.13 normal ESL

4.2 ESL with bracket

2.13 ESL with rails

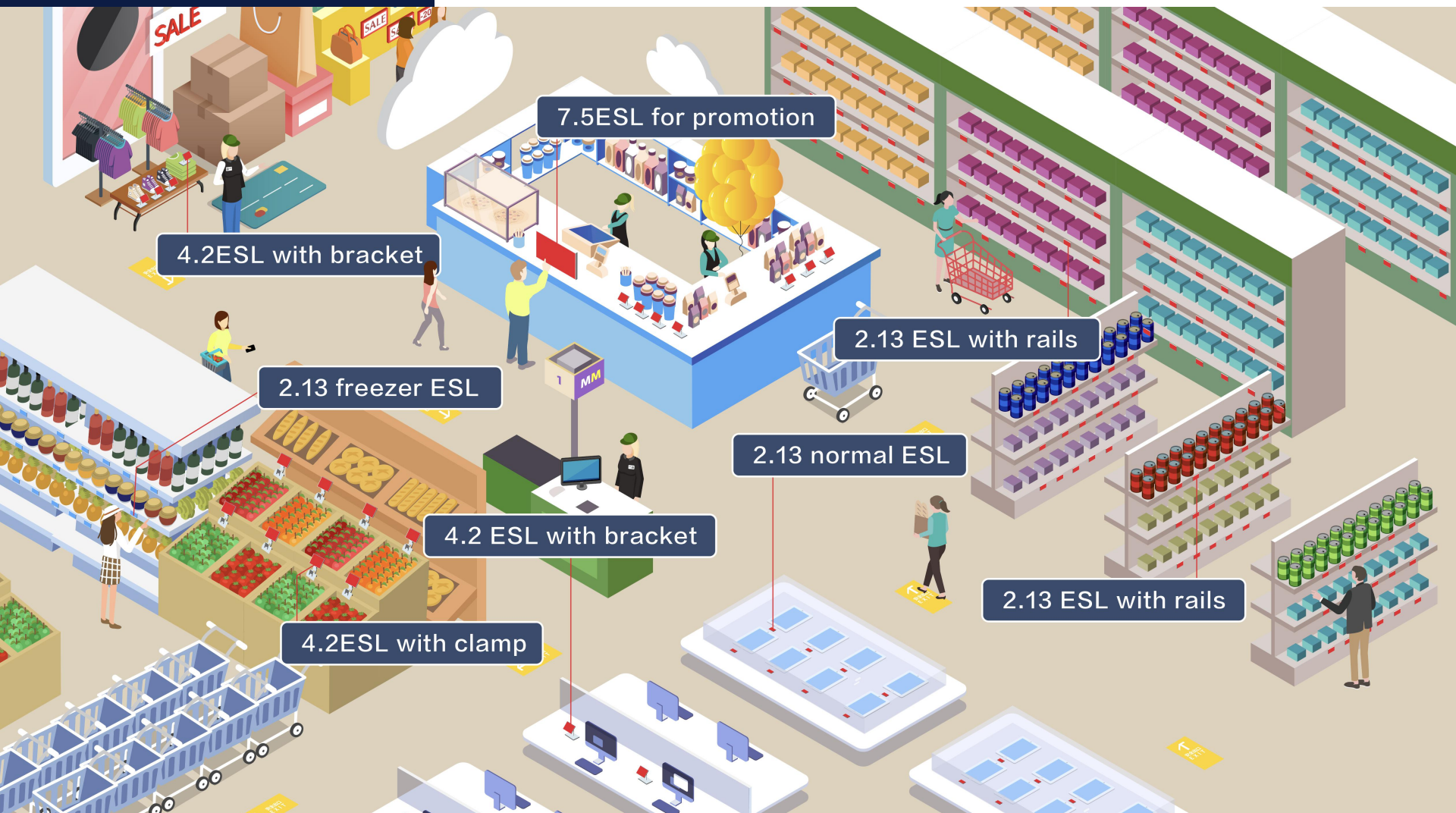4.2ESL with clamp

SMART OFFICE

Office tablet

Check-in form

Guidance

Meeting room notification

Table

Archive sign

Staff card

Reader

Information board

Doorplate

Station card

MEDICAL

Diagnostic certificate
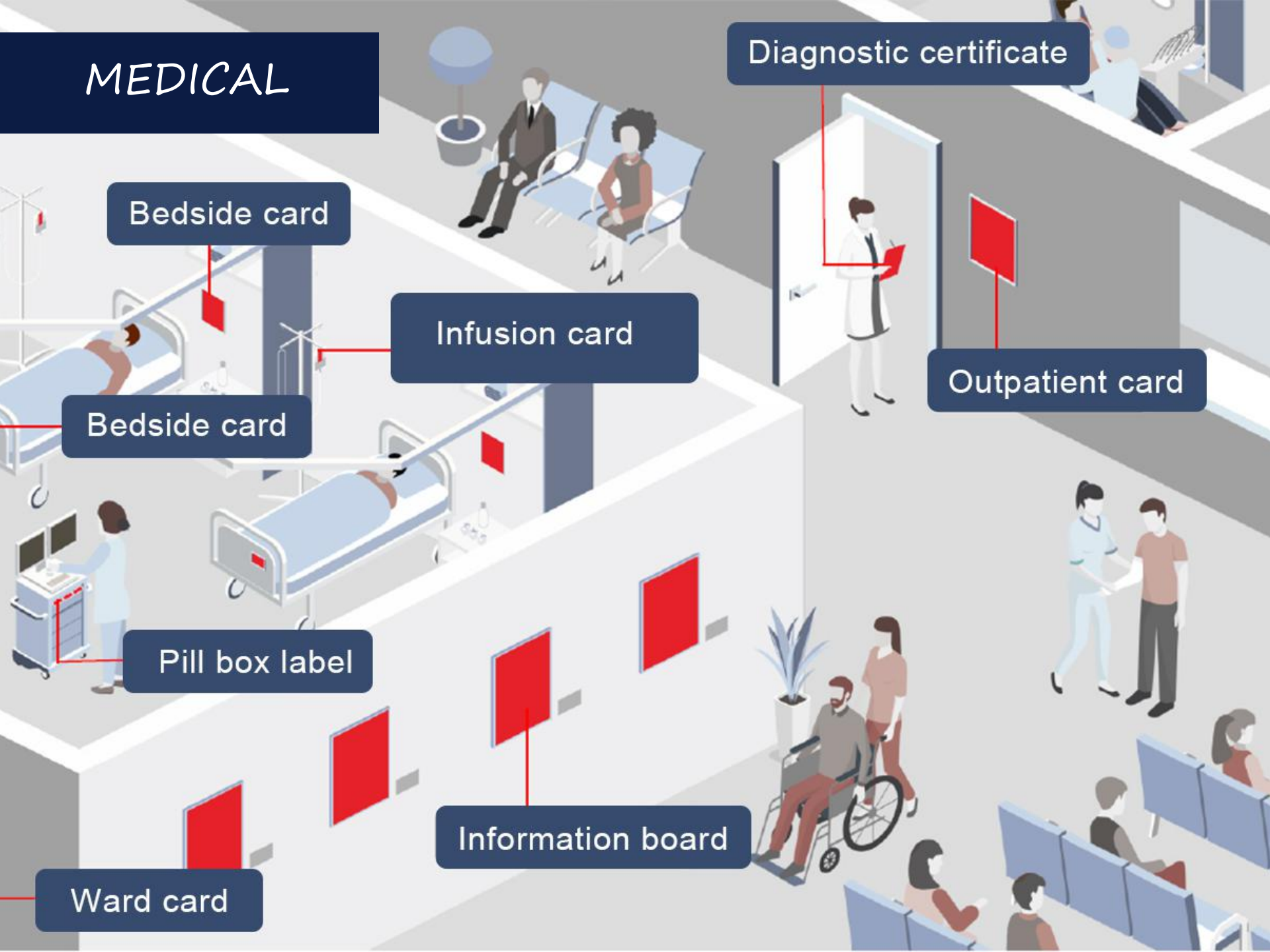
Bedside card

Infusion card

Outpatient card

Bedside card

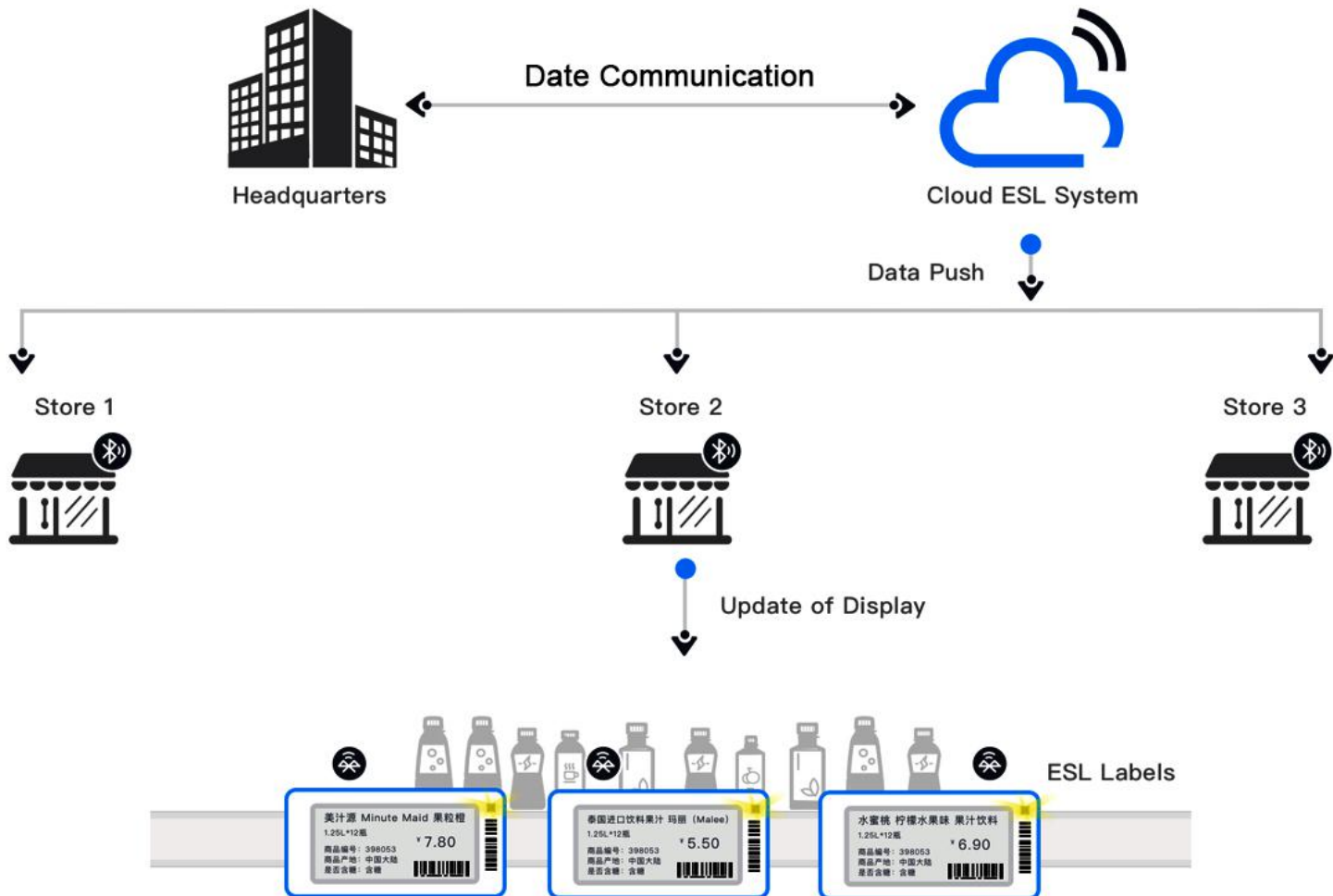Pill box label

Information board

Ward card

SMART PRICING BY CLOUD

Leading the market, the only maturity cloud architecture!

Working Diagram

Data Security/Encryption

The cloud data is professional **AES 128-bit encryption**, and each of the electronic price label end uses a unique key to ensure data security of the cloud, base station and ESL.

In the era of big data, while using data to optimize business management operations, data security is a problem that every enterprise would consider. A stable, secure, and highly defensive cloud that allows merchants to use it with confidence is an invisible outstanding advantage of the electronic shelf labels' management system.

Automatic detection and early warning mechanism, the user can sample and observe in the platform, and select the round robin time according to the actual situation.

Working with 3ʳᵈ Party System

Open API interface to connect various ERP systems

The intelligent control ESL cloud management platform is responsible for communicating and managing the commodity database and the ESL database. It can run the ESL management software to query, add, delete and modify related commodity information in the database, and is responsible for remotely configuring and managing ESL devices.

1. **Change product information with one click**

2. **No server required in the store**

3. **Support software remote upgrade**

4. **Multi-language optional**

5. **Huge data center, smooth experience**

As a enterprise, realize the overall management of the headquarters, optimize the operation structure

Compatible with All Operating Systems

Windows / Mac OS

Android / iOS

The visual operation interface is a outstanding feature of the intelligent ESL management platform. The staff only needs to perform corresponding operations on the platform running the intelligent ESL relationship system to complete the change and management of the product information.

The intelligent ESL management platform provides a visual ESL template editing function to provide users with a simple and easy way to use editing module.

3 Hours
Complete editing and learning

1 Time
Prepare for just 1 time

0 Cost
Template customization is free

Electronic Shelf Label

ESL is a smart display device with wireless function and for displaying information such as product name, price, origin, promotion, inventory and barcode.

1 | **High quality EPD display**

Original electrophoretic paper display from E Ink, clear reading, viewing angle close to 180 °

2 | **B/W/R and B/W/Y**

Three type:

Black-white

Black-white-red

Black-white-yellow

3 | **Refreshing in seconds**

The second level refresh rate is 99%+, and the five-year refresh times is up to 100W.

4 | **LED + NFC**

Add NFC + LED light auxiliary prompt, can expand the out-of-stock replenishment reminder and other functions

Model	SVC15S	SVC21S	SV21SF
Screen	EPD / E-ink Screen	EPD / E-ink Screen	EPD / E-ink Screen
Display color	White black red/white black yellow	White black red/white black yellow	White black red/white black yellow
Dimension	44.5*35.9*13.7mm	72*36.4*14.3mm	72*36.4*14.3mm
Working Temperature	0~30℃	0~30℃	-25°～25°
Battery	600mA / 3 Years	1200mA / 5 Years	1200mA / 5 Years
Working frequency	Bluetooth 5.0	Bluetooth 5.0	Bluetooth 5.0
Communication Distance	30 Meter	30 Meter	30 Meter
Resolution	152*152	212*104	212*104
Light	LED Indicator	LED Indicator	LED Indicator

Model	SVC27S	SVZKC29S	SVC42S
Screen	EPD / E-ink Screen	EPD / E-ink Screen	EPD / E-ink Screen
Display color	White black red/white black yellow	White black red/white black yellow	White black red/white black yellow
Dimension	77.71*50*14.3mm	90*41*14.5mm	105.3*94.5*12.3mm
Working Temperature	0~30℃	0~30℃	0~30℃
Battery	1200mA/5 Years	1200mA / 5 Years	1200mA / 5 Years
Working frequency	Bluetooth 5.0	Bluetooth 5.0	Bluetooth 5.0
Communication Distance	30 Meter	30 Meter	30 Meter
Resolution	264*176	296*128	400*300
Light	LED Indicator	LED Indicator	LED Indicator

Model	SVC58S	SVC75S	SVD77
Screen	EPD / E-ink Screen	EPD / E-ink Screen	LCD Segment
Display color	White black red/white black yellow	White black red/white black yellow	White black red/white black yellow
Dimension	138.3*111.8*13.8mm	138.3*111.8*13.8mm	215*106*15mm
Working Temperature	0~30℃	0~30℃	0~30℃
Battery	600mA / 3 Years	1200mA / 5 Years	4800mA
Working frequency	Bluetooth 5.0	Bluetooth 5.0	Bluetooth 5.0
Communication Distance	30 Meter	30 Meter	30 Meter
Resolution	152*152	212*104	
Light	LED Indicator	LED Indicator	LED Indicator

Wireless Bluetooth Base Station

The base station is the bridge connecting server and the e-tags. The information is transmitted and managed between the ESL cloud server and the ESLs through the base station.

When the merchandise information updated on cloud system, the Bluetooth base station will sends the signal to the ESLs. And the feedback information informs the POS system，then update product information.

Unlimited ESLs

A single base station can access up to 5000pcs electronic shelf labels.

30m diameter / 3000 m2

Built-in power amplifier, support up to 30 meters radius coverage distance.

Dual-band WiFi

Upgradeable as a WiFi probe device with powerful expansion

CORE ADVANTAGES OF SUNPAITAG

R&D innovation, Production solid, Data market,
New generation enterprise

R&D and Patent Certification

Focused on intelligent hardware, wireless connectivity and new retail, SUNPAI has established several research centers and test labs in Hangzhou/Beijing, China, engaged in mechanical, electronic and technological development.

Vibrant research and development

72% of R&D personnel
15% of revenue input
10 years of industry research and development experience

65 certifications and patents

ISO 9001 Quality System Certification
Invention and utility model patent
Software & Hardware Full Coverage
CE, ROHS and other export certification

Production, Manufacturing and Quality Control

Automated million-level capacity

Monthly wireless product capacity of 200,000 units, electronic price tag products 1 million pieces

SMT/DIP/injection/assembly full line

End-to-end supply chain control, maximizing cost and delivery

Flexible customization and response

Meet customized, flexible supply chain production and deliver quickly

MES+ERP refined quality management

Bar code level material and process management, real-time collection, analysis, processing of production data

A Glance of Workshop

OUR TARGET

To provide high-quality, low-cost products to more partners with strength and experience, and continue to introduce ESL solutions for various industries.

Core Competitive Advantage

Cloud

1

SaaS Cloud Architecture

- The first cloud architecture ESL
- Centralized unified management and analysis of data
- Fast delivery, easy to use
- Support both private and local deployments
- The mainstream trend of the future has been laid out in advance

Wireless

2

More than 10 years of wireless R&D experience

- Price tag + base station seamless connection experience
- More future expansion of Bluetooth connectivity
- Signal optimization in high volume deployment
- Core technologies such as wireless roaming and load balancing
- Agile customization of various wireless systems

## Manufacture

3

End-to-end cost control

- Good relationship E-ink factory
- Strict component supply chain and cost control
- Own electronic processing workshop such as SMT/DIP
- Own injection workshop + finished assembly workshop
- Full digital quality control further reduces costs

HOW To DEPLOY

Provide professional and customized cloud ESL system design and deployment

Deployment Process

A — First site survey

B — Design deployment plan

C — Cloud platform account

D — On-site implementation
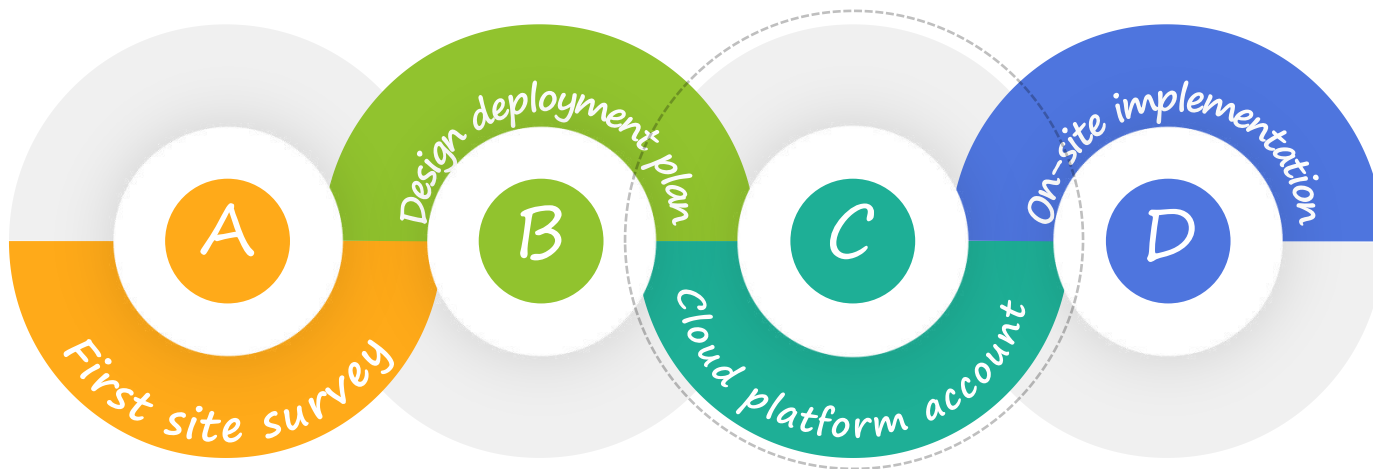
SUNPAITAG has a complete set of process deployment methods. The site will be field surveyed, and the complete deployment plan including price tag, base station, accessories and network will be designed according to the situation and characteristics of different stores, and the cloud management platform account will be opened for the merchant, and the template customization function will be enabled. Professional and technical personnel complete the on-site implementation work and training of store staff.
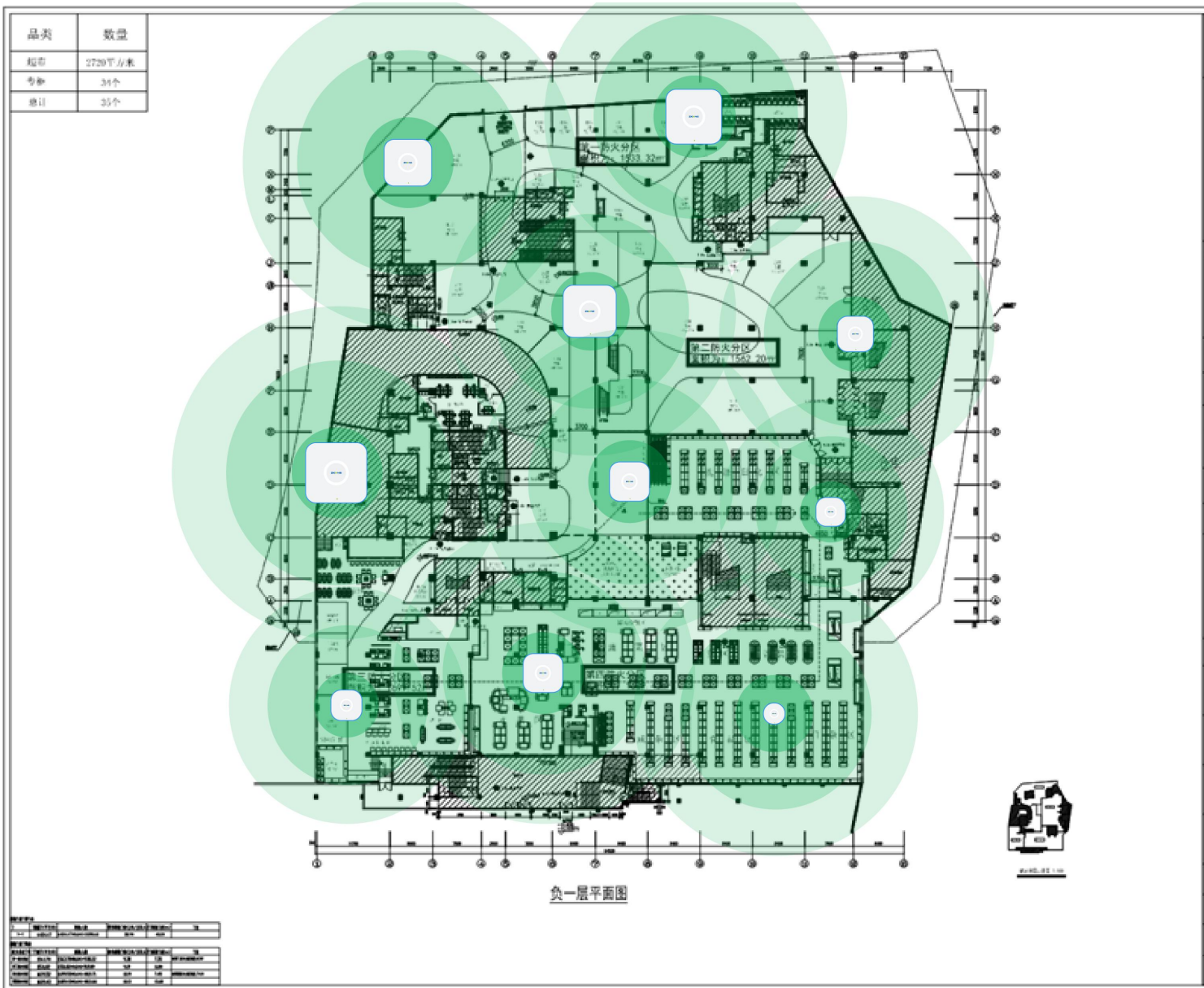
Base Station

3000 square meters store - number of base stations: 10
Scientifically design base station layout to ensure smooth
communication between price tag and system

品类	数量
超市	2720平方米
专柜	34个
总计	35个

负一层平面图

Accessories

According to the specific specifications and conditions of the shelf, it is suitable for a variety of display scenes.

Various choice of accessories can be adapted to all customers' scenarios
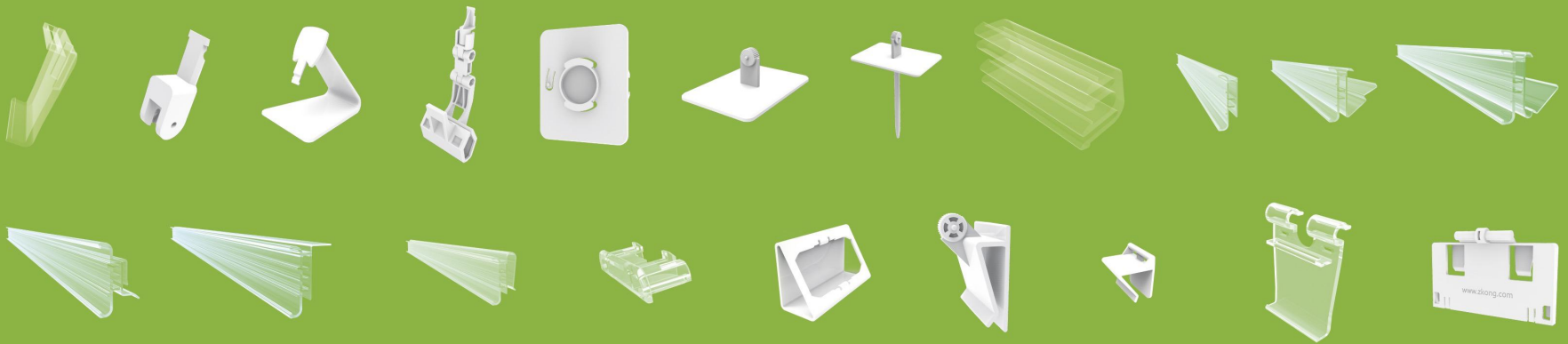
Data Sync

1 **Register brand account**

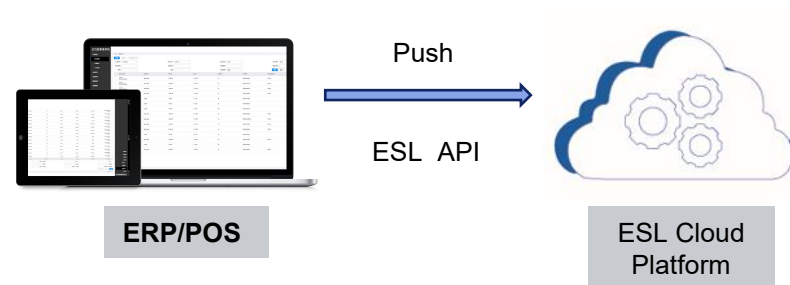Support global multi-store deployment

2 **Data API acquisition**

Different data acquisition schemes for large supermarkets and small retail chain stores

3 **Commodities data sync**

Web API, Ali Taobao API docking, cloud platform Excel, CSV import

Push

ESL API

ERP/POS

ESL Cloud Platform

The real-time corresponding commodity data changes, the cloud management platform has less overhead, and is suitable for large-scale supermarket customers.

Grab

ESL API

Notice

ERP/POS

ESL Cloud Platform
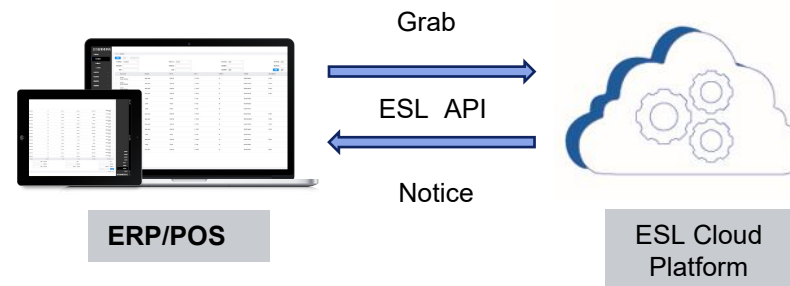
The ERP docking development is small, and it is suitable for small chain stores that do not change the product data. CSV is the same.

Customer case

The electronic shelf labels core supplier of Alibaba's Hema Fresh

Focus on Each Different Shelf

WATER PROOF

RAIL

PENDANT

ICE-PIN

BRACKET

CLAMP

Customer case - Shoes

OMNI-CHANNEL
FASHIONE RETAILING

Customer case: 3C store

Promotion price is more eye-catching

B/W/R or B/W/Y color display

Sci-Fi customized accessories supported

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