

ELECTRONIC SHELF LABELS (ESL)

Solution and Products



Efficient



Cost-effective



Accurate



Environmental

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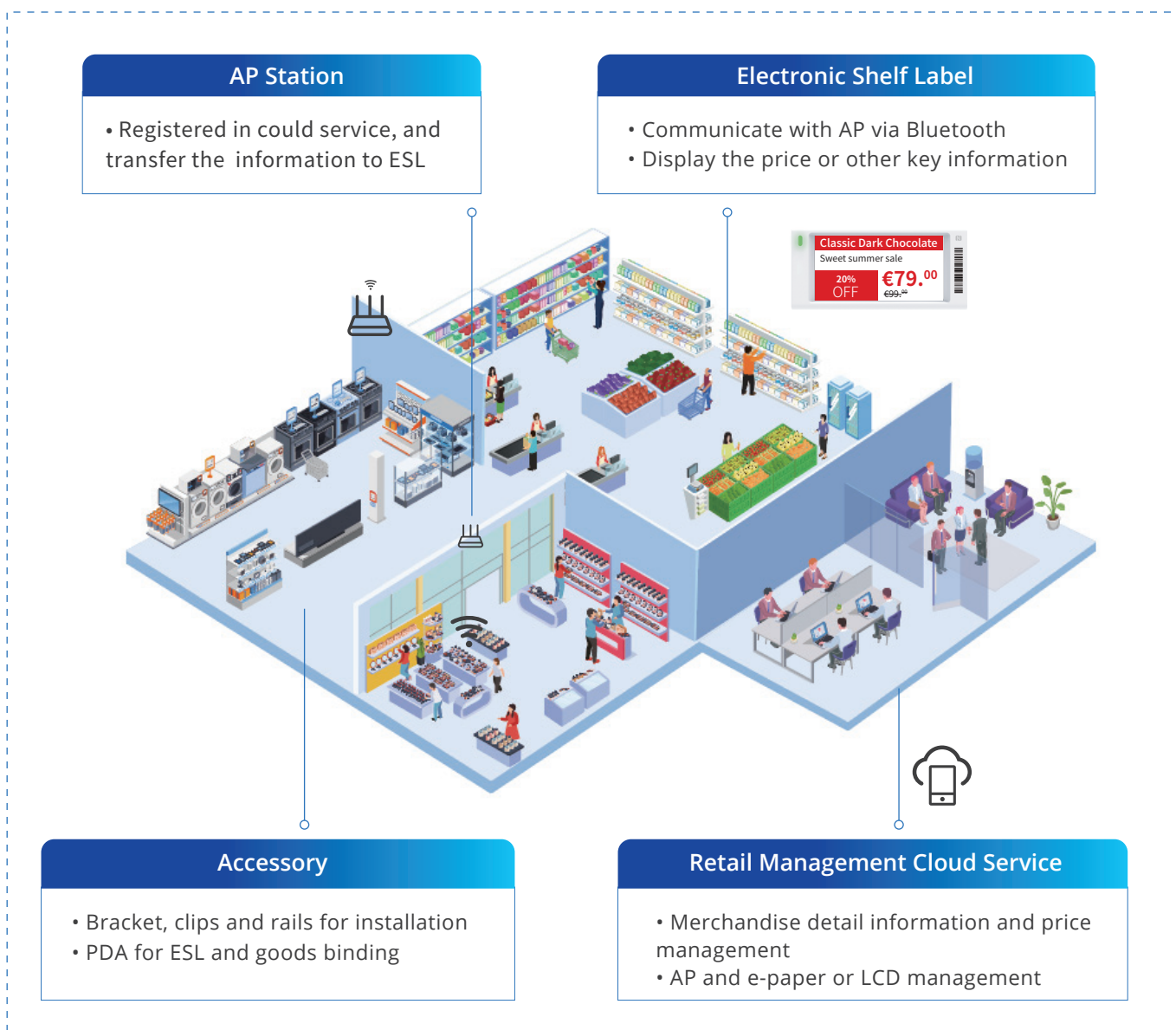
ESL SOLUTION

WHAT IS ESL SOLUTION

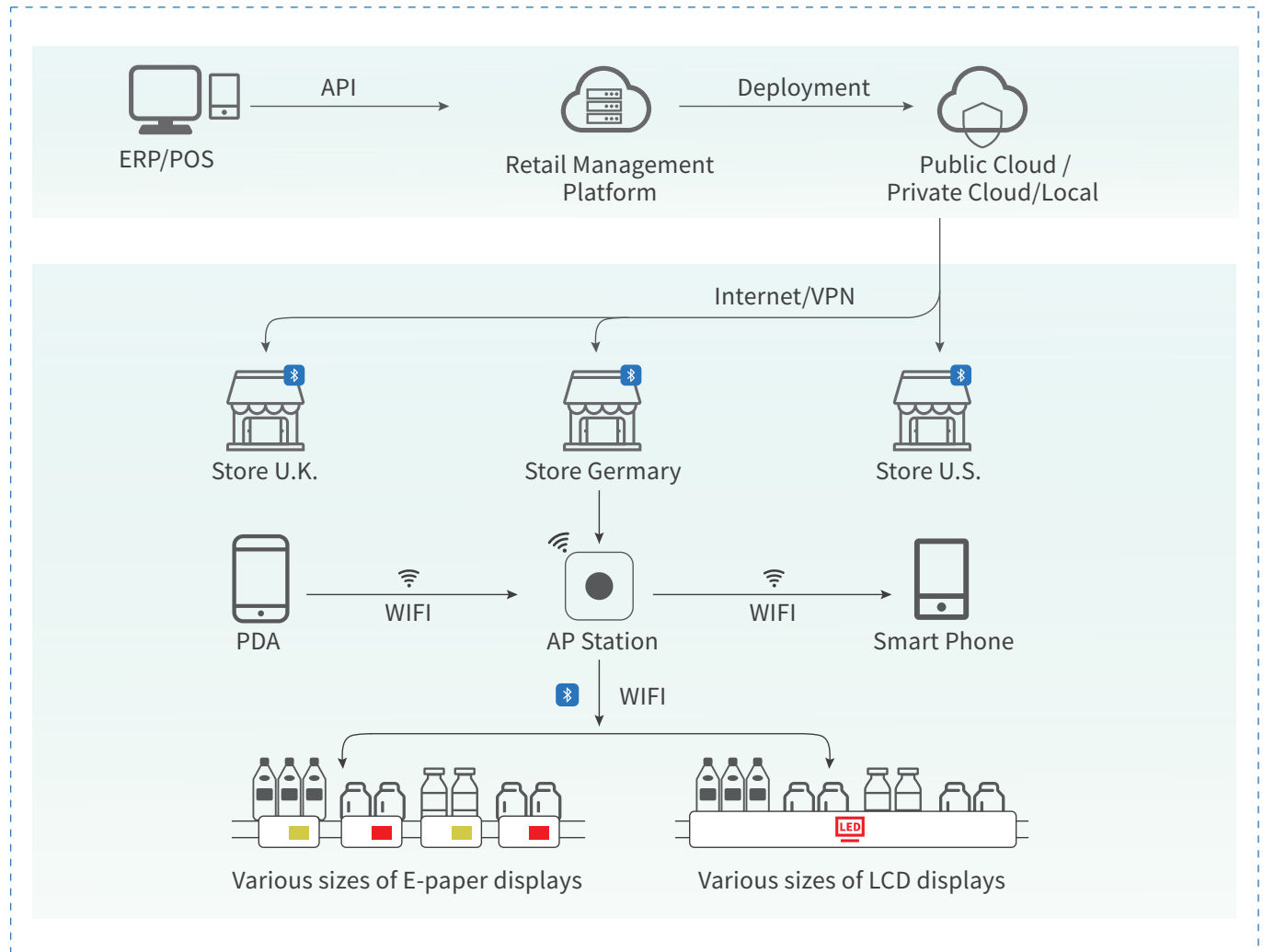
The electronic shelf label is a solution that replaces traditional paper pricing with electronic display screens. It retrieves real-time product prices and information through wireless communication, and displays them on store shelves. The electronic price tag solution improves efficiency and accuracy in the retail industry, reducing manual operations and errors.

With the electronic price tag solution, stores can easily update product prices, promotions, and special notifications without manually replacing paper tags. This means that stores can quickly respond to price changes and sales strategies, providing a better shopping experience.

ESL SOLUTION COMPOSITION



ESL SYSTEM DIAGRAM



Get Item Data

ERP/POS sync Item info to ESL Software



Send Data to AP

ESL Software send the commodity data to AP station in related store



Transmit data to screen

AP station transmit the data and template to EPD and LCD



Display the data in screen

E-paper or LCD display the commodity price and promotion information

ESL SOLUTION BENEFITS

To Store Owner



Improve Efficient

Digital operation , more real-time and accurate



Reduce Cost

save material, reduce staff, decrease complaints



Environmental Protection

Paperless, replace the paper label



Technology Empower

make the store rich in technology

To Store Staff



Work efficiently

Smart reminder, fast promotion



Management Optimization

Clear duty and digitized processes



Smart statistics

Quick Smart Statistics



To Customers



Full information

Full product information, latest promotions



Convenient Consumption

online and offline linkage



Truthful

price real and low rate error



Two-way interaction

Connect with customers and merchants

ESL SOLUTION VS PAPER LABEL

For a medium size supermarket with a 20,000 sku , and based on the 5 years time life period , the system expenditure is as follows

Item	Description	invest
ESL	1.54", 2.13", 2.9", 4.2", mainly use 2.13", average price 7.5\$, 7.5*20,000=	\$150,000
ESL AP station	Estimated at 2,000 square meters, the number of AP station is about 15, consider supplementary spots, count 20 pcs in total, the price is 250\$/pcs	\$5000
Cloud platform fee	Cloud deployment, cloud server costs or software costs and etc.	\$5000
System maintenance fee	Free of charge for the first year and estimated at 10% of the contract amount for each subsequent year, with a 4-year maintenance cost of 15,000 *10%*4	\$60,000
amount		\$210,000

ESL System Costs

VS

Traditional Paper Labels

Item	Description	invest
Labor Costing Save	20,000 paper labels, 3,000 need to be replaced 4 times a week, 5 people are expected to be needed, each employee's expenditure each month is 2,000\$ (salary and others), the total expenditure a year: 5*2000*12	\$120,000
Paper Save	The cost of each paper label is 0.005\$, and the cost of paper is estimated=3000*4*4*12*0.005	\$3000
Invest Back	One year cost 123,000, the invest back need 210,000/123,000=1.7 year	1.7 year
5 years Revenue	5year *123,000-210,000	\$405,000

The above does not include the loss and compensation amount caused by manual price modification errors
Therefore, ESL are a must for retail digital information transformation

ESL SOFTWARE PLATFORM

One Platform

ESL and LCD and template designer in one platform

More Security

The Bluetooth SIG maintains the Bluetooth standard, the protocol more reliable and secure.

More Open

200+ open API interface, platform more open, integrate more easy

More Flexible

supporting cluster deployment, enables convenient scalability.

Public Cloud Solution

- The system is deployed on our public server (public network)
- Based on distributed and cluster deployment
- Suitable for all users



Private Cloud Solution

- The system is deployed on the customer's own cloud server (public network)
- Cluster deployment can be used
- Applicable to agents or large chain brands



Local Solution

- The system is deployed on a private network-Cluster deployment can be used
- Applicable to regional businesses with multiple stores or singlestore



America
esl-la.waythcan.com

Europe&Africa
esl-eu.waythcan.com

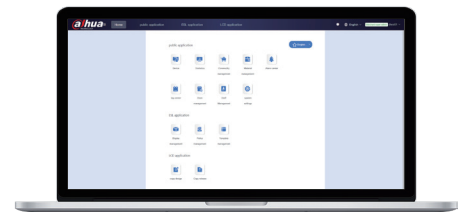
Asia & Australia
esl-asia.waythcan.com

US

Germany

Singapore

We deploy 3 servers to cover the global ESL business

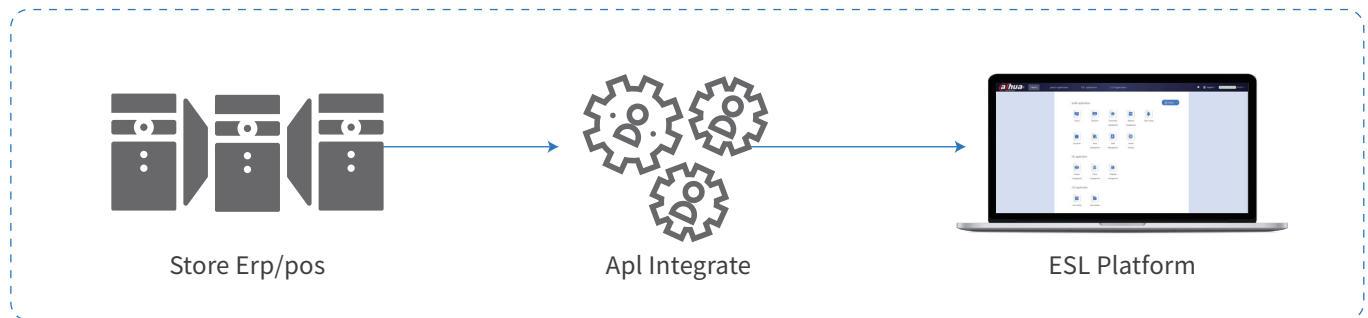


No matter which server , user can visit in esl.waythcan.com

MULTI-METHODS TO OBTAIN ITEMS DATA

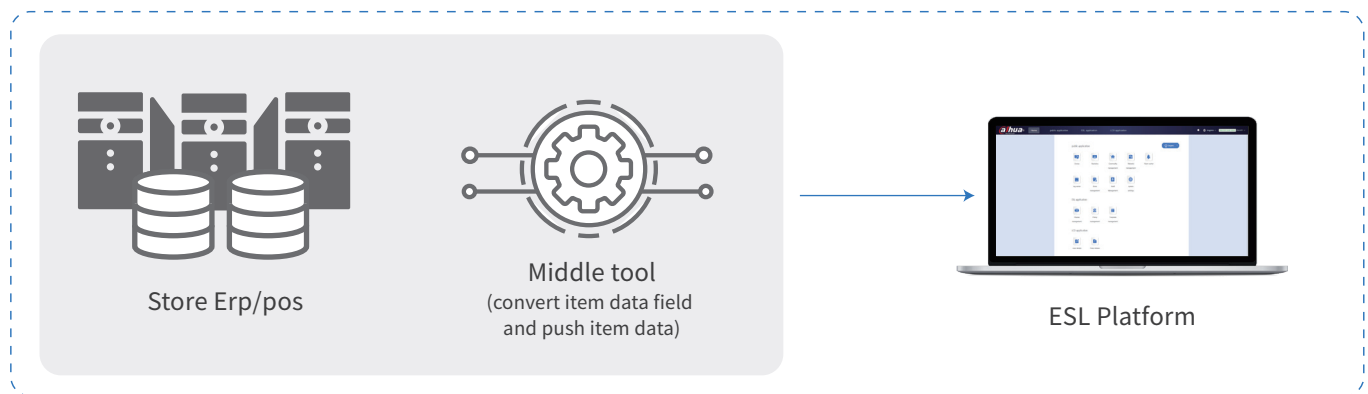
API docking

Through the API interface, product data can be synchronized in real time



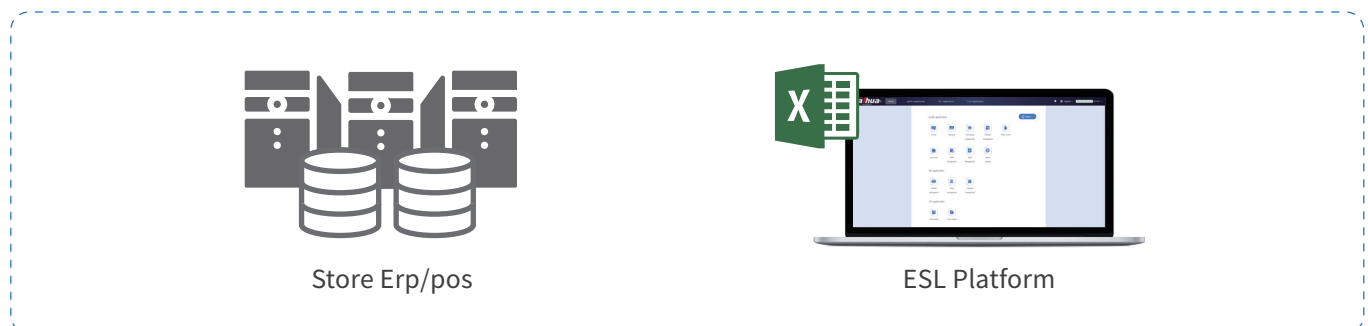
Middleware tool push

Tool need be installed in customer side, and after configuration , tool can get the commodity data from cvs/excel or database, then push to our ESL platform



Excel Import

Should login ESL platform , and import as our template.





PRODUCTS

PRODUCTS E-PAPER DISPLAY FEATURES



1



NFC

- Support NFC phone close to tag and visit e-commercial.

2



BATTERY REPLACEABLE

- Battery Replaceable.
- 10 years lifecycle.

3



RGB LED

- Remind Out of stock.
- Remind battery out of power.

4



MULTI-COLOR E-INK

- White+Black+Red+Yellow.

5



BLUETOOTH

- More common and more stable.
- Supper low power consumption.



6













EXTREMELY REFRESH

- Intelligence algorithm, price tags support extremely fast refresh technology.

E-PAPER - A SERIES

Product Name	1.54" A Series				1.8" A Series		
Image							
Model	E4015A-N	E4015A-BN	E015A-N	E015A	E4018A-N	E018A-N	E018A
Display Color	● ● ● ●	● ● ● ●	● ● ●	● ● ●	● ● ● ●	● ● ●	● ● ●
Appearance Color	White	Black	White	White	White	White	White
NFC	YES	YES	YES	NO	YES	YES	NO
LED	YES				YES		
Resolution	200*200				224*168		
Tag Dimension	44.5*36*12				52.5*36*10.5		
Display Dimension	27*27				36*27		
Battery Lifetime	6 Years(update 2 times per day)				6 Years(update 2 times per day)		
Working Temperature	0~40℃				0~40℃		




E-PAPER - A SERIES

Product Name	2.13" A Series				2.66" A Series			
Image								
Model	E4021A-N	E4021A-BN	E021A-N	E021A	E4026A-N	E4026A-BN	E026A-N	E026A
Display Color								
Appearance Color	White	Black	White	White	White	Black	White	White
NFC	YES	YES	YES	NO	YES	YES	YES	NO
LED	YES				YES			
Resolution	250*122				296*152			
Tag Dimension	70*34.5*12				83*41*12			
Display Dimension	48.6*23.5				60*30.5			
Battery Lifetime	10 Years(update 2 times/day)				10 Years(update 2 times/day)			
Working Temperature	0~40℃				0~40℃			


E-PAPER - A SERIES

Product Name	2.9" A Series				4.2" A Series			
Image								
Model	E4029A-N	E4029A-BN	E029A-N	E029A	E4042A-N	E4042A-N	E042-N	E042A
Display Color	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●
Appearance Color	White	Black	White	White	White	Black	White	White
NFC	YES	YES	YES	NO	YES	YES	YES	NO
LED	YES				YES			
Resolution	296*128				300*400			
Tag Dimension	90*41*12				105*87*13			
Display Dimension	67*29				85*63.5			
Battery Lifetime	10 Years(update 2 times/day)				10 Years(update 2 times/day)			
Working Temperature	0~40℃				0~40℃			

E-PAPER - A SERIES

Product Name	5.8" A Series			7.5" A Series	
Image					
Model	E4058A-N	E058A-N	E9058A-N	E4075A-N	E075A-N
Display Color			Full Color		
Appearance Color	White			White	
NFC	YES			YES	
LED	NO			NO	
Resolution	480*648		600*448	480*800	
Tag Dimension	135.5*110*9			180*121*13	
Display Dimension	119*88		115*86	163*98	
Battery Lifetime	10 Years(update 2 times/day)			10 Years(update 2 times/day)	
Working Temperature	0~40℃			0~40℃	




E-PAPER - A SERIES

Product Name	10.2" A Series		11.6" A Series	13.3" A Series
Image				
Model	E4102A-N	E4102A-N	E116A-N	E133A-N
Display Color				
Appearance Color	White		White	white
NFC	YES		YES	YES
LED	NO		NO	NO
Resolution	640*960		640*960	680*960
Tag Dimension	135.5*110*9		266*190*9	298.3*225.5*9
Display Dimension	215.5*143.5		244.5*163	275.5*195
Battery Lifetime	10 Years(update 2 times/day)		10 Years(update 2 times/day)	10 Years(update 2 times/day)
Working Temperature	0~40 ℃		0~40 ℃	0~40 ℃

E-PAPER - B SERIES

Product Name	4.2" B Series		7.5" B Series	
Image				
Model	ESL-E4042B-PN	ESL-E042B-PN	E4075B-N	E075B-N
Display Color				
Appearance Color	White & Blue		White	
NFC	YES		YES	
LED	YES		NO	
Resolution	300*400		480*800	
Tag Dimension	104*87*10		177*124*13	
Display Dimension	85*63.5		163*98	
Battery Lifetime	10 Years(update 2 times/day)		10 Years(update 2 times/day)	
Working Temperature	0~40℃		0~40℃	

E-PAPER - C SERIES

Product Name	1.54" C Series			2.1" C Series			2.1" Freezing Model	
Image								
Model	E4015C-N	E015A-N	E015A	E4021C-N	E021C-N	E021C	E021C-NF	E021C-F
Display Color	●●●●	●●●●	●●●●	●●●●	●●●●	●●●●	●●	●●
Appearance Color	White	White	White	White	White	Black	White & Blue	White & Blue
NFC	YES	YES	NO	YES	YES	NO	YES	NO
LED	YES			YES			YES	
Resolution	200*200			224*168			212*104	
Tag Dimension	44.5*36*12			70*34.5*12			70*34.5*12.5	
Display Dimension	27*27			36*27			48.5*23.5	
Battery Lifetime	6 Years (update 2 times per day)			10 Years (update 2 times/day)			10 Years (update 2 times/day)	
Working Temperature	0~40℃			0~40℃			-25~25℃	



E-PAPER - C SERIES

Product Name	2.66" C Series			2.66" Freezing Model	
Image					
Model	E4026C-N	E026C-N	E026C	E026C-NF	E026C-F
Display Color	●●●●	●●●	●●●	●●	●●
Appearance Color	White	White	White	White & Blue	White & Blue
NFC	YES	YES	NO	YES	NO
LED	YES			YES	
Resolution	296*152			296*152	
Tag Dimension	83*41*11			83*41*12	
Display Dimension	60*30.5			60*30.5	
Battery Lifetime	10 Years(update 2 times/day)			10 Years(update 2 times/day)	
Working Temperature	0~40℃			-25~25℃	

E-PAPER - C SERIES



Product Name	2.9" C Series			3.7" C Series	
Image					
Model	E4029C-N	E029C-N	E029C	E4037C-NF	E037C-N
Display Color	●●●●	●●●	●●●	●●●●	●●●
Appearance Color	White	White	White	White	White
NFC	YES	YES	NO	YES	YES
LED	YES			YES	
Resolution	296*128			416*240	
Tag Dimension	90*41*11			104*56*11.5	
Display Dimension	67*29			81.5*47	
Battery Lifetime	10 Years(update 2 times/day)			10 Years(update 2 times/day)	
Working Temperature	0~40℃			0~40℃	

LCD - SHELF-EDGE DISPLAY

Product Name	23.1" Shelf LCD (for 60cm shelf)	35" (for 90cm shelf)
Image		
Model	ESL-L231-02	ESL-L350-02
System	Android	Android
Color	Full color	Full color
Resolution	1920*158	3840*200
WIFI	YES	YES
Working Temperature	0℃ - 50℃	0℃ - 50℃
Dimension	597*62*18mm	889.2*60.9*26 mm
Power Supply	Power Adapter(12V, Type-C)	Power Adapter(12V, Type-C)

Product name	37" Shelf LCD (for 90cm shelf)	47.1" (for 120cm shelf)
Image		
Model	ESL-L370-02	ESL-L471-02
System	Android	Android
Color	Full color	Full color
Resolution	1920*540	3840*160
WIFI	YES	YES
Working Temperature	0℃ - 50℃	0℃ - 50℃
Dimension	923.6*285.6*58.4m	1209*62.9*29.2mm
Power Supply	Power Adapter(12V, Type-C)	Power Adapter(12V, Type-C)

LCD - VERTICAL DISPLAY

Product Name	10.1" single side display	10.1" dual side display
Image		
Model	ESL-L101-01	ESL-L101-01D
System	Linux	
Color	Full color	
Resolution	800*1280	
WIFI	YES	
NFC	YES	
Working Temperature	-20 °C - 50 °C	
Dimension	243*150.1 *15 mm	
Power Supply	DIN-rail Powered	

PRODUCTS AP STATION



5.1 Bluetooth protocol

more save energy , and more stable and more security.

POE power supply

AP station supports POE connect. Network and power supply 2-in-1, easier installation

Data encrypted transmission

ESL system full process encrypted transmission, private protocol + signature verification + crc algorithm to ensure data security and consistency

WIFI Bluetooth Together, E-Paper and LCD both can be handle

4 Bluetooth modules, 4 omnidirectional antennas
Support 2.4/5G WIFI

Radius coverage 20+ meters

The coverage radius of the AP station is 20 meters

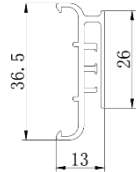

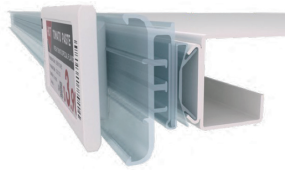
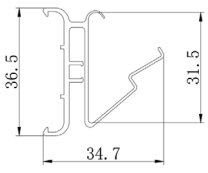

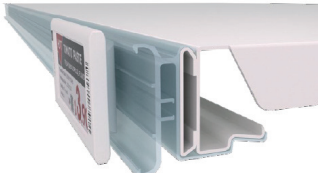
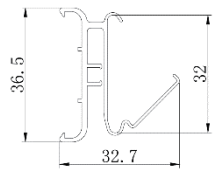

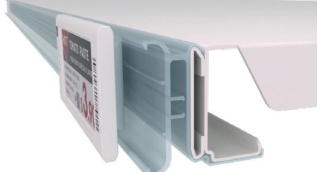
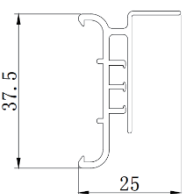


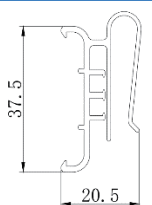

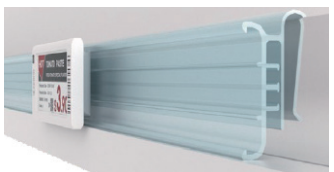
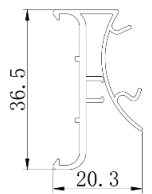
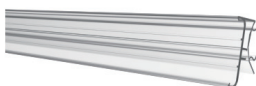

Easy to be add in platform

When network is fine, AP station no need to extra configure.

2000+ ESL connection

There is no restriction on the number of price tag connections. For transmission speed, it is recommended to be around 2000 pcs price tag

ACCESSORY - RAIL

Model	Dimension	Image	Image	Application
ESL-BR01-xx	36.5*13*xx			
ESL-BR02-xx	36.5*34.7*xx			
ESL-BR03-xx	36.5*32.7*xx			
ESL-BR05-xx	37.5*25*xx			
ESL-BR06-xx	37.5*20.5*xx			
ESL-BR12-xx	36.5*20.3*XX			




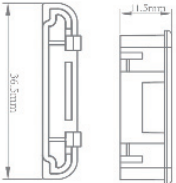
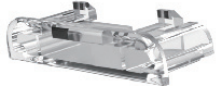
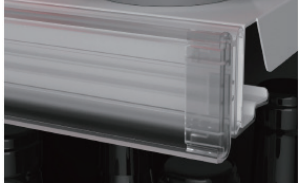
ACCESSORY - HOLDER

Model	Dimension	Image	Image	Application
ESL-BH01	32*48*23.1			
ESL-BH02	36*51*20.7			
ESL-BH03	100*52.1* 48			
ESL-BH04	79*54*128			
ESL-BH05	32*35*38			
ESL-BH08	55*38*10			
ESL-BH09 (Magnetic holder)	55*37*10.5			

ACCESSORY - CLIP & STANDING

Model	Dimension	Image	Application
ESL-BC01	50.6*40.2*41		
ESL-BC02	50.6*40.2*41		
ESL-BC05	54.5*142*43		
ESL-BC06	34.5*25.1*13		
ESL-BT01	170*160*max615		
ESL-BT02	96.5*73.7*72.3		
ESL-BT03	142.9*135.4*127.2		
ESL-BT04	50*34.6*23.7		
ESL-BT05	61.6*62.3*85.7		

ACCESSORY - OTHERS

Model	Dimension	Image	Application
ESL-BA01	80.7*45*6		 
ESL-BA02	36.5*11.5*6.9		 
ESL-BA03	23*13.2*16.2	