Dalian ifLabel Technology
www.iflabel.com
What is ESLs?

Electronic Shelf Labels (ESLs) or Digital Price Tags are not new, but they are popping up across the world and for good reason. ESL tags are e-ink displays that use the same technology as a Kindle display. ESL tags do not require any wires and are updated instantly throughout the store, and can run up to 5-years on a simple watch battery.

Each tag has its own unique code that allows wireless updating from store database of pricing and label content. Changes made to prices, messaging, and sale start/end dates can be pre-loaded in the ESL days or weeks in advance. Sections of the store may have different marketing sales campaigns with various end dates, making dynamic price changes possible while eliminating countless hours of staff labor and also ensures timely compliance.
The Cloud Electronic Shelf Label

We designed the ESL with China leading retailers Alibaba. It is a truly enterprise-class solution using bluetooth, Wi-Fi, and cloud computing technology, offering the lowest total cost and best performance of any ESL vendor. The ESLs are truly scalable and central managed up to unlimited volume, no servers are needed in-store.

How our ESL system work

Our ESLs are working on a total cloud architecture which is highly flexible for chain stores. It is very easy to use: using PDA scanner to bind the goods and ESLs, then cloud system will receive the bind info and generate the label content, sending to Bluetooth AP. Finally the target ESLs can get the content from AP via Bluetooth.
The ESLs solution enables an easy management of perishable goods with management data displayed at the shelf. Large display e-paper are particularly suited to the fruits and vegetable aisles. Beyond price, there are many other information that may change and these changes can be frequent.

- **Battery Life**: 5 YEARS
- **Refreshing**: 1SEC
- **ESLs per AP**: 5,000
- **Color screen**: Triple
- **Encryption**: 128 BIT
- **Managed**: CLOUD

**GROCERY**

Make price and promo changes with unprecedented speed and accuracy. Contact, inform and engage with customers in new and more rewarding ways. Replace manual processes that are costly, time-consuming and error-prone.

**WAREHOUSE**

Remove paper from your factory processes by displaying information electronically, to optimize space, and automatically register goods with your ERP. Pick more accurately and raise alert by the screen and LEDs on our ESLs.

**PHARMACY**

Large screen display and easily update all compliance and allergy information, ensure compliance to the customer. Change prices and offers in seconds, on any shelf, and sync all chain store’s price by cloud.

**CONSUMER ELECTRONICS**

The ESLs solution enables an easy management of perishable goods with management data displayed at the shelf. Large display e-paper are particularly suited to the fruits and vegetable aisles. Beyond price, there are many other information that may change and these changes can be frequent.

**DIGITAL SIGNAGE**

Qualitative and practical solution for signing meeting rooms, office room, desk booking info and other shared facilities, meeting the requirements of demanding customers with sense of esthetics.
GD SERIES
- Red, black and paper white
- Best for promotion
- Low power consumption

GDC21
2.13" screen, 72*36.4*13.9mm

GD21P/GD21PF (freezer use)
2.13" screen, 72*36.4*13.9mm

GDC29
2.9" screen, 93.6x42.2x11.9mm

GDC42
4.2" screen, 105.3x94.5x12.3mm

GD75
7.5" screen, 185x125x14mm

GDC124
12.4" screen, 276.3x224.8x14mm

GDD SERIES
- Black and paper white
- For Food & Fresh district
- Low cost dual-side screen

GDD77
4.2” screen, 215.7*106.8*15mm
<table>
<thead>
<tr>
<th>Model</th>
<th>Screen Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDC15S</td>
<td>15.4&quot;</td>
<td>44.5<em>35.9</em>13.7mm</td>
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<tr>
<td>GDC21S</td>
<td>21.3&quot;</td>
<td>70<em>36</em>14.3mm</td>
</tr>
<tr>
<td>GDC26S</td>
<td>2.6&quot;</td>
<td>83<em>41</em>14.3mm</td>
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<td>GDC27S</td>
<td>2.9&quot;</td>
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<tr>
<td>GDC29S</td>
<td>2.9&quot;</td>
<td>90<em>41</em>14.5mm</td>
</tr>
<tr>
<td>GDC42S</td>
<td>4.2&quot;</td>
<td>105<em>91</em>13.2mm</td>
</tr>
<tr>
<td>GDC58S</td>
<td>5.8&quot;</td>
<td>138.3<em>111.8</em>13.8mm</td>
</tr>
<tr>
<td>GDC75S</td>
<td>7.5&quot;</td>
<td>185<em>124.3</em>13.8mm</td>
</tr>
</tbody>
</table>

- Replaceable battery design
- LED indicator and NFC selectable
- Narrow-bezel and more stylish screen
GDC-V SERIES

- Replaceable battery design
- Ultra thin and compact design

GDC42V
4.2” screen, 104.8*87*8.5mm

GDC75V
1.54” screen, 180.8*121.8*9mm

GDC58V
5.8” screen, 135.4*110*9mm

GDC116V
11.6” screen, 266.3*190*9mm

GDC133V
13.3” screen, 298.3*228*9mm
**Revolutionary Commercial Display**

**GDTL231** 23.1” screen, 600*60*15.8mm

- **Size**: 600mmx60mmx15.8mm
- **CPU**: ARM Cortex A9 Quad Cores
- **DDR**: 1G DDR3
- **Flash memory**: 8GB/16GB EMMC
- **Display**: 23.1 inch LCD 1920*158
- **Power**: DC 12V/2A input, TYPE_C interface, Stand-by<0.5W
- **Image**: JPG,JPEG,BMP,GIF,PNG
- **Android**: Android 5.0+
- **WIFI**: 2.4/5G, 802.11b/g/n
- **Ethernet**: 10M/100M Ethernet
- **Video**: RMVB, DAT, MPEG, MPE, MPG, M2V, ISO, VOB, MP4, 3G2, M - KV, TS, M2TS, M3TS, M4TS, M5TS, MTS, M4V, FLV, FLV, support up to 1080p
- **Quality Certificate (optional)**: CE, FCC, ROHS- with extra cost

**GDTL350** 35” screen, 900*60*15.8mm

- **Size**: 900mmx60mmx15.8mm
- **CPU**: NT72666
- **DDR**: 1G DDR3
- **Flash memory**: 8GB/16GB EMMC
- **Display**: 35 inch LCD 2880*158
- **Power**: DC 12V/2A input, TYPE_C interface, Stand-by<0.5W
- **Image**: JPG,JPEG,BMP,GIF,PNG
- **Android**: Android 5.0+
- **WIFI**: 2.4/5G, 802.11b/g/n
- **Ethernet**: 10M/100M Ethernet
- **Video**: RMVB, DAT, MPEG, MPE, MPG, M2V, ISO, VOB, MP4, 3G2, M - KV, TS, M2TS, M3TS, M4TS, M5TS, MTS, M4V, FLV, FLV, support up to 1080p
- **Quality Certificate (optional)**: CE, FCC, ROHS- with extra cost
# The 1st Gen Electronic Shelf Label

<table>
<thead>
<tr>
<th>MODEL</th>
<th>GD21</th>
<th>GD21F</th>
<th>GD21P</th>
<th>GD21PF</th>
<th>GD29</th>
<th>GD75</th>
<th>GD124</th>
<th>GDC21</th>
<th>GDC29</th>
<th>GDC42</th>
<th>GDC75</th>
<th>GDC124</th>
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<tbody>
<tr>
<td><strong>SCREEN FEATURES</strong></td>
<td></td>
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<tr>
<td>Screen</td>
<td>E-ink Screen</td>
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<td>Color</td>
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<td>Black and paper white</td>
<td>Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
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<td>Red/Yellow, Black and paper white</td>
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<td>1304 x 984</td>
<td>250 x 122</td>
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<td><strong>HARDWARE FEATURES</strong></td>
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<td>Customized Templates</td>
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<td>Supported</td>
<td>Supported</td>
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<td>72x36.4x13.9mm</td>
<td>69x36x14.1mm</td>
<td>69x36x14.1mm</td>
<td>93.6x42.2x11.9mm</td>
<td>93.6x42.2x11.9mm</td>
<td>185x125x14mm</td>
<td>276.3x224.8x14mm</td>
<td>72x36.4x13.9mm</td>
<td>93.6x42.2x11.9mm</td>
<td>185x125x14mm</td>
<td>276.3x224.8x14mm</td>
</tr>
<tr>
<td>Operate Temp</td>
<td>0~30°C</td>
<td>-25~25°C</td>
<td>0~30°C</td>
<td>-25~25°C</td>
<td>0~30°C</td>
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<td>0~30°C</td>
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<td>1200mA</td>
<td>1200mA</td>
<td>1200mA</td>
<td>2400mA</td>
<td>3600mA</td>
<td>4800mA</td>
<td>1200mA</td>
<td>1200mA</td>
<td>2400mA</td>
<td>3600mA</td>
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<tr>
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<td>Up to 5 yrs</td>
<td>Up to 5 yrs</td>
<td>Up to 5 yrs</td>
<td>Up to 5 yrs</td>
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</tbody>
</table>

**Certification:** RoHS / CE / FCC / CQC
### The 2nd -3rd Gen Electronic Shelf Label

#### HARDWARE FEATURES

<table>
<thead>
<tr>
<th>MODEL</th>
<th>GDC15S</th>
<th>GDC21S</th>
<th>GDC21SF</th>
<th>GDC27S</th>
<th>GDC28S</th>
<th>GDC42S</th>
<th>GDC42V</th>
<th>GDC58S</th>
<th>GDC58V</th>
<th>GDC75V</th>
<th>GDC116V</th>
<th>GDC133V</th>
<th>GDD77</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Screen</strong></td>
<td>E-ink Screen</td>
<td>E-ink Screen</td>
<td>E-ink Screen</td>
<td>E-ink Screen</td>
<td>E-ink Screen</td>
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<td>E-ink Screen</td>
<td>E-ink Screen</td>
<td>E-ink Screen</td>
<td></td>
</tr>
<tr>
<td><strong>Color</strong></td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
<td>Red/Yellow, Black and paper white</td>
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<tr>
<td><strong>Resolution</strong></td>
<td>152*152</td>
<td>250*122</td>
<td>212*104</td>
<td>176*164</td>
<td>296*128</td>
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<td>648*480</td>
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<td>960*640</td>
<td>960*680</td>
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<td><strong>Customized Templates</strong></td>
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<td>Supported</td>
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<td>Supported</td>
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</tr>
<tr>
<td><strong>Dimension</strong></td>
<td>44.9x35.9x13.7mm</td>
<td>70x36x14.3mm</td>
<td>70x36x14.3mm</td>
<td>77.7x50x14.3mm</td>
<td>80x41x14.5mm</td>
<td>105x69x13.2mm</td>
<td>138.3x111.8x13.8mm</td>
<td>185x124.3x19mm</td>
<td>104.8x87x8.5mm</td>
<td>135.4x110x9mm</td>
<td>180.8x121.8x9mm</td>
<td>266.3x190x9mm</td>
<td>298.3x228x9mm</td>
</tr>
<tr>
<td><strong>Operate Temp</strong></td>
<td>0~40°C</td>
<td>0~40°C</td>
<td>-25~25°C</td>
<td>0~40°C</td>
<td>0~40°C</td>
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<td>0~40°C</td>
<td>0~50°C</td>
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<td>1200mA</td>
<td>1200mA</td>
<td>2400mA</td>
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<td>Up to 5 yrs</td>
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<tr>
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<td>Yes</td>
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<td>Yes</td>
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<td>Yes</td>
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<td>Yes</td>
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<tr>
<td><strong>Replaceable Battery</strong></td>
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</tbody>
</table>

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**FACTORY ELECTRONIC SHELF LABEL**

- **MODEL**
- **SCREEN FEATURES**
  - Color: Red/Yellow, Black and paper white
  - Resolution: 152*152
- **HARDWARE FEATURES**
  - Management: Cloud
  - Customized Templates: Supported
  - Dimension: 44.9x35.9x13.7mm
- **PHYSICAL FEATURES**
  - Operate Temp: 0~40°C
  - Battery: 600mA
  - Battery Life: Up to 5 yrs
  - LED: Yes
- **CERTIFICATION**
  - RoHS / CE / FCC / CQC
CLOUD ESL

AQUACULTURE AREA

FRUIT AND VEGETABLES AREA

FREEZER AREA

TYPICAL AREA

BEVERAGE AREA

BAKED GOODS AREA

WATERPROOF COVER
Suitable for aquatic area, IP67 standard

RAILS AND ATTACHMENTS
For using on typical shelves such as drinks area

PEG HOOK
Adaptable to snack areas

ICE PICK
Directly put into the ice and is used for the aquatic area

STAND
To be placed on any flat surfaces

CLAMP
Suitable for clamp on baskets, such as fruit and vegetable area
Base Station Series

- Bluetooth 5.0 + Dual-band Wi-Fi
- Up to 200 feet coverage
- Support 5,000 ESLs per AP
- Multi-module and various installation method

GAP-C
Ceiling mount, 48VDC PoE

GAP-D
Desktop use, gateway, 12VDC

GAP-DM
Desktop use, gateway, 12VDC

Cloud ESL Management System

- Central managed for all ESLs
- Web browser based, no need installation
- Truly scalable for managing millions labels
- Support private cloud deployment
About HemaFresh

HemaFresh is a new retail platform / chain supermarket under the Alibaba Group. It hopes to create a community-based one-stop new retail experience center for consumers, bringing people a “sweet life” with technology and human touch.

Needs

The ESLs solution needed to handle a high volume of transmissions and extremely high frequency of price change, due to requirement of Hema, since they are the No.1 of fresh supermarket. The screen needed to display lots of info in order to optimize promotional offers, and the mounting system had to be compatible with very different types of furniture and shelves.

Accomplishment

We worked with Alibaba team to implement a fully customized system, also greatly reduce the TCO of the total project.

"The product quality and service are perfectly match all our stores requirement.”

Yuzhi Chen, Project Leader

Today more than 120,000 units of zkong ESLs with different sizes are installed in each of the 108 HemaFresh stores. Equipped with multiple types of different accessories, the labels fit seamlessly into the store design and underline the high-quality image that HemaFresh stands for. There are many information that may change and these changes can be frequent. The electronic labeling can simplify and automate a pricing management usually complex.

Exclusive ESLs supplier of No.1 fresh supermarket

HemaFresh by Alibaba

CASE STUDY

Today more than 120,000 units of zkong ESLs with different sizes are installed in each of the 108 HemaFresh stores. Equipped with multiple types of different accessories, the labels fit seamlessly into the store design and underline the high-quality image that HemaFresh stands for. There are many information that may change and these changes can be frequent. The electronic labeling can simplify and automate a pricing management usually complex.

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