

SERTAG ESL

**China electronic tag
first-line brand**

ABOUT US

1

About SERTAG

ONE



Sertag China first-line brand



Dalian Sertag Technology

Professional manufacturer of visual intelligent electronic label system

Dalian Sertag is one of the forerunners of industry experts engaged in the research and development, design and production of intelligent electronic label systems in China. Based on the development needs of the global Internet, retail, manufacturing, warehousing and logistics industries, Sertag Technology is committed to providing customers with overall solutions for visual intelligent electronic labeling systems based on the "customer-oriented" business philosophy; we define product characteristics in terms of stability, system cost, product appearance, etc., so that we provide customers with the most reliable and cost-effective smart label system, to help customers reduce costs, improve work efficiency, and enhance customer competitiveness.

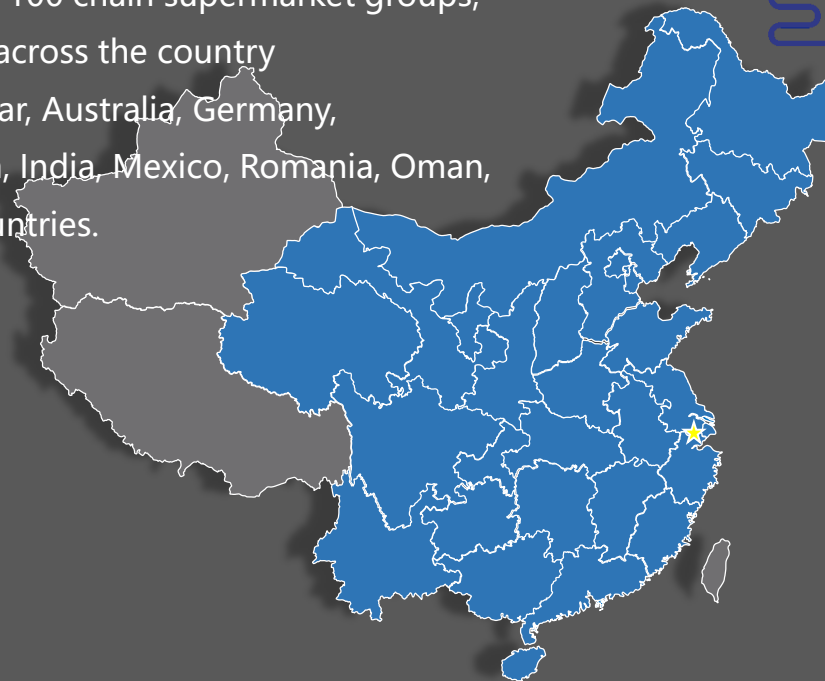
Sertag has a team that has been engaged in the research and development, production, sales and maintenance of intelligent electronic labels for many years. With rich product development experience and strong technical strength, the company has independently developed electronic label system with ultra-high speed, ultra-long standby, zero error, and intelligent perception. And on this basis, we continue to expand the added value of products, provide customers with more value-added services, and improve user experience.

- There are more than 50 product and service retail groups, more than one third of the top 100 chain supermarket groups, and more than 2,000 operating stores, covering 27 provinces and administrative regions across the country
- In addition to China, the products serve the world: Russia, the United States, Canada, Qatar, Australia, Germany, Switzerland, the United Kingdom, the Netherlands, Singapore, France, Spain, South Korea, India, Mexico, Romania, Oman, New Zealand, Thailand, the Philippines, Saudi Arabia, Ukraine, Malaysia, and other 48 countries.

● Retail



● Other



100+

City

50+

Group

2000+

Shops

40+

Technical patents

10+

Years

Production & Function

2

TWO

E-ink ESL series(Generation 2 433Mhz)



SETR0154 series

1.54inch black/white/red/yellow

- Dimension : 38.5mm(V)*48mm(H)*13.5mm(D)
- Working temperature: 0~30°C
- Resolution: 152*152



SETR0213 series

2.13inch black/white/red/yellow

- Dimension: 37.5mm(V)*66mm(H)*13.7mm(D)
- Working temperature: 0~30°C
- Resolution: 250*122



SETR0290 series

2.90inch black/white/red/yellow

- Dimension: 44.4mm(V)*89mm(H)*13.5mm(D)
- Working temperature: 0~30°C
- Resolution: 296*128



SETR0420 series

4.20inch black/white/red/yellow

- Dimension: 98mm(V) *104.5mm(H)*14mm(D)
- Working temperature: 0~30°C
- Resolution: 400*300



SETR0750 series

7.5inch black/white/red/yellow

- Dimension: 131mm(V) *185mm(H)*15.3mm(D)
- Working temperature: 0~30°C
- Resolution: 640*384

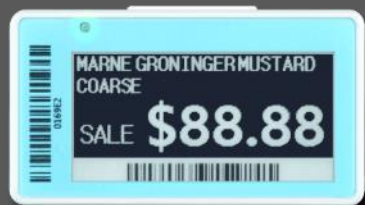


SETR1160 series

11.6inch black/white/red/yellow

- Dimension: 229mm(V)*281.3mm(H)*17.8mm(D)
- Working temperature: 0~30°C
- Resolution: 960*640

E-ink ESL series- freezing &POP



SETR0213 Series

2.13inch black/white

- Dimension: 37.5mm(V)*66mm(H)*13.7mm(D)
- Working temperature: -25~15°C
- Resolution: 250*122



SETR0700S Series

7.0inch single side/double sides

- Dimension: 234mm(V) *200mm(H)*14mm(D)
- Working temperature: 0~40°C
- Resolution: TN Segment Code



SETR0750 Series

7.5inch single side/double sides

- Dimension: 224mm(H)*260mm(V)*40mm(D)
- Working temperature: 0~30°C
- Resolution: 640*384

E-ink ESL series(Generation 3 2.4Ghz)

1.54" ordinary



2.13" ordinary



2.13" Low temperature



2.66" ordinary



2.90" ordinary



4.20" ordinary



4.20" waterproof



5.8" ordinary



7.5" ordinary



LCD Series-Standard Screen



SETR0700C Series

7.0 inch LCD Multiple colors

- Dimension: 189mm(H) ×119mm(V)×16mm(D)
- Working temperature: -10~40°C
- Resolution: 1024*600



SETR1010C Series

10.1 inch LCD single/double side Multiple colors

- Dimension: 165mm(H) ×256mm(V)×14mm(D)
- Working temperature: -10~40°C
- Resolution: 1280*800



Customized LCD Screen

SETR2900C 29" LCD



- Dimension: 720.80mm(H) × 226.25mm(V) × 43.30mm(D)
- Resolution: 1920*540
- Hardware: QuanzhiA40I, 4 Core ARM, Cortex A7, 1.5G, RAM1G, ROM8G
- OS: Android 6.0

SETR3700C 37" LCD



- Dimension: 914.191mm(H) × 280.84mm(V) × 43.50mm(D)
- Resolution: 1920*540
- hardware: QuanzhiA40I, 4 Core ARM, Cortex A7, 1.5G, RAM1G, ROM8G
- OS: Android 6.0



包菜 ¥2.42 单位: 500g 产地: 500g	土豆 ¥6.66 单位: 500g 产地: 500g	空心菜 ¥7.50 单位: 500g 产地: 500g	洋葱 ¥6.80 单位: 500g 产地: 500g	小青菜 ¥2.30 单位: 500g 产地: 500g	小青菜 ¥2.30 单位: 500g 产地: 500g
西兰花 ¥6.80 单位: 500g 产地: 500g	西瓜 ¥3.10 单位: 500g 产地: 500g	豌豆 ¥3.90 单位: 500g 产地: 500g	山药 ¥18.90 单位: 500g 产地: 500g	茄子 ¥7.90 单位: 500g 产地: 500g	红富士苹果 ¥14.80 单位: 500g 产地: 500g



LCD Double sided Display



SETR3700C-H 37" LCD Double sides

- Dimension: 477mm(H) × 987mm(V) × 13.60mm(D)
- Resolution: 1920*540
- Hardware: S700, Quad-core A53 SMP4, 28nm, RAM2G, ROM8G
- OS: Android 5.1.1

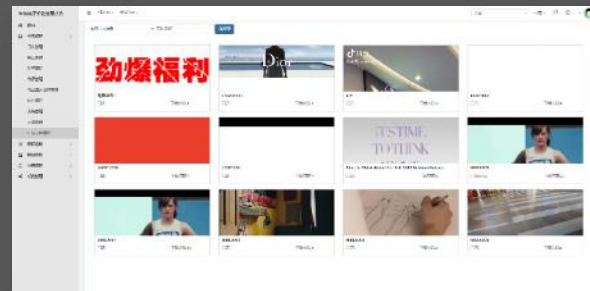
Hardware

- Standard display
- Customized display



Software

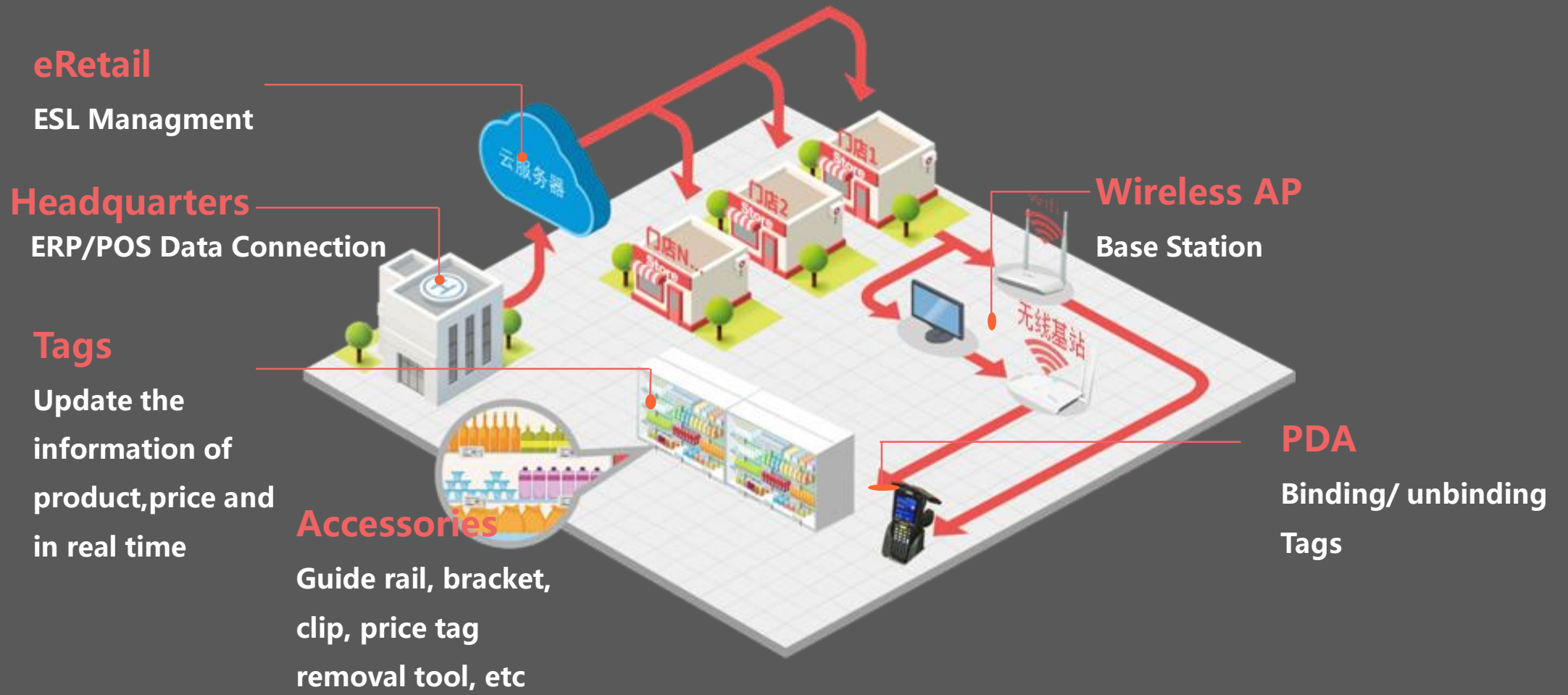
- Messaging and marketing system
- Commodity data connection
- Multi-store management

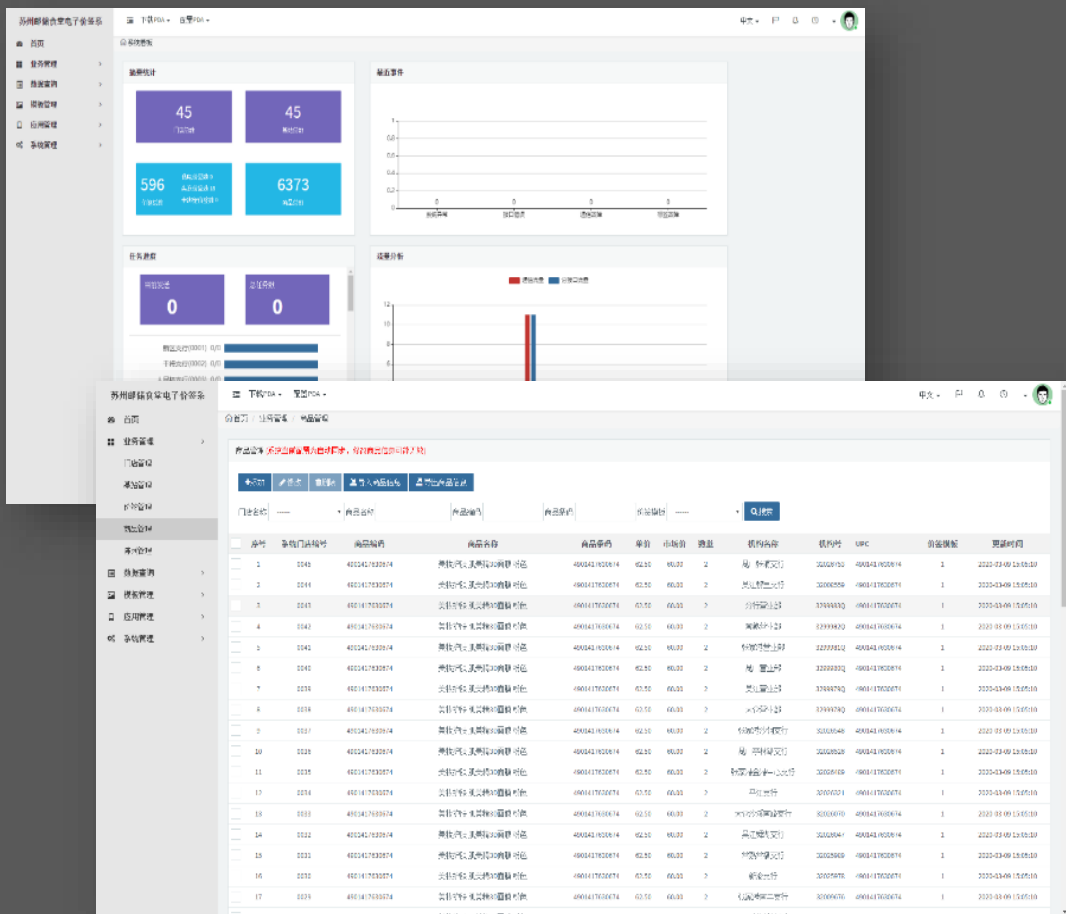


Front-end

- Mobile app commodity binding service
- Web background video management







Functions

- Support single user or multi-user centralized data management;
- Support user local connection platform operation and maintenance;
- Friendly interface, simple and easy to operate;
- A single system can support up to 9999 stores;
- Support independent connection of each store interface;
- Support customization of templates for each store;
- Support independent management of user data for each store;

Security

- Independent operation of user data, safe data and stable system;
- System security and high availability;
- Support system localization deployment or private cloud deployment;
- Support the platform deployment of various versions of Windows and Linux;

Cost effectiveness

- Stable system with low maintenance cost;
- Reduce local server hardware and reduce cost;

- 01 The system can automatically change prices, achieve automatic price management, reduce manpower and consumables, and optimize the management process;
- 02 It can carry out off-line marketing activities flexibly and quickly;
- 03 Free your store personnel from manual work with more energy to engage in marketing work;

首页	业务管理	商品管理
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新增

修改

删除

导入商品信息

导出商品信息

商品名称

烟草支行(0005)

商品名称

商品规格

商品条码

企业类别

QL统计

序号	系统1店编号	商品编码	商品名称	商品条码	单价	市场价	数量	机构名称	机构号	UPC	价签模板	更新时间
1	0005	69031617830674	美丝特丝 丝袜 30支装 240支	69031617830674	82.50	80.00	2	烟草支行	12007456	69031617830674	1	2018-03-09 13:05:59
2	0005	6922911511791	红富士(红)西梅2.5kg 250ml	6922911511791	7.50	10.00	6	烟草支行	12007456	6922911511791	1	2018-03-09 10:50:03
3	0005	6910818154348	德化德化(无)老茶(老茶)250ml	6910818154348	78.00	90.00	85	烟草支行	12007456	6910818154348	1	2018-03-09 10:50:03
4	0005	6932446400520	优特(无)优特(无)100ml	6932446400520	9.50	10.50	10	烟草支行	12007456	6932446400520	1	2018-03-09 10:50:03
5	0005	6931686680070	优特(无)优特(无)100g	6931686680070	24.50	43.00	12	烟草支行	12007456	6931686680070	1	2018-03-09 10:50:03
6	0005	6902007013058	德化(无)德化(无)500ml	6902007013058	5.50	7.50	3	烟草支行	12007456	6902007013058	1	2018-03-09 10:50:03
7	0005	6921468686040	1.0711(无)1.0711(无)德化(无)德化(无)	6921468686040	9.50	12.80	5	烟草支行	12007456	6921468686040	1	2018-03-09 10:50:03
8	0005	6934126262043	德化(无)德化(无) 1L	6934126262043	8.80	20.00		烟草支行	12007456	6934126262043	1	2018-02-27 10:35:59
9	0005	6948195807551	黄金(无)黄金(无) (非转基因)	6948195807551	50.50	60.00		烟草支行	12007456	6948195807551	1	2018-02-27 10:35:59
10	0005	6948195807551	德化(无)德化(无)	6948195807551	53.00	60.00		烟草支行	12007456	6948195807551	1	2018-02-27 10:35:59
11	0005	6948195807551	黄金(无)黄金(无) (非转基因)	6948195807551	53.00	60.00		烟草支行	12007456	6948195807551	1	2018-02-27 10:35:59
12	0005	6948195807551	德化(无)德化(无)	6948195807551	25.50	30.00		烟草支行	12007456	6948195807551	1	2018-02-27 10:35:59
13	0005	6972081400047	烟草支行(无)烟草支行(无)	6972081400047	70.00	140.00		烟草支行	12007456	6972081400047	1	2018-02-27 10:35:59



Unified prices management of both online & offline

Unified prices management associates / franchisees

Fast synchronous support of price management in promotion schedule

Unified prices in multiple fresh food areas of stores

Update speed: no less than 300 tags in 1 minute

Automatic Switching of Display Template

- 01 Intelligent price system achieving price timing as well as different price strategies to be displayed automatically to boost efficiency.
- 02 Management of the rapid development and implementation of flexible and effective marketing activities.



General retail template



Time limited promotion template



Product shortage template

QR Code Application

Dynamic QR code information with linkage to App, such as: product details, WeChat official account, member points, coupon-issue, product traceback...



STEP1

In commodity management, scanning or searching requires commodity name or barcode for replenishment / picking



STEP2

LED flashing of Electronic label for relevant product



STEP3

The staff finish picking/replenishment according to the position of the flashing light label



Rich template selection

Auto change

Fresh
promotion
poster
.....

Diverse Scenes

Advertising automation

Accurate delivery of advertising materials

Location based
Brand based
Commodity based

Reduce
operational costs

Interactive scene with precise marketing

Accurate matching and immediate triggering

Simple setup
Support any brand of
Android system, and
traceback of the display
effect
.....

Increase market
revenue

Smart Billboard for Fresh Food

Intelligent Kanban that understands fresh food business

- Automatic price change for commodity bound
- Automatic matching of pictures and goods, high visibility
- Automatic adjustmend for the template layout to highlight promotional and reduced price items
- Dynamic price change service access available



赣南脐橙

产地: 赣南
等级: 一级
规格: 500g
单位: 克

4.99 /斤



绿心猕猴桃

产地: 陕西
等级: 一级
规格: 500g
单位: 克

9.90 /斤



红颜奶油草莓

产地: 山东
等级: 一级
规格: 500g
单位: 克

29.80 /斤



香蕉

产地: 福建
等级: 一级
规格: 500g
单位: 克

5.99 /斤

买就送, 多买就多送

买满10元送1元优惠券

慢慢品尝, 你会发现一种让人难忘的满足感!

品名	售价(元/斤)	品名	售价(元/斤)
香芹	6.00	新土豆	2.00
长豆角	7.90 ↓	西红柿	7.50
木瓜	14.30 ↓	玉米	13.00 ↓
洋葱	6.00	萝卜	9.30
芦笋	6.00 ↓	小米椒	12.00
番茄	8.00	冬瓜	6.00
西兰花	11.00	小白菜	7.50
长茄子	5.00	小青菜	4.00 ↓
毛豆	8.00	山东大葱	9.00
包菜	6.00 ↓	豆干	6.00
空心菜	12.40	青椒	12.00
香菜	6.00	黄瓜	11.00
老姜	15.00	芦笋	13.00

FRESH&HEALTHY							
品名	售价(元/斤)	品名	售价(元/斤)	品名	售价(元/斤)	品名	售价(元/斤)
香芹	6.00	西兰花	11.00	老姜	15.00	冬瓜	6.00
长豆角	7.90 ↓	长茄子	5.00	新土豆	2.00	小白菜	7.50
木瓜	14.30 ↓	毛豆	8.00	西红柿	7.50	小青菜	4.00 ↓
洋葱	6.00	包菜	6.00 ↓	玉米	13.00 ↓	山东大葱	9.00
芦笋	6.00 ↓	空心菜	12.40	萝卜	9.30	豆干	6.00
番茄	8.00	香菜	6.00	小米椒	12.00	青椒	12.00

- ◆ 1. The headquarters sends the information to each store
- ◆ 2. Print the price tag of each category
- ◆ 3. Manually cut different types of price tags
- ◆ 4. Distribute the price tag to the regional leaders
- ◆ 5. The regional head signs to confirm the price tag
- ◆ 6. The regional head shall distribute it to all employees
- ◆ 7. The employee withdraws the signature first
- ◆ 8. Replace the price tag
- ◆ 9. Finally, use different means to check

The headquarters will update the prices of all stores at one time



The system will automatically distribute it to each store to refresh and change the price

value analysis :

- Process optimization, efficiency increased by 50%
- Price tag error rate reduced
- Reduce customer complaints caused by price errors
- Enhance the image of the store and increase the passenger flow
- Increase a variety of short-term promotions (weekend promotions, limited time promotions) to improve sales
- Save labor cost
- Save the cost of consumables

- Replace at least 9 processes
- It takes a lot of manpower and time

Before

- Only 2 steps involved
- No labor required for management

After

3

Customer & Service

THREE



Our Customers

阿里巴巴
Alibaba.com

SG
华润苏果
CHINA RESOURCES SUGUO

D
丹尼斯
DENNIS

家家悦 JIAJIAYUE

SPAR 嘉柴

联华超市

新世纪超市

大润发
RT-Mart

全福元
QUANFUYUAN

来伊份

watsons
屈臣氏

G
G-Super

盒小马
盒马&大润发合作品牌

顺天府超市
SHUNTIANFU SUPERMARKET

C世纪华联
CENTURY

SPAR

新乐超市
xinte supermarket

小米
xiaomi.com

中国石油

中国石化
SINOPEC

中国医药集团

阜阳市人民医院

ARROW
箭牌卫浴

居然之家
Easyhome

红星·美凯龙
MACALLINE

中国烟草
CHINA TOBACCO

China
unicom 中国联通

中国移动
China Mobile

中国电信
CHINA TELECOM

ooredoo

国家电网公司
STATE GRID
GRID COMPANY OF CHINA

上汽大众
SAIC VOLKSWAGEN

- Sales channels and service points cover China's first tier cities, major provincial capitals and some overseas cities, and provide scheme design, project implementation and after-sales service according to customers' needs;
- Provide 7 * 24-hour multi-channel support after sales service with professional solutions in the first place;



Online Service



Call Service



Remote Service



Door Service

Cases

4

FOUR



Shopping Mall



Shopping Mall



Boutique Supermarket



Super-large Store







Chain-store



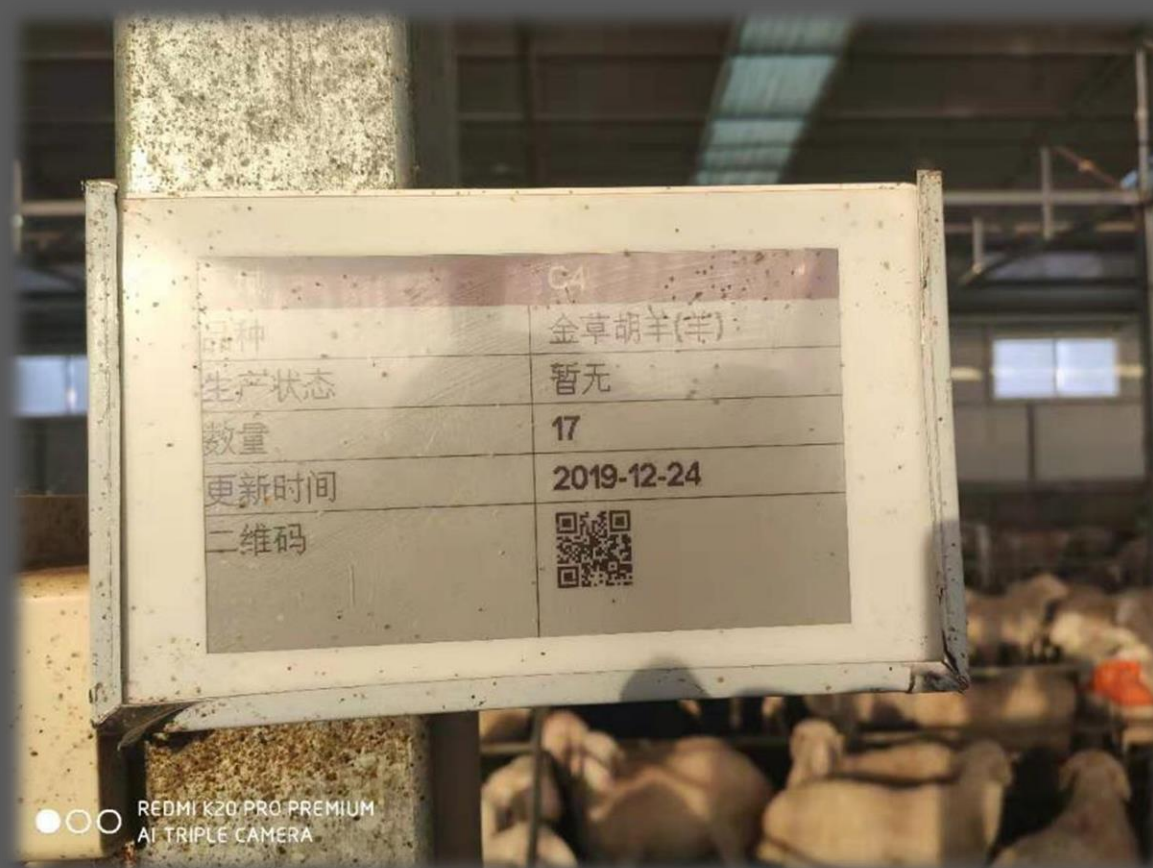




Document and Office



Intelligent Animal Husbandry



Material Warehouse



Industrial Production Line



Hospital Material Warehouse





THANKS

DALIAN SERTAG TECHNOLOGY CORPORATION
www.eslmfg.com