

Bluetooth Esl Introduction

Smart Electronic TAG

Intelligent Retail



Intelligent
Manufacturing



Intelligent
Warehousing



Dalian Sertag Technology Co.,Ltd
www.sertag.com

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PART 01

Company Profile



Company Profile

Dalian Sertag Technology Co.,Ltd. is a professional visual intelligent tag system manufacture which has rich experiences in visual tag development, design, deployment and maintenance. And also be the first batch of intelligent tag R&D and design company in China.

Sertag commits to provide turnkey solution of visual intelligent tag system to our customer abide by “Customer-oriented” business philosophy, and dedicates for the development of the global internet, retail, manufacturing, warehousing and logistics industry .

From the system quality stability, system cost, product appearance and other aspects of the definition of product characteristics, to provide customers with the most reliable, the best cost-effective intelligent tag system. Help customers to reduce costs, improve work efficiency, improve customer competitiveness.





PART 02

Product Introduction



Product Features



Product Features

- Low power consumption, 5-year lifetime for battery
- Air wake up
- Matrix EPD, full viewing
- 2.4G carrier wave, encryption communication
- Easy assembly, fast arrangement
- Strong penetration to barriers

ESL System Features and Benefits



Fast price change, Efficient operation



Practical for market, massive distribution for future IoT



Realize paperless standardization work



Better customer experience

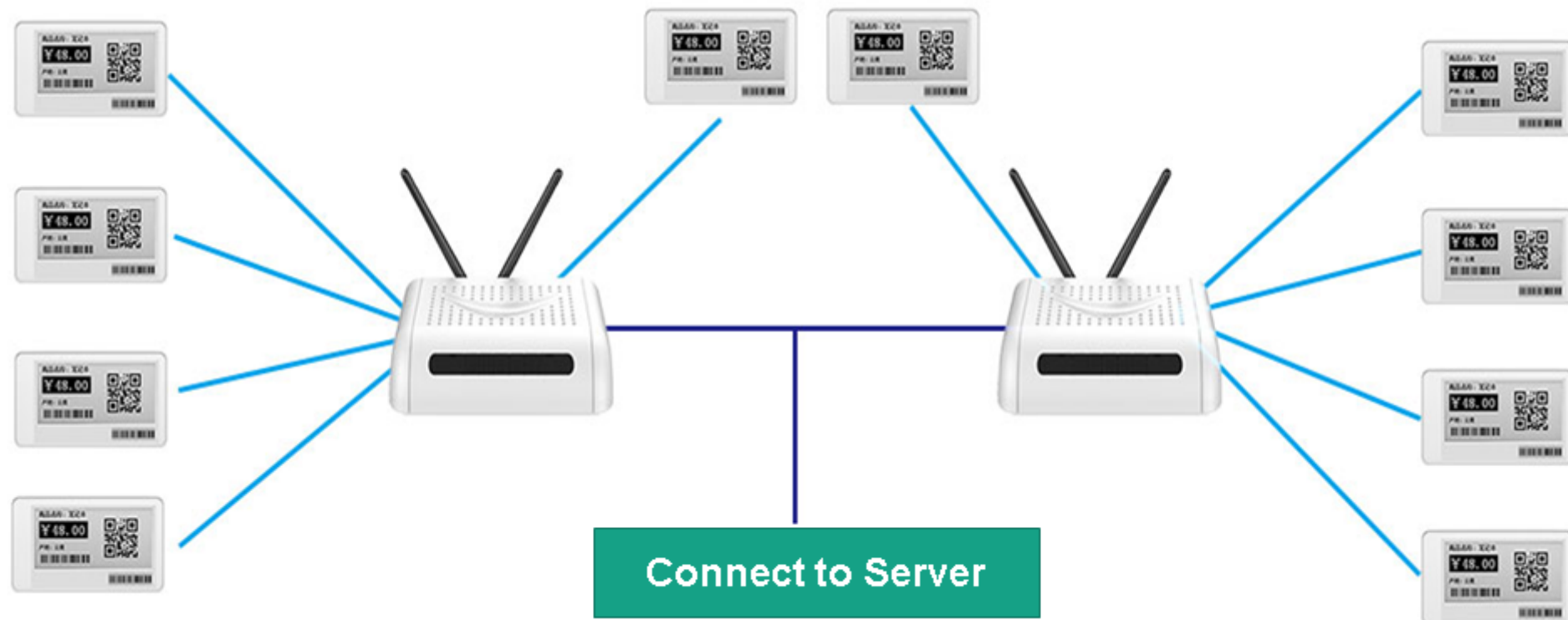


Save system costs, be more competitive

System structure



Organization Chart



ESL types 1

Receive the data information from the router, and analyse it, and then update it.

- Wireless communication distance 30m.
- Wireless communication speed 50/250kbps
- Customized duplex communication protocol, security warranted
- Software and Hardware data calibration
- Low power consumption, 5 years working lifetime normally
- Batteries changable
- Matrix EPD, different sizes
- Smart scanning for pair, DIY display content
- Working Temperature: 0~50°C; -15~10°C.
- Strong penetration to barriers



2.1 inch



2.9 inch



4.2 inch

ESL types 2

Receive the data information from the router, and analyse it, and then update it.



5.8 inch



7.5 inch



7.5 inch double

ESL size 1

All types support white/black/red



2.1 inch: $71.6 \times 36.5 \times 12.6$ mm
Resolution : 212×104
Visual area : 23.71×48.55 mm
Perspective : 180 degree
Weight: 0.028kg



2.9 inch: $88 \times 47.7 \times 12.4$ mm
Resolution : 296×128
Visual area : 29.06×66.90 mm
Perspective : 180 degree
Weight : 0.041kg



4.2 inch: $104.5 \times 87.5 \times 12.7$ mm
Resolution : 400×300
Visual area : 84.8×63.6 mm
Perspective : 180 degree
Weight : 0.1kg

ESL size 2

All types support white/black/red



5.8 inch: 138x113.5x18mm
Resolution : 648×480
Visual area : 118.78×88.22mm
Perspective : 180 degree



7.5 inch: 177.8x124.8x13.5mm
Resolution : 640×384
Visual area : 163.2×97.92mm
Perspective : 180 degree



7.5 inch双面: 176.2x80x137.15mm
Resolution : 640×384
Visual area : 163.2×97.92mm
Perspective : 180 degree

Router

Receive the operation command from PC, then analyse it and send it to ESL via RF

- Wireless communication distance 30m
- Wireless communication speed 50/250kbps
- Network communication speed 10/100Mbps
- Customized duplex communication protocol, secure data transmission speed and accuracy
- ESL unlimited covered
- Support multiple routers synchronous working
- Parallel communication, safe and fast
- All-wave transmission, no blind angle
- Support online software update
- Multiroute communication and more capacity design, no fear on breakdown



- Size: 210.0*140.6*42.3mm
- Temperature: 0-70°C
- Power: 48V POE 或 DC12V
- weight:435g
- Frequency: 2.4G
- Wireless speed: 50-250kbps

Router-V3

NEW

Receive the operation command from PC, then analyse it and send it to ESL via RF

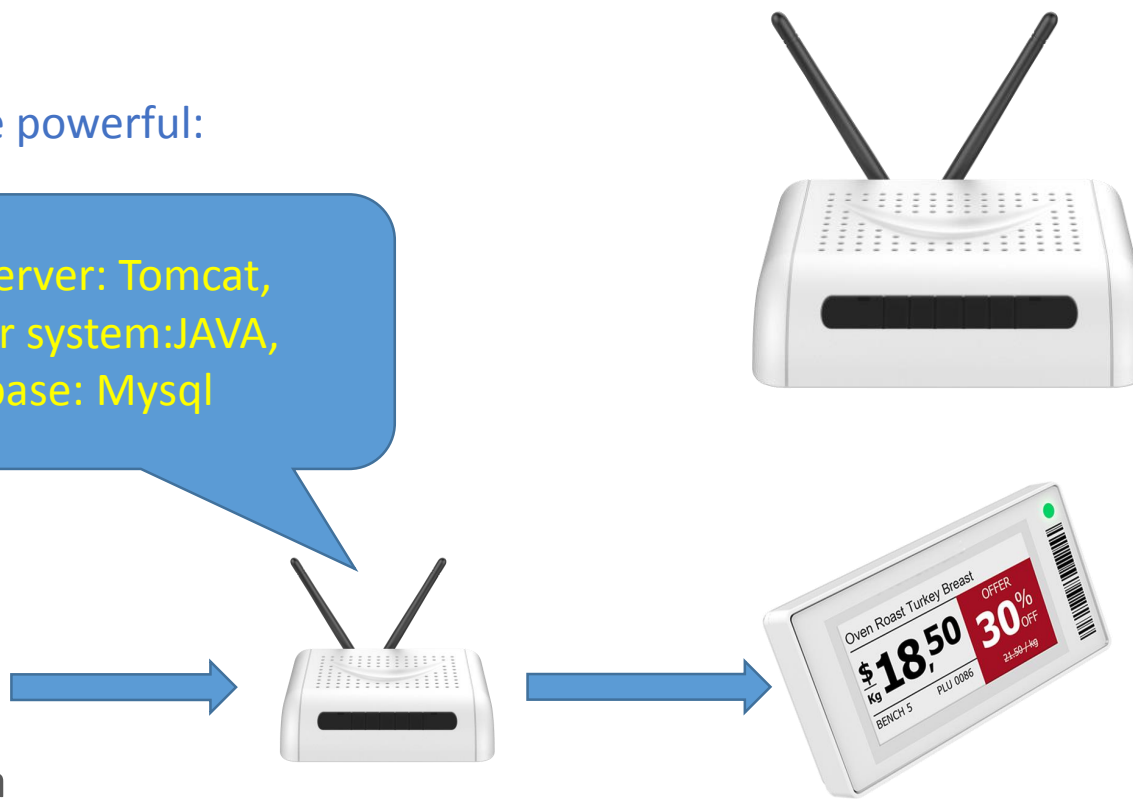
All in one, more powerful:

- webservice: Tomcat,
- Server system: JAVA,
- Database: Mysql

Send command
HTTP&json

or

Direct operation via
web page



PDA

Via scanning ESL ID code and goods barcode, then sending the bonding information to routers, to complete the bonding of goods and ESL, it support handhold check and update the ESL content.

- Network communication speed 10/100Mbps
- Concise Human Machine Interface (HMI)
- Support scanning code bonding between goods and ESL
- Portable and durable
- Support 2G, 4G, WIFI networks
- Support code scanning check and instant price change on smartphone app



App scanning for pair

Via scanning ESL ID code and goods barcode, then sending the bonding information to routers, to complete the bonding of goods and ESL,

- Concise Human Machine Interface (HMI)
- Support scanning code bonding between goods and ESL
- Fast pair
- Support code scanning check and instant price change on smartphone app

The screenshot displays the SERTAG app's pairing interface. It features two input fields for identification codes, each with a corresponding 'SCAN' button. The first field is labeled 'GoodsID' and contains the value '6901826150259'. The second field is labeled 'TagID' and contains the value '80.85.90.74'. Below these fields is a 'Bind' button. At the bottom of the screen, there is a black navigation bar with three icons: a magnifying glass, a gear, and a person icon.

GoodsID :	6901826150259	SCAN
TagID :	80.85.90.74	SCAN
Bind		

mini service host

general mini server

- Dual-core 1.58GHz processor
- 2G memory + 30G solid hardware
- support WIFI
- 5 USB Host ports
- Intergrated graphics, support HDMI, VGA
- Working Temperature: -10~+70°C
- No fan design, no dust and no noise
- DC: 12V power supply

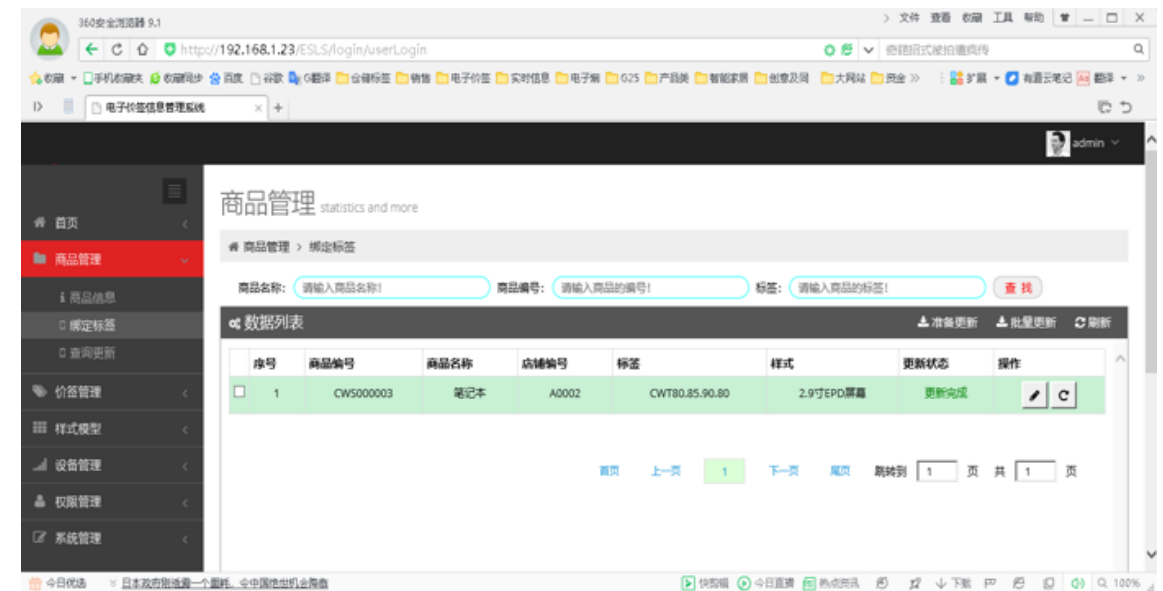


Size	133*125*40 mm
Temprature	-10°C~70°C
Power	DC12V
Weight	600g

multifunction operation interface

Via background interface management, realize the overall control and operation of information.

- Manage the background via multiple accounts
- Support HQ control the prices of all the subbranches
- Subbranches could manage their own prices
- Remote control the prices on the website.
- Mobile app, PC app, multiple platforms operate with multiple users
- Base and ESL status monitor
- Customized ESL display style or template
- User's commodity datasheet input
- System software supports Cloud and LANS deployment

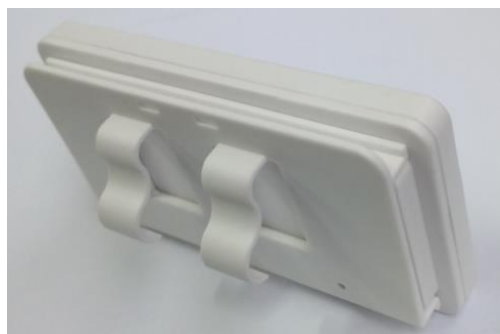


Partial advantage

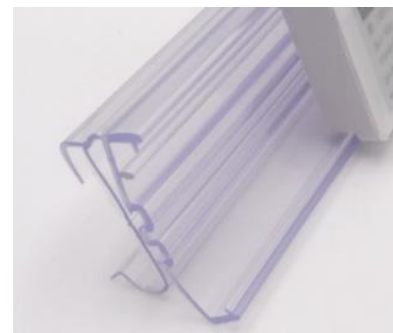
1. Wide coverage radius, no limit on the number of nodes
2. Smart registration, easy scan code assembly
3. Intelligent routing transmission, doing enough communication tolerance
4. Remote fast update to stimulate efficiency revolution
5. Communication encrypted transmission, data is reliable and accurate
6. Rich and complete management background, all equipment status is under control
7. Computer mobile phone multi-platform operation support
8. Unified management of headquarters and separate operations of branches can be realized with only one cloud server
9. Labels use passive operation and do not affect each other
10. The interface mode is simple, one instruction delivers the content to the label screen, which is convenient for docking the client system.
11. Support fast inspection and support batch update firmware

ESL fixtures

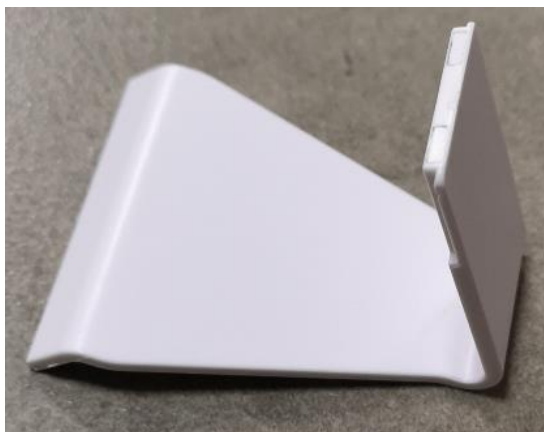
1. Hook



2. Slide guide



3. Stand



4. Universal clamp



5. Stand other

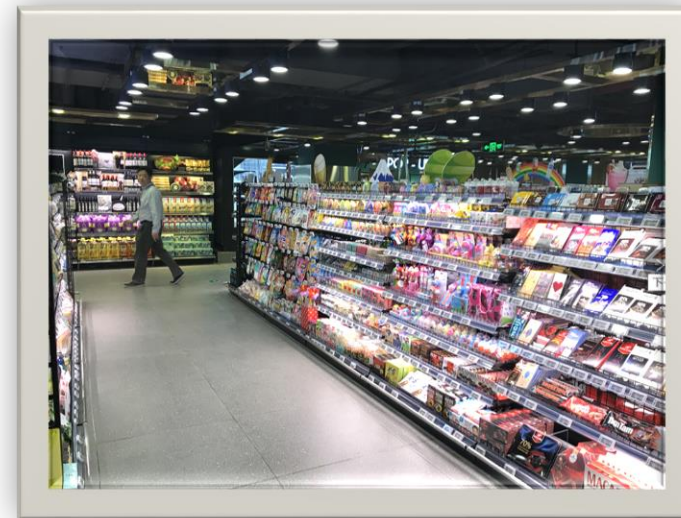


Project assembly sample



Installation Show

**Rail Type
Installation**



**Hang Type
Installation**

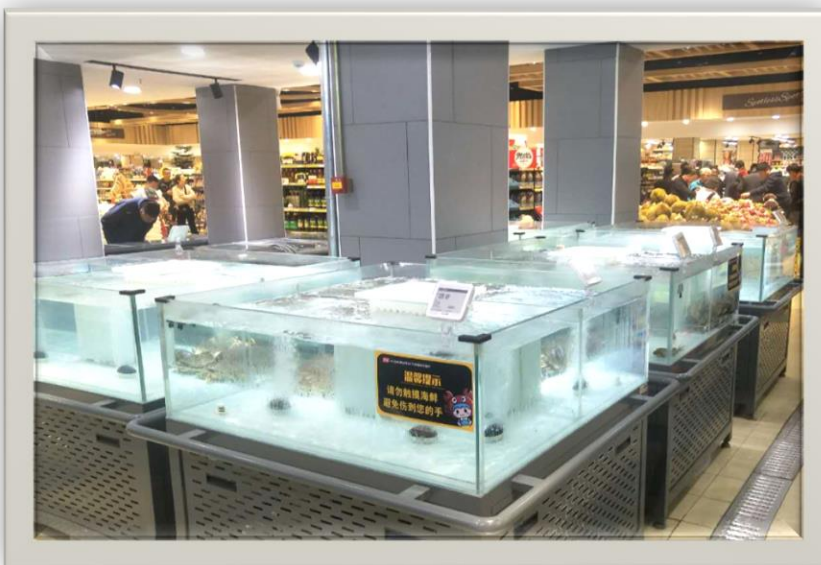


Installation Show

**Stand Type
Installation**



**Clamp Type
Installation**

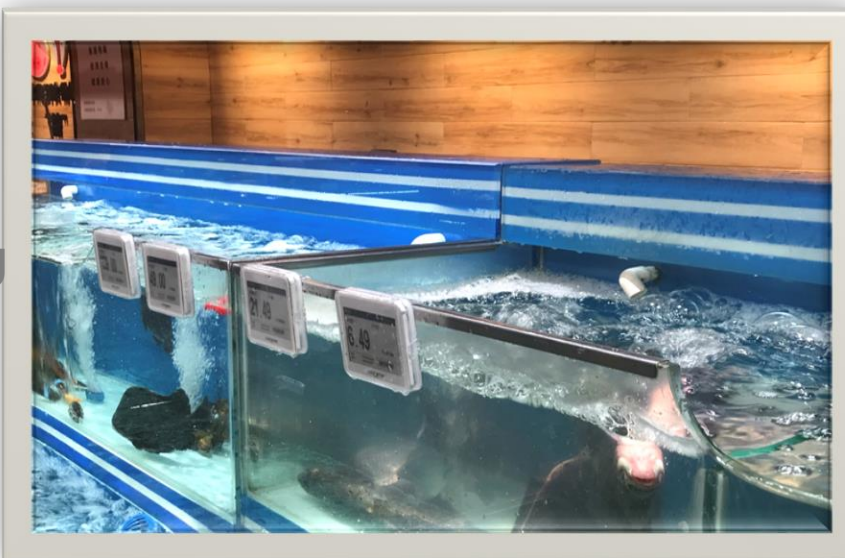


Installation Show

Hang Ring Type
Installation



Waterproof Hang
Type Installation

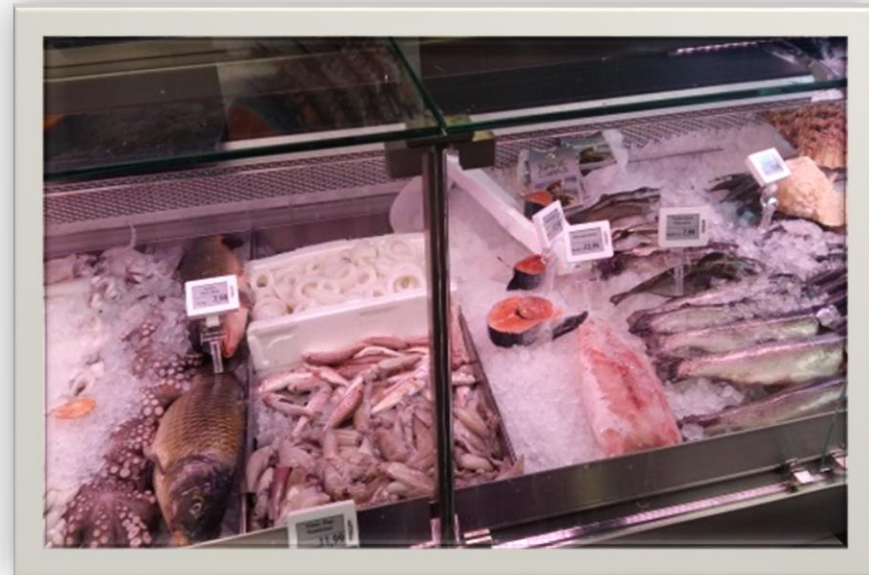


Installation Show

**Universal clamp
Type Installation**



**Ice plug Type
Installation**





PART 03

Our Customers



Our Customers

Retailers



Home Retail Industry



3C Retail

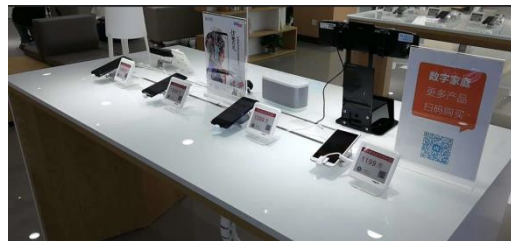
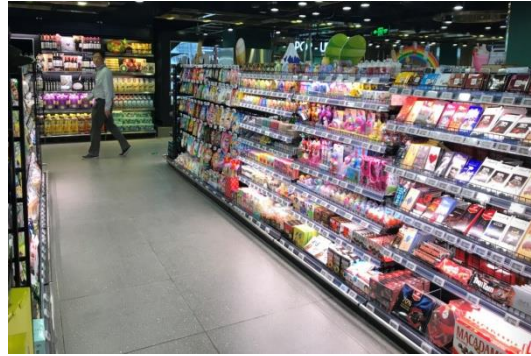


Others

Industrial
Bakery
bookstore...



Our Customers



Worldwide partners

In China:



Overseas:



THANK YOU

Electronic Shelf Label

Electronic
shelf labels
manufacturer



Digital price
tags supplier



Professional ESL
system provider



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