

# Company Profile

Smart Electronic TAG

Intelligent Retail



Intelligent  
Manufacturing



Intelligent  
Warehousing



Dalian Sertag Technology Co.,Ltd  
[www.eslmfg.com](http://www.eslmfg.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 series 1:Retail Solution

## SETR0154N



Outline Dimension: 44mm(H)  
×38mm(V)×10.5mm(D)  
Display colors: Black, White  
Resolution: 152(H) \*152(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0154R



Outline Dimension: 44mm(H)  
×38mm(V)×10.5mm(D)  
Display colors: Black, White, Red  
Resolution: 152(H) \*152(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0154Y



Outline Dimension: 44mm(H)  
×38mm(V)×10.5mm(D)  
Display colors: Black, White , Yellow  
Resolution: 152(H) \*152(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0213L(Low Temperature)



Outline Dimension: : 66mm(H)  
×37.5mm(V)×13.7mm(D)  
Display colors: Black, White  
Resolution: 212(H) \*104(V)  
Working Temperature: -25~15°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0213N



Outline Dimension: 66mm(H)  
×36.5mm(V)×13.5mm(D)  
Display colors: Black, White  
Resolution: 212(H) \*104(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0213R



Outline Dimension: : 66mm(H)  
×37.5mm(V)×13.7mm(D)  
Display colors: Black, White, Red  
Resolution: 212(H) \*104(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

# Product series1:Retail Solution

## SETR0213Y



Outline Dimension: : 66mm(H)  
× 37.5mm(V) × 13.7mm(D)  
Display colors: Black, White, yellow  
Resolution: 212(H) × 104(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0290N



Outline Dimension: 89mm(H)  
× 45mm(V) × 13.5mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0290R



Outline Dimension: 89mm(H)  
× 45mm(V) × 13.5mm(D)  
Display colors: Black, White, Red  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0290Y



Outline Dimension: 89mm(H)  
× 45mm(V) × 13.5mm(D)  
Display colors: Black, White, yellow  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0420N



Outline Dimension: 104.5mm(H)  
× 98mm(V) × 14mm(D)  
Display colors: Black, White  
Resolution: 400(H) × 300(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0420R



Outline Dimension: 104.5mm(H)  
× 98mm(V) × 14mm(D)  
Display colors: Black, White, Red  
Resolution: 400(H) × 300(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

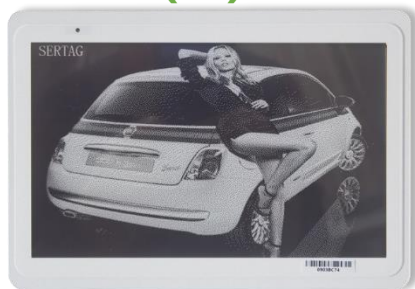
# Product series 1: Retail Solution

## SETR0420Y



Outline Dimension: 104.5mm(H)  
× 98mm(V) × 14mm(D)  
Display colors: Black, White, yellow  
Resolution: 400(H) × 300(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR(M)0750N



Outline Dimension: 216mm(H)  
× 131mm(V) × 9mm(D)  
Display colors: Black, White.  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0700-S



Outline Dimension: 200mm(H)  
x234mm(V)x14mm(D)  
Display type: Liquid Crystal TN  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 3~5 years

## SETR0750R



Outline Dimension: 216mm(H)  
× 131mm(V) × 9mm(D)  
Display colors: Black, White, red  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR0700-D



Outline Dimension: 200mm(H)  
x234mm(V)x14mm(D)  
Display type: Liquid Crystal TN  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 3~5 years

## SETR0750Y



Outline Dimension: 216mm(H)  
× 131mm(V) × 9mm(D)  
Display colors: Black, White, Yellow  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years



# Product series 1: Retail Solution

## SETR01250N



Outline Dimension: 281.3mm(H)  
× 227.2mm(V) × 17.8mm(D)  
Display colors: Black, White  
Resolution: 984(H) × 1304(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR01250R



Outline Dimension: 281.3mm(H)  
× 227.2mm(V) × 17.8mm(D)  
Display colors: Black, White, Red  
Resolution: 984(H) × 1304(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR01250Y



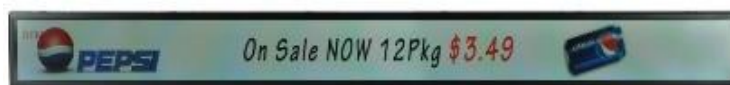
Outline Dimension: 281.3mm(H)  
× 227.2mm(V) × 17.8mm(D)  
Display colors: Black, White, Yellow  
Resolution: 984(H) × 1304(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETR2100C



Outline Dimension: 545mm(H)  
× 56.1mm(V) × 15.5mm(D)  
Display colors: multicolor  
Resolution: 1920(H) × 132(V)  
Interface: USB  
Output: WIFI \$ USB  
Visual scope: 89/89/89/89

## SETR2300C



Outline Dimension: 597.4mm(H)  
× 60.4mm(V) × 14.5mm(D)  
Display colors: multicolor  
Resolution: 1920(H) × 158(V)  
Interface: USB  
Output: Wifi \$ USB  
Visual scope: 89/89/89/89

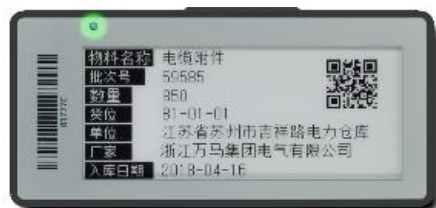
## SETR0880C



Outline Dimension: 271mm(H)  
× 71mm(V) × 24.1mm(D)  
Display colors: multicolor  
Resolution: 1920(H) × 480(V)  
Interface: USB、TPC  
Output: Wifi \$ USB  
Visual scope: 85/85/85/85

# Product series 2: Warehousing Solution

## SETW0290N



Outline Dimension: 89mm(H)  
× 45mm(V) × 13.5mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETW0290B



Outline Dimension: 107.9mm(H)  
× 45.1mm(V) × 16mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETW0290P (PTL)



Outline Dimension: 178.3mm(H)  
× 50mm(V) × 25.1mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETW0290P(B)(PTL)



Outline Dimension: 178.3mm(H)  
× 50mm(V) × 25.1mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETW0750N



Outline Dimension: 229.7mm(H)  
× 145.1mm(V) × 18mm(D)  
Display colors: Black, White  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

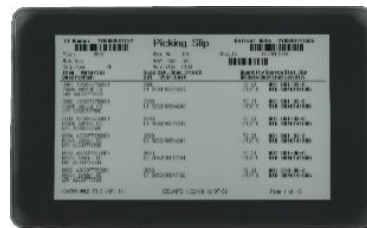
# Product series 3: Manufacturing Solution

## SETM0290N(RFID)



Outline Dimension: 95mm(H)  
× 53mm(V) × 12.5mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETM0750N



Outline Dimension: 229.7mm(H)  
× 145.1mm(V) × 18mm(D)  
Display colors: Black, White  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

## SETM01250N



Outline Dimension: 281.3mm(H)  
× 227.2mm(V) × 17.8mm(D)  
Display colors: Black, White  
Resolution: 984(H) × 1304(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 5 years

# Product series 4: Other Solution

## SETO0290N(R) (RFID)



Outline Dimension: 95mm(H)  
× 53mm(V) × 12.5mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETO0290N (L) (LORA)



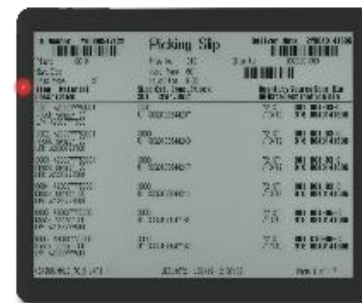
Outline Dimension: 178.3mm(H)  
× 50mm(V) × 25.1mm(D)  
Display colors: Black, White  
Resolution: 296(H) × 128(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETO0750N (LORA)



Outline Dimension: 229.7mm(H)  
× 145.1mm(V) × 18mm(D)  
Display colors: Black, White  
Resolution: 640(H) × 384(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years

## SETO01250N LORA



Outline Dimension: 281.3mm(H)  
× 227.2mm(V) × 17.8mm(D)  
Display colors: Black, White  
Resolution: 984(H) × 1304(V)  
Working Temperature: 0~50°C  
Working humidity: less than 75%  
Life Time: 2 years



# Wireless Communication Technology

- Display update rate: **30 minutes/30 thousands tags.**
- Success Rate: 100%.
- Communication Band: RF 433MHz or LORA.
- Coverage Distance: **30-50 meters**
- Display Templates: Customizable, support for dot matrix (picture).
- Working Temperature: 0 °C ~40 °C or -25 °C~15 °C。
- Communication interaction: two-way communication, real-time interaction.
- Life Time: **5 Years, battery can be changed quickly.**
- System: Support format text, Excel files, data intermediate table, custom development and other methods.

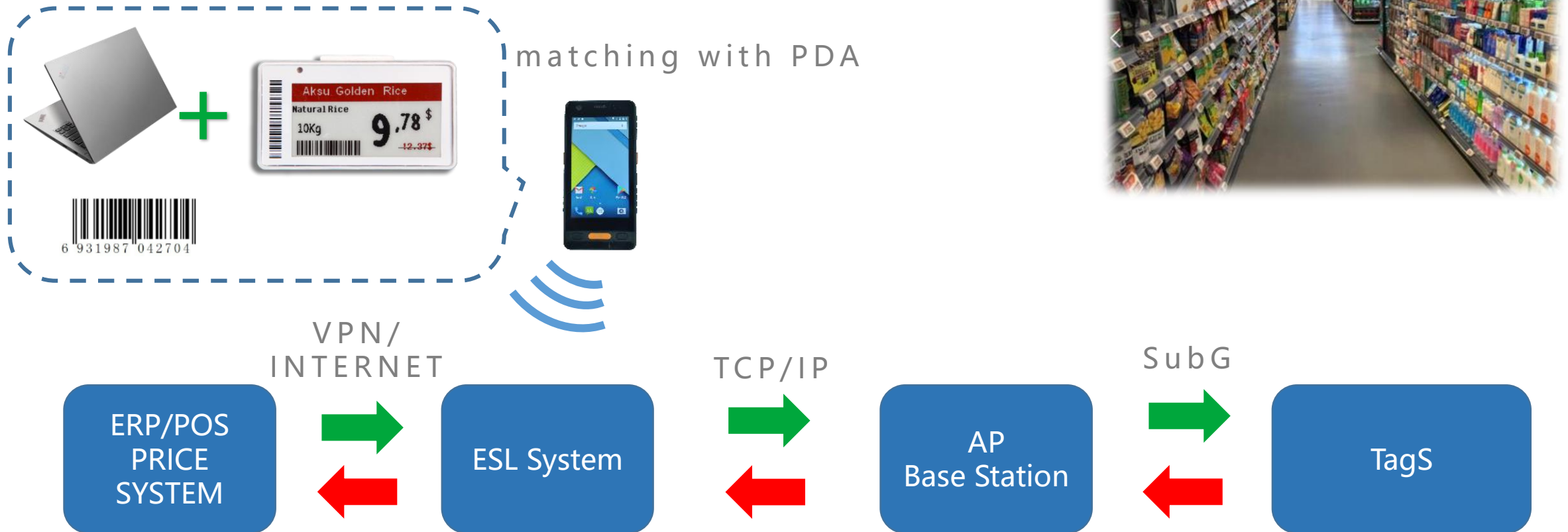


# SERTAG Smart ESL Solution—System Architecture

## Solution for Market

Real-time Display the latest prices and price types of supermarket background system information after binding the commodity and labels.

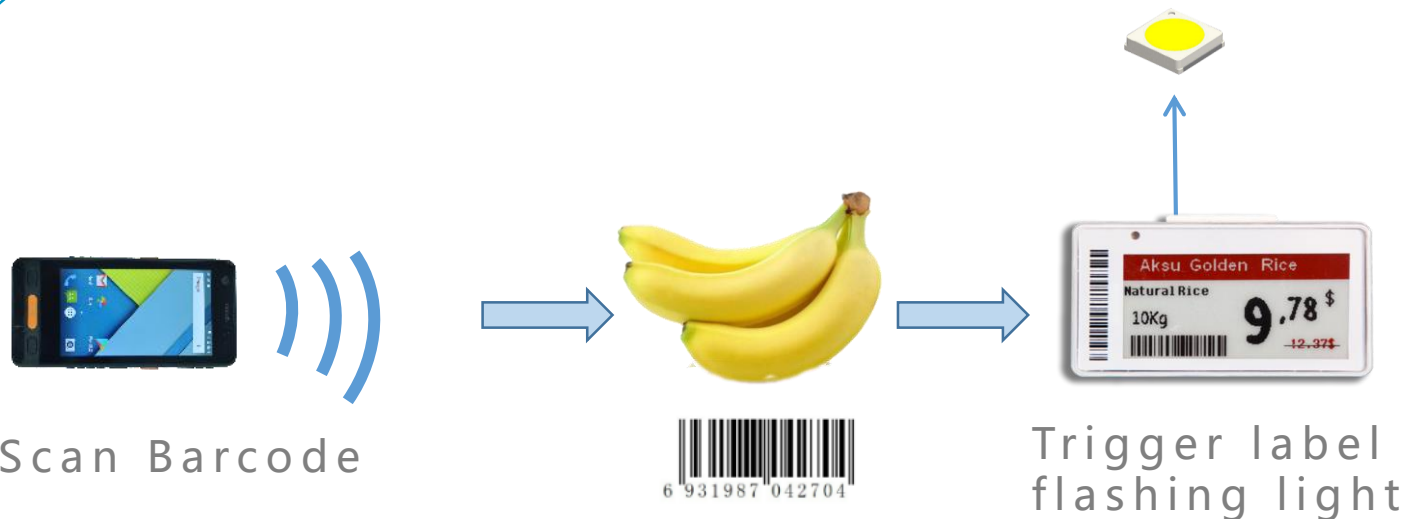
## System of Retail



# Sertag Smart ESL Solution—Advantage

## Pick/replenish assistant

Precise positioning of individual goods, greatly improve the replenishment efficiency.



Improve  
Efficiency



PDA Scan Barcode  
and sending to  
eRetail System

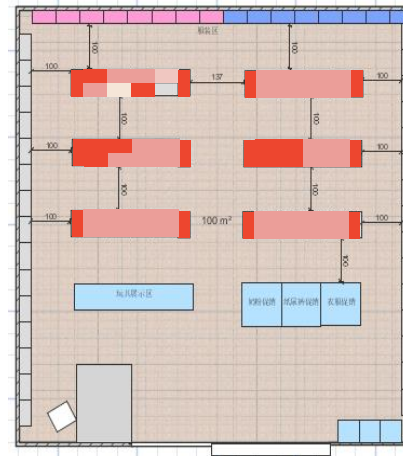
AP Send flash  
command

The Label starts  
flashing

Tallyman/Salesman  
finds the Goods



- 

[illegible]

**According to the shelf display information of commodity position in the store,it is displayed to realize visual display, position management and hot spot analysis of sales.**

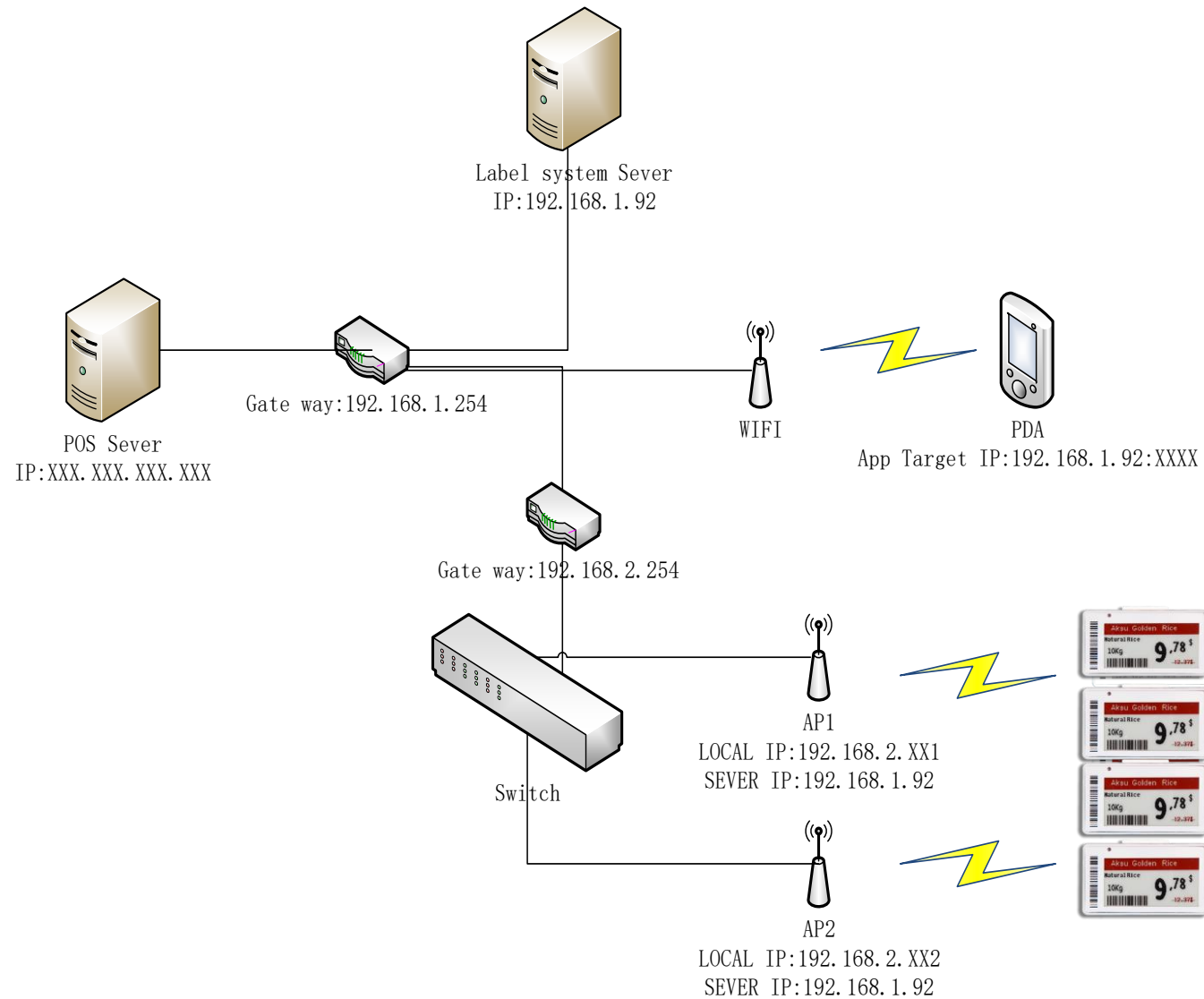


# System Architecture for Single store





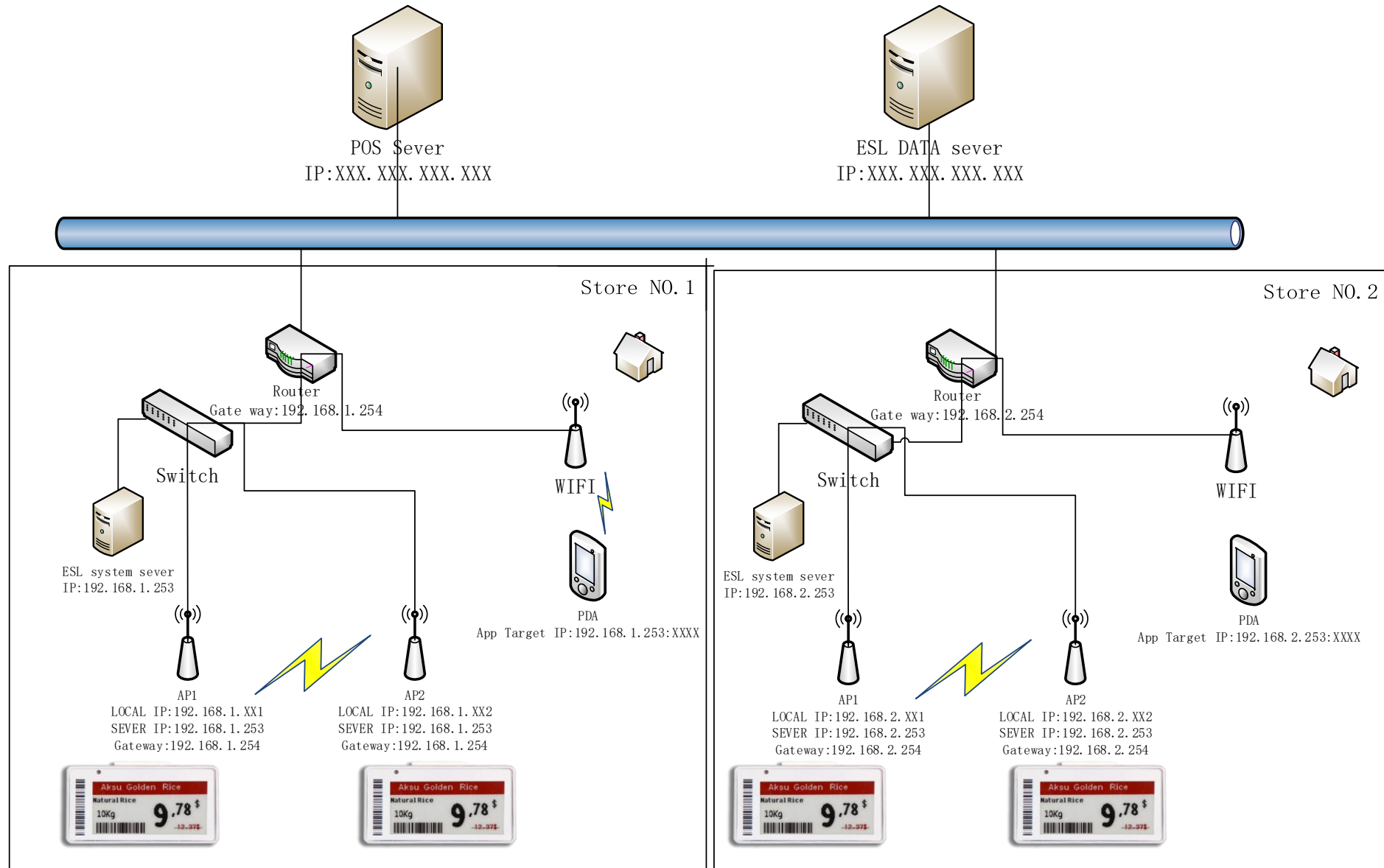
# System Architecture for Single store

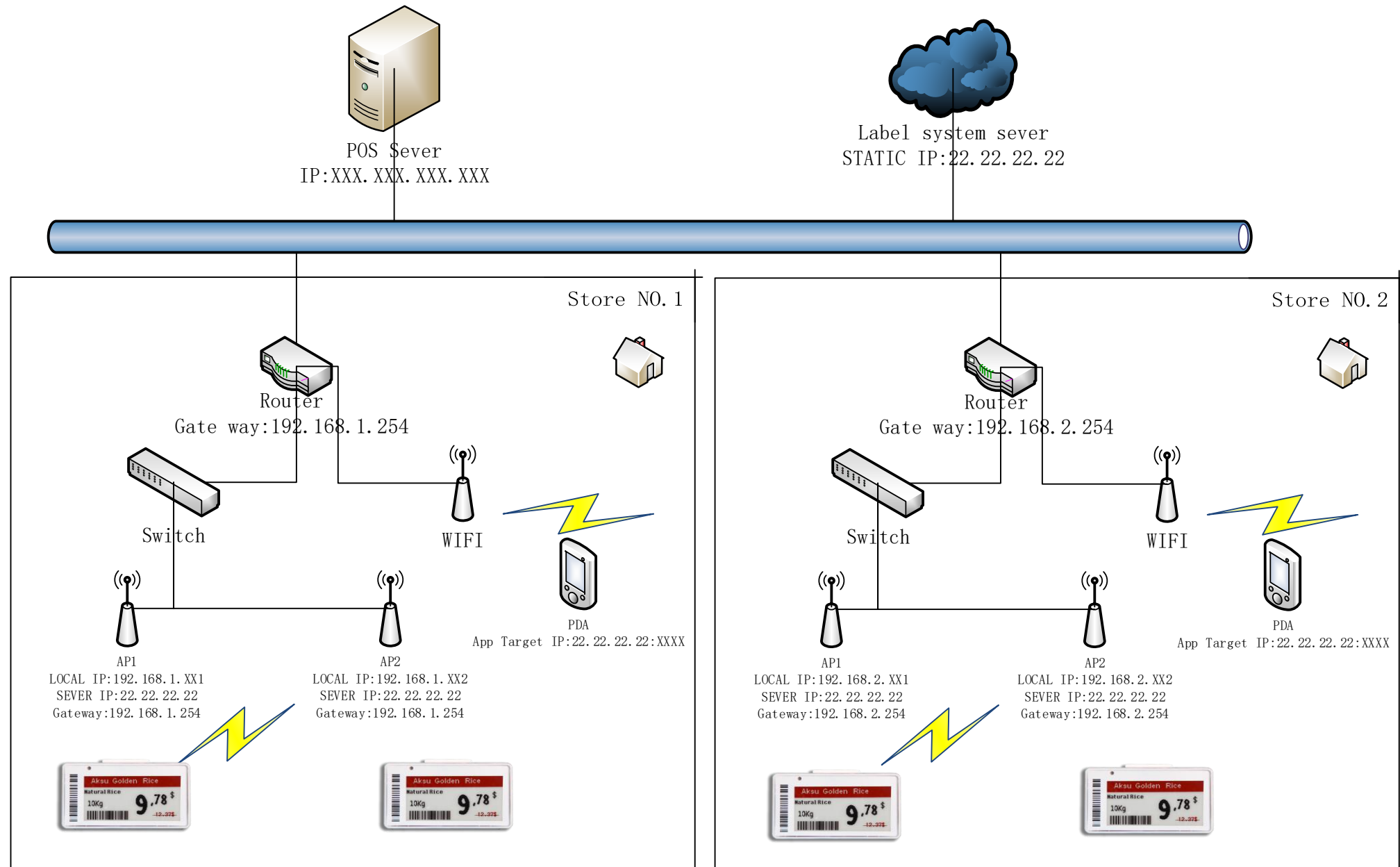


# System Architecture for Multiple stores

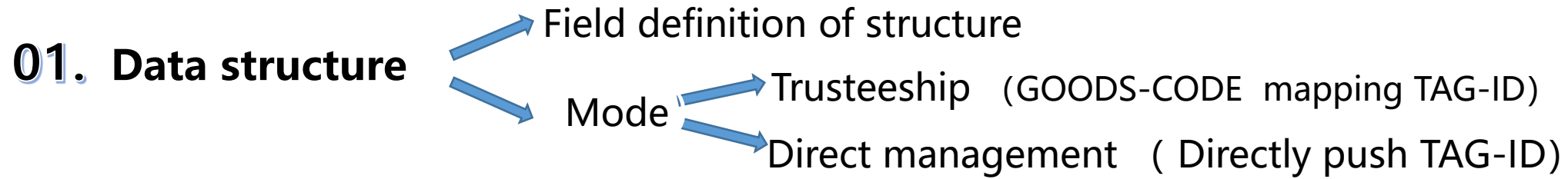


# System Architecture for Multiple Stores ( Central management model )

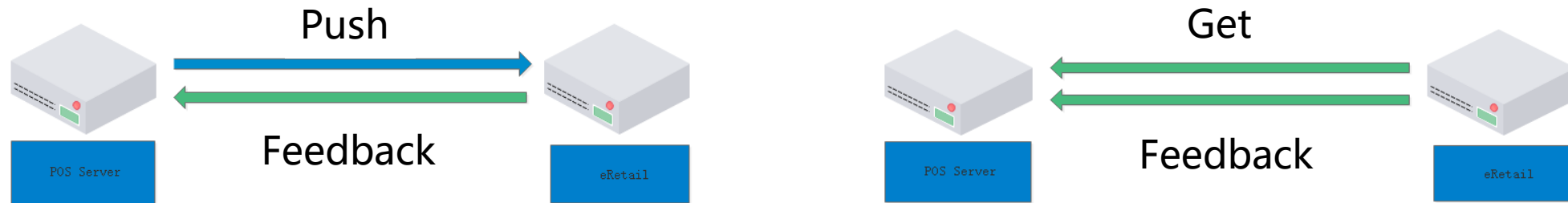




# Sertag Smart ESL Solution—System Docking Scheme



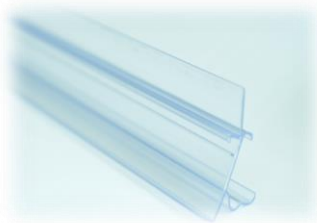
**03. Direction - Push mode**



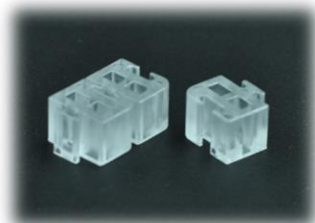
**04. Template confirmation (specific options: special, promotional)**



# Sertag Smart ESL Solution—Installation Accessories



Guider



Angle adjusting  
block



T hang  
Apply: 1.54/2.13/2.9



Put rack  
Apply: 2.13/2.9 inch



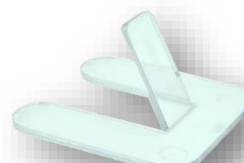
Put rack  
Apply: 7.5 inch



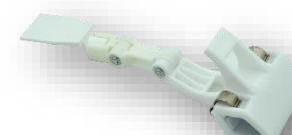
Waterproof jacket  
Apply: 4.2 inch



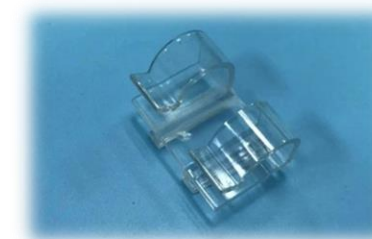
Ice plug  
Apply : 4.2 inch



Put rack  
Apply : 4.2 inch

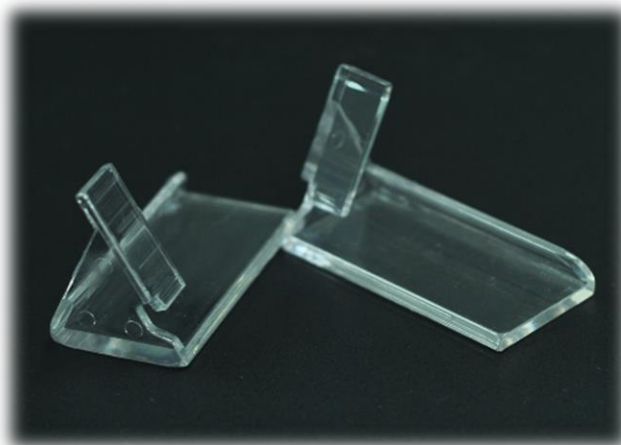
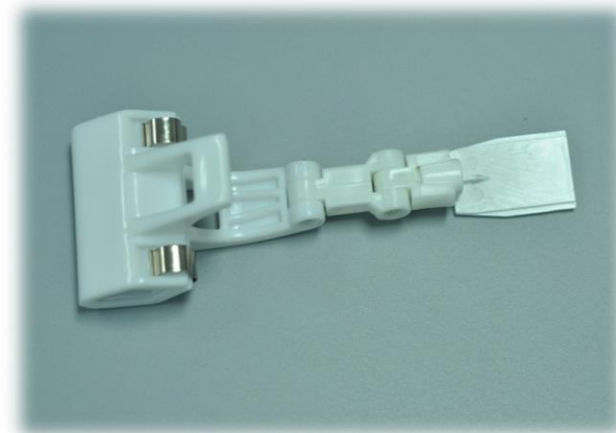
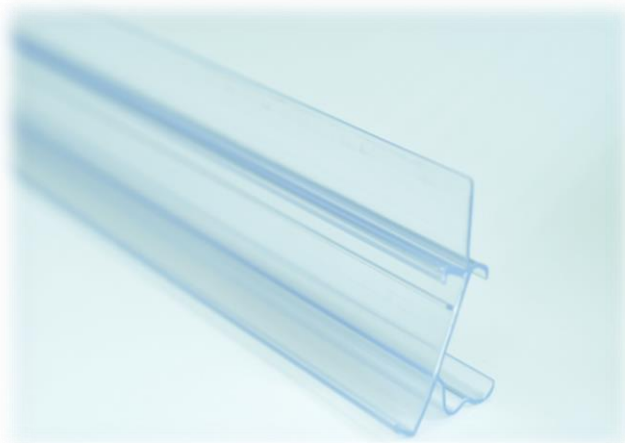


Universal clamp  
Apply : 4.2 inch



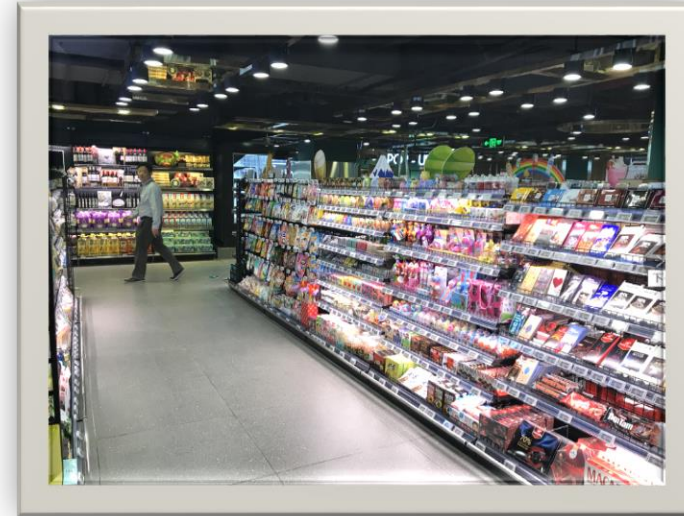
Pendant  
Apply: 4.2 inch

# Details of Installation Accessories



# Installation Show

Rail Type  
Installation



Hang Type  
Installation



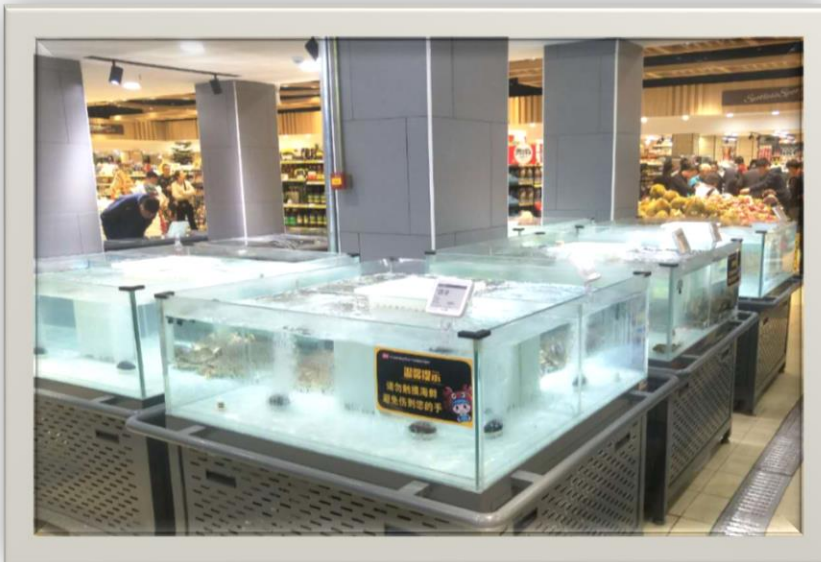


# Installation Show

Stand Type  
Installation



Clamp Type  
Installation



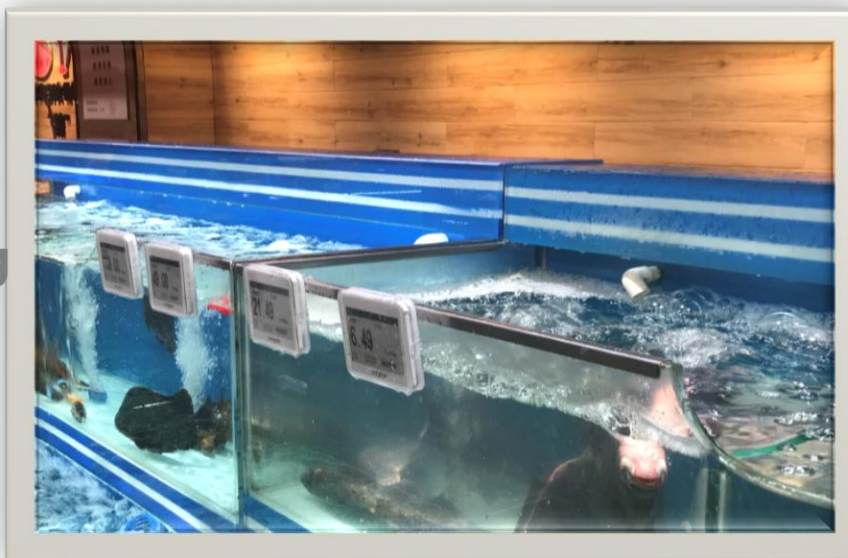


# Installation Show

Hang Ring Type  
Installation



Waterproof Hang  
Type Installation



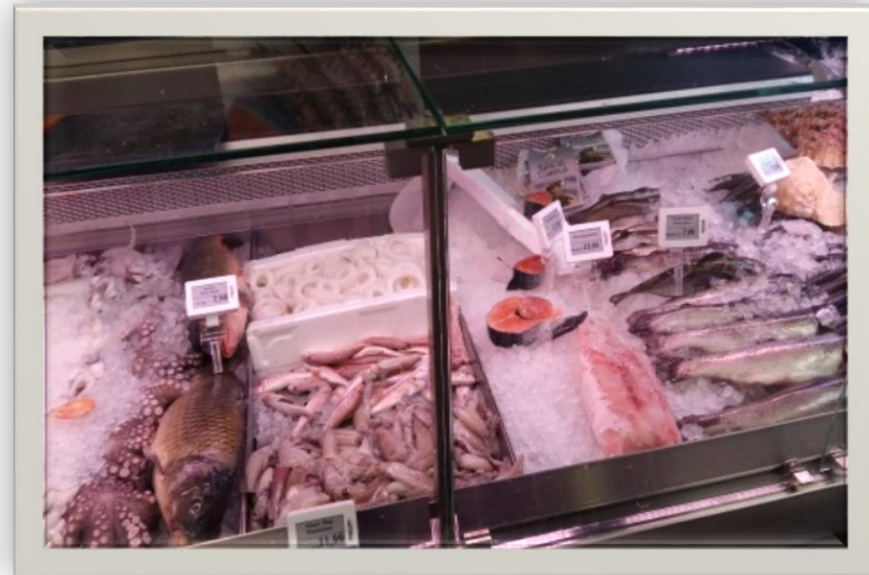


# Installation Show

Universal clamp  
Type Installation



Ice plug Type  
Installation





# PART 03

Our Customers



# Our Customers

## Retailers



## Home Retail Industry



## 3C Retail



## Others

Industrial  
Bakery  
bookstore...



# Applications—Intelligent warehousing



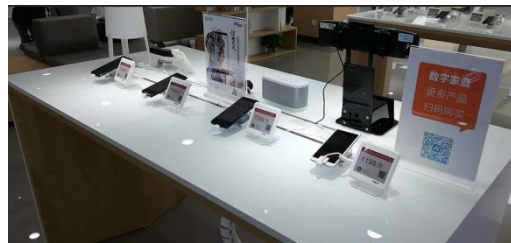
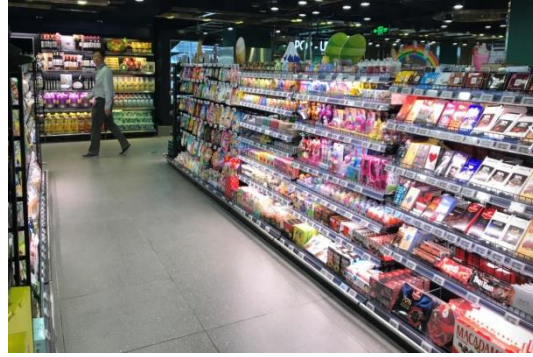


# Applications—Intelligent pharmacy





# Our Customers



# Worldwide partners

## In China:



## Overseas:





# THANK YOU

Electronic Shelf Label

Electronic  
shelf labels  
manufacturer



Digital price  
tags supplier



Professional ESL  
system provider



**Dalian Sertag Technology Co.,Ltd**  
[sales@sertag.com](mailto:sales@sertag.com)





## Contact us

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