

Hanshow



ELECTRONIC SHELF LABEL SYSTEM

Leading the Future of Digital Retail

HANSHOW CONTINUOUSLY INNOVATES TO
CONNECT YOUR STORES WITH THE HIGHEST
EFFICIENCY







WHAT WE DO



Hanshow Technology is a trusted partner among retailers worldwide. We strive to enhance the shopping experience by developing cutting edge technology and providing services to solve our clients' in-store challenges. Our innovative spirit begins with our global team, improves

the way we operate, and ultimately helps us deliver compelling end-to-end solutions.

As an integrated and professional **Electronic shelf label (ESL)** manufacturer, Hanshow is aiming to provide clients with world

class ESL solutions and services. Hanshow ESL system is based on our customized Wireless Application Protocol Technology, which is widely applied in every type of retail environment including hypermarkets, shopping malls, boutiques, chain stores, pharmacies and other retail sectors using price labels.



The ESL system is designed to **replace traditional pricing labels** and ensures the price updates in stores are **instant** and **accurate**. Additionally, the ESL system can reduce operational costs, optimize supply chain management and add dynamic features to retail business management.

One of the major trends in retail is called **Omni-channel** which is a cross-channel business model used to enhance customer experience.

In this new model, ESL plays an important role of **connecting online/offline channels and synchronizing**

information in real time.

By implementing this solution, retailers will stay in **touch** with consumers via smart phones or other internet media channels simultaneously.



OUR PRODUCTS



ESL: The Power of Information



RELIABILITY

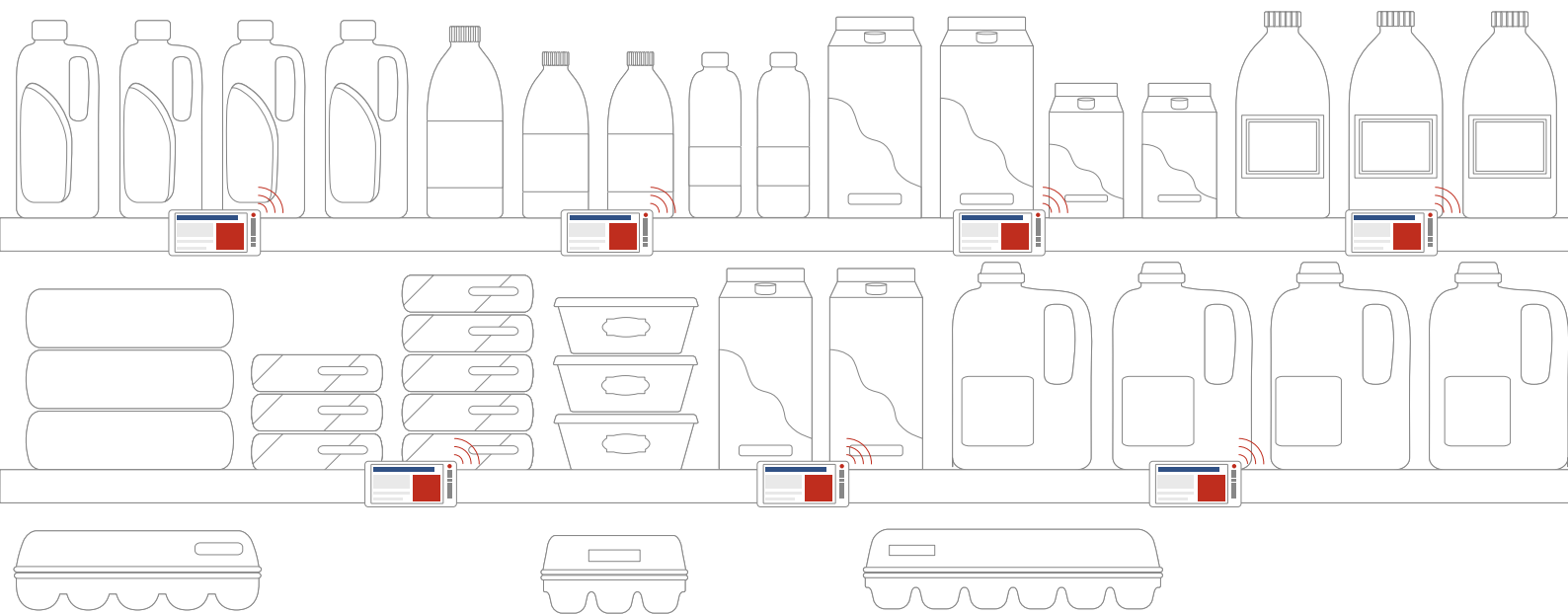
- > 5 year battery life
- > High performance e-ink display
- > Built-in tri-color LED indicator
- > Automatic operation management
- > Data encryption transmission
- > Centralized monitoring and alert system

ADDED VALUE

The new **Electronic Shelf Labels (ESL)** are battery powered electronic displays for automatic shelf prices update.

Back office information can be displayed on ESL: price changes, stock inventory, stock-outs, orders in progress and more.

ESL has been designed to **interact with users**, not only to show the correct prices, but also to optimize store operations.



CONVENIENCE

- > Upgrade remotely
- > Self-checking system
- > Easy installation

FLEXIBILITY

- > Multiple pages
- > Customized templates
- > Multiple languages
- > Compatible with a variety of terminals and platforms
- > Variety of accessories for different scenarios

STELLAR ST@/S3T@/S3Y@

Maximum Information, Minimum Space

Minimal facing: suitable for accessories, perfume, hygiene and beauty products.



Technical Features

Model: 1.5

Size: 48.0 x 35.0 x 13.0 mm

Weight: 21.7 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 27.0 x 27.0 mm

Resolution: 200 x 200 pixel

Visual angle: > 170°

DPI: 188

Display colors: black/white/red/yellow

Battery

Battery: 1 x CR2450

Battery life: 3 years (4 updates per day)

Feature

NFC technology

Built-in interactive NFC chip

STELLAR M@/M3@/M3Y@

E-ink Display its Best-selling Format

Compact and functional design. Perfect for any department.



Technical Features

Model: 2.1

Size: 70.0 x 35.0 x 13.2 mm

Weight: 36.0 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 48.6 x 23.7 mm

Resolution: 250 x 122 pixel

Visual angle: > 170°

DPI: 131

Display colors: black/white/red/yellow

Battery

Battery: 2 x CR2450

Battery life: 5 years (4 updates per day)

Feature

NFC technology

STELLAR XM@/XM3@/XM3Y@

Personalized and Perfect Visibility

Compact and functional design.
Ideal for visualizing text and graphics.



Technical Features

Model: 2.6
Size: 84.0 x 41.0 x 13.1 mm
Weight: 43.0 g
Temperature: 0°C ~ 30°C
Update time: up to 18.000 labels per hour
Barcode: frontal
Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system
Size: 60.1 x 30.7 mm
Resolution: 296 x 152 pixel
Visual angle: > 170°
DPI: 125
Display colors: black/white/red/yellow

Battery

Battery: 2 x CR2450
Battery life: 5 years (4 updates per day)

Feature

NFC technology

The resolution and DPI vary with different screen

STELLAR L@/L3@/L3Y@

Personalized and Perfect Visibility

High-definition display.
Perfect for text and graphic visualization.



Technical Features

Model: 2.9
Size: 91.0 x 41.0 x 13.1 mm
Weight: 47.0 g
Temperature: 0°C ~ 30°C
Update time: up to 18.000 labels per hour
Barcode: frontal
Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system
Size: 66.9 x 29.1 mm
Resolution: 296 x 128 pixel
Visual angle: > 170°
DPI: 112
Display colors: black/white/red/yellow

Battery

Battery: 2 x CR2450
Battery life: 5 years (4 updates per day)

Feature

NFC technology

Built-in interactive NFC chip

STELLAR XL@/XL3@/XL3Y@

Great Definition and Visibility

Perfect for bench top placement, fruit & vegetables and appliances sections. Enables price, QR code and bar code, all on one screen.



Technical Features

Model: 4.2

Size: 101.0 x 91.0 x 11.4 mm

Weight: 102.0 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 84.8 x 63.6 mm

Resolution: 400 x 300 pixel

Visual angle: > 170°

DPI: 120

Display colors: black/white/red/yellow

Battery

Battery: 4 x CR2450

Battery life: 5 years (4 updates per day)

Feature

NFC technology
Waterproof

Built-in interactive NFC chip

STELLAR XXL@/XXL3@/XXL3Y@

Highly Effective Communication

More effective promotions, thanks to its large screen allowing high-definition images for an impacting visual effect.



Technical Features

Model: 5.8

Size: 138.2 x 113.6 x 12.3 mm

Weight: 160.0 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 118.8 x 88.2 mm

Resolution: 648 x 480 pixel

Visual angle: > 170°

DPI: 138

Display colors: black/white/red/yellow

Battery

Battery: 4 x CR2450

Battery life: 5 years (4 updates per day)

Feature

NFC technology
Waterproof

STELLAR XXXL@/XXXL3@/XXXL3Y@

Highly Effective Communication

More effective promotions, thanks to its large screen allowing high-definition images for an impacting visual effect.



Technical Features

- Model: 7.5
- Size: 183.0 x 125.3 x 12.5 mm
- Weight: 234.0 g
- Temperature: 0°C ~ 30°C
- Update time: up to 18.000 labels per hour
- Barcode: frontal
- Tri-color LED indicator ● ● ●

Display

- Technology: three pigment electronic ink system
- Size: 163.0 x 98.0 mm
- Resolution: 640 x 384 pixel
- Visual angle: > 170°
- DPI: 100
- Display colors: black/white/red/yellow

Battery

- Battery: 6 x CR2450
- Battery life: 5 years (4 updates per day)

Feature

- NFC technology
- Built-in interactive NFC chip

STELLAR XXXXL@/XXXXL3@/XXXXL3Y@

Highly Effective Communication

More effective promotions, thanks to its large screen allowing high-definition images for an impacting visual effect.



Technical Features

- Model: 10.2
- Size: 235.5 x 174.0 x 12.6 mm
- Weight: 365.0 g
- Temperature: 0°C ~ 30°C
- Update time: up to 18.000 labels per hour
- Barcode: frontal
- Tri-color LED indicator ● ● ●

Display

- Technology: three pigment electronic ink system
- Size: 215.5 x 143.7 mm
- Resolution: 960 x 640 pixel
- Visual angle: > 170°
- DPI: 113
- Display colors: black/white/red/yellow

Battery

- Battery: 6 x CR2450
- Battery life: 5 years (4 updates per day)

Feature

- NFC technology

STELLAR MF@

E-ink Display in its Best-selling Format

Compact and functional design.
Perfect for any department.



Technical Features

Model: 2.1

Size: 70.0 x 35.0 x 14.5 mm

Weight: 37.0 g

Temperature: -25°C ~ 0°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: two pigment electronic ink system

Size: 48.6 x 23.7 mm

Resolution: 212 x 104 pixel

Visual angle: > 170°

DPI: 111

Display colors: black/white

Battery

Battery: 1 x 950mAh

Battery life: 5 years (4 update per day)

Feature

NFC technology/Freezer label on request

Built-in interactive NFC chip

STELLAR XMF@

E-ink Display in its Best-selling Format

Compact and functional design.
Ideal for visualizing text and graphics.



Technical Features

Model: 2.6

Size: 84.0 x 41.0 x 13.1 mm

Weight: 36.0 g

Temperature: -25°C ~ 0°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: two pigment electronic ink system

Size: 60.1 x 30.7 mm

Resolution: 296 x 152 pixel

Visual angle: > 170°

DPI: 125

Display colors: black/white

Battery

Battery: 1 x 950mAh

Battery life: 5 years (4 update per day)

Feature

NFC technology/Freezer label on request





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PRODUCTS ADVANTAGES



NOWA



- > 1.5 / 2.1 / 2.6 / 3.7 / 4.3 / 5.8 / 10.2 inch screen
- > Ultra-thin design with or without lens
- > Tri-color exterior available (Black, Grey, White)
- > Optimized transmitting protocol
- > Built-in LED indicator with customized multi-color settings
- > Temperature Monitor
- > Geo-Location Compatible
- > Customized multi-color exterior available

NOWA-154



Technical Features

Model: 1.5
 Size: 47.1 x 35.8 x 12.0 mm
 Weight: 27.0 g
 Temperature: 0°C ~ 30°C
 Update time: up to 18.000 labels per hour
 Barcode: frontal
 Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system
 Size: 27.6 x 27.6 mm
 Resolution: 152 x 152 pixel
 Visual angle: > 170°
 DPI: 140

Battery

Battery: 1 x CR2477
 Battery life: 3 years (4 update per day)

Feature

NFC Technology

NOWA-213



Technical Features

Model: 2.1
 Size: 69.7 x 34.8 x 12.0 mm
 Weight: 35.0 g
 Temperature: 0°C ~ 30°C
 Update time: up to 18.000 labels per hour
 Barcode: frontal
 Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system
 Size: 48.6 x 23.7 mm
 Resolution: 250 x 122 pixel
 Visual angle: > 170°
 DPI: 131

Battery

Battery: 2 x CR2450
 Battery life: 5 years (4 update per day)

Feature

NFC Technology

NOWA-266



Technical Features

Model: 2.6
 Size: 81.7 x 41.0 x 12.0 mm
 Weight: 41.0 g
 Temperature: 0°C ~ 30°C
 Update time: up to 18.000 labels per hour
 Barcode: frontal
 Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system
 Size: 60.1 x 30.7 mm
 Resolution: 296 x 152 pixel
 Visual angle: > 170°
 DPI: 125

Battery

Battery: 2 x CR2450
 Battery life: 5 years (4 update per day)

Feature

NFC Technology

NOWA-370



Technical Features

Model: 3.7

Size: 104.8 x 59.3 x 13.3 mm

Weight: 68.5 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 81.5 x 47.0 mm

Resolution: 416 x 240 pixel

Visual angle: > 170°

DPI: 130

Battery

Battery: 3 x CR2450

Battery life: 5 years (4 update per day)

Feature

NFC technology

NOWA-437



Technical Features

Model: 4.3

Size: 127.6 x 52.9 x 13.1 mm

Weight: 70.3 g

Temperature: 0°C ~ 30°C

Update time: up to 18.000 labels per hour

Barcode: frontal

Tri-color LED indicator ● ● ●

Display

Technology: three pigment electronic ink system

Size: 104.2 x 38.2 mm

Resolution: 480 x 176 pixel

Visual angle: > 170°

DPI: 117

Battery

Battery: 3 x CR2450

Battery life: 5 years (4 update per day)

Feature

NFC technology

NOWA-584



Technical Features

- Model: 5.8
- Size: 157.6 x 68.4 x 13.5mm
- Weight: 128.0 g
- Temperature: 0°C ~ 30°C
- Update time: up to 18.000 labels per hour
- Barcode: frontal
- Tri-color LED indicator ● ● ●

Display

- Technology: three pigment electronic ink system
- Size: 140.7 x 46.9 mm
- Resolution: 768 x 256 pixel
- Visual angle: > 170°
- DPI: 138

Battery

- Battery: 5 x CR2450
- Battery life: 5 years (4 update per day)

Feature

- NFC technology

NOWA-1020



Technical Features

- Model: 10.2
- Size: 235.2 x 173.1 x 13.0 mm
- Weight: 312.5 g
- Temperature: 0°C ~ 30°C
- Update time: up to 18.000 labels per hour
- Barcode: frontal
- Tri-color LED indicator ● ● ●

Display

- Technology: three pigment electronic ink system
- Size: 215.5 x 143.7 mm
- Resolution: 960 x 640 pixel
- Visual angle: > 170°
- DPI: 113

Battery

- Battery: 6 x CR2450
- Battery life: 5 years (4 update per day)

Feature

- NFC technology



ESL ACCESSORIES

Variety of accessories for different scenarios



Stand



Rail



Promotion banner



Clamp



Ice stick

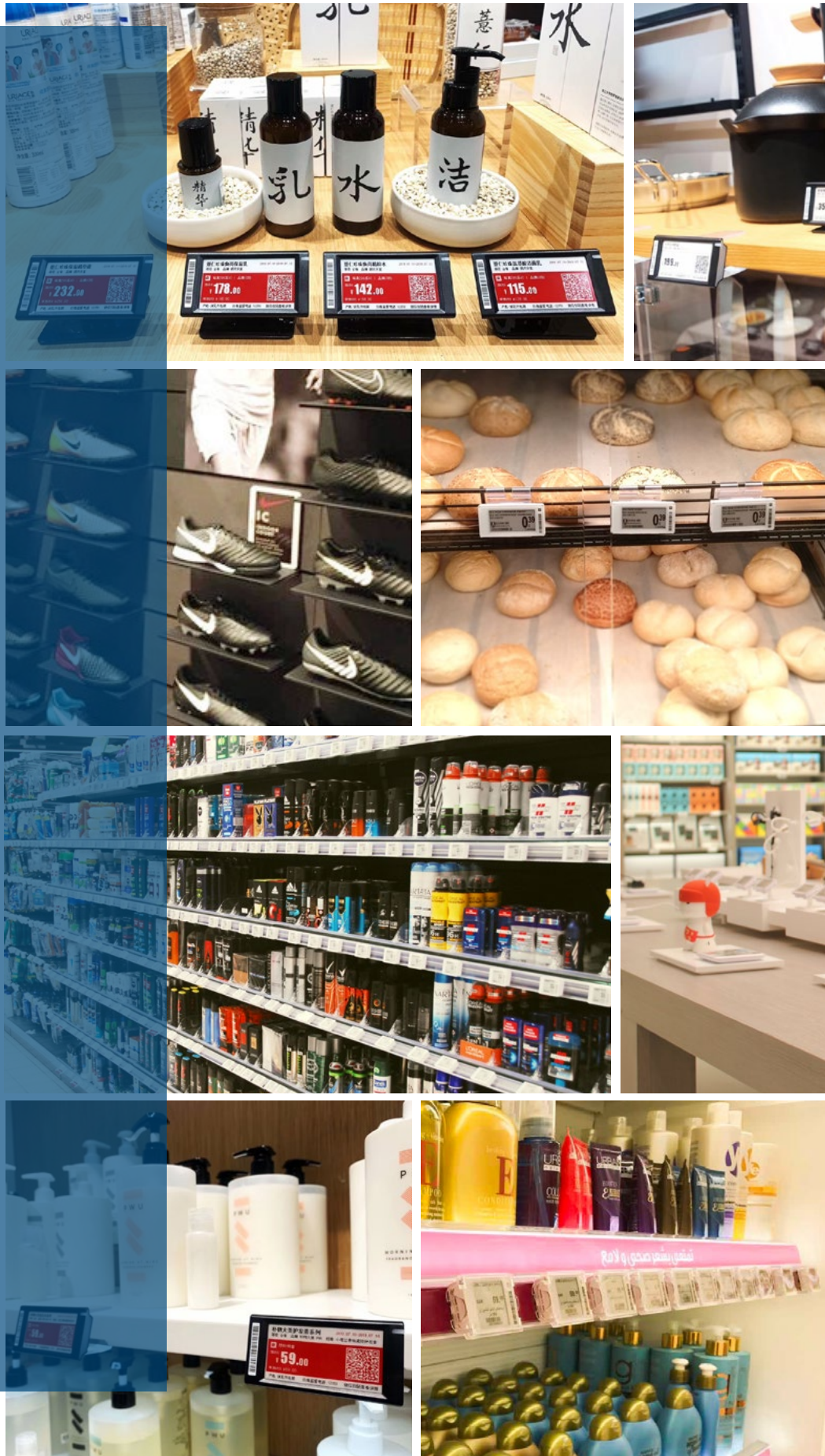


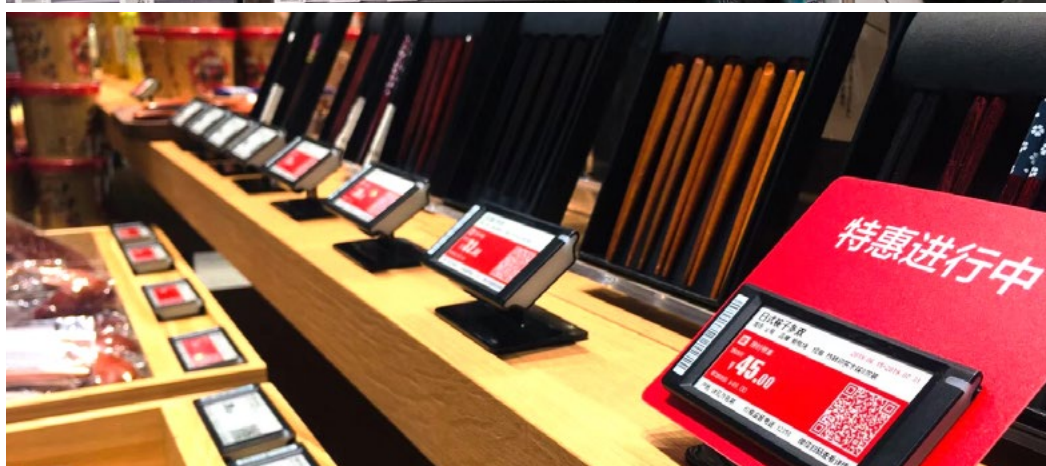
Bracket

80+
accessories...



References







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ACCESS POINT

The 3rd Generation Hanshow AP
of ESL Access Point System Developed by Hanshow

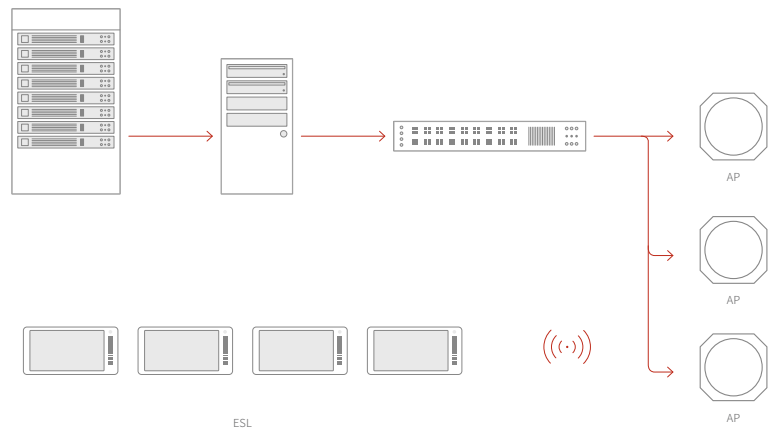


<u>MODEL</u>	HS_C09959
<u>INPUT VOLTAGE</u>	DC12V/ poe802.3at
<u>CPU</u>	528MHz ARM
<u>COLOR</u>	WHITE (BLACK OPTIONAL)

<u>TRANSMIT POWER</u>	< 10dBm
<u>BAND FREQUENCY</u>	2.400~2.4835GHz
<u>CONNECTION RATE</u>	10/100M

Hanshow AP is vital component of Hanshow Electronic Shelf Label system, it is a **data transmission link** responsible for the important tasks of data forwarding:

- > **Forwarding uplink data:** ESL access point connects to ESL-Working over a wired network and sends price changes, inventory, templates and other data to ESL;
- > **Forwarding downlink data:** The ESL access point operates in 2.4G protocol specification, based on the ESL radio protocol standard to ESL-Working platform to forward ESL heartbeats and other information.



TECHNICAL DETAILS:

Linux
OS linux embedded operations system supports ethernet port upgrade

4-way antenna
Designed to support transmit parallel communication

Automatic
Configures and connects to ESL-Working

LED Indicator
Displays assigned number and information about any error status communication

Compatibility
Supports all generations of LCD and EPD ESL

Power Supply Options
Supports both DC power supply and POE power supply

Visualization
A. 3-group LED: one green LED, indicates the power state. Two red/green color LEDs, indicates the operational state of the base station RF sub-system
B. 2-digit LED: green, displays base station identification code





PRISMART



The latest Smart Retail System



PriSmart is the **latest** Hanshow smart electronic price management platform. PriSmart can effectively manage store commodities, prices, inventory and other information **in real-time**.

Additionally, the system can accurately synchronize all information to stores **anywhere in the world**.

PriSmart uses the industry-leading modular design concept to provide a standardized interface.

Clients **do not need to transform their existing ERP system**, only in accordance with PriSmart interface specification, the product data will be delivered to PriSmart and the system integration will be completed. Moreover, PriSmart will automatically send the correct commodity data to customer's different stores.

Product Features

> Easy To Use

The software is designed to meet the needs of different users, which is user-friendly and has practical query function .

> Advanced

PriSmart is using internationally recognised advanced technology, and making the design more user-friendly.

By fully considering the characteristics of electronic price label and paying attention to the practicality of the system, PriSmart uses the most advanced software and hardware environment and this reflects the advanced nature of the system.

> Extensibility

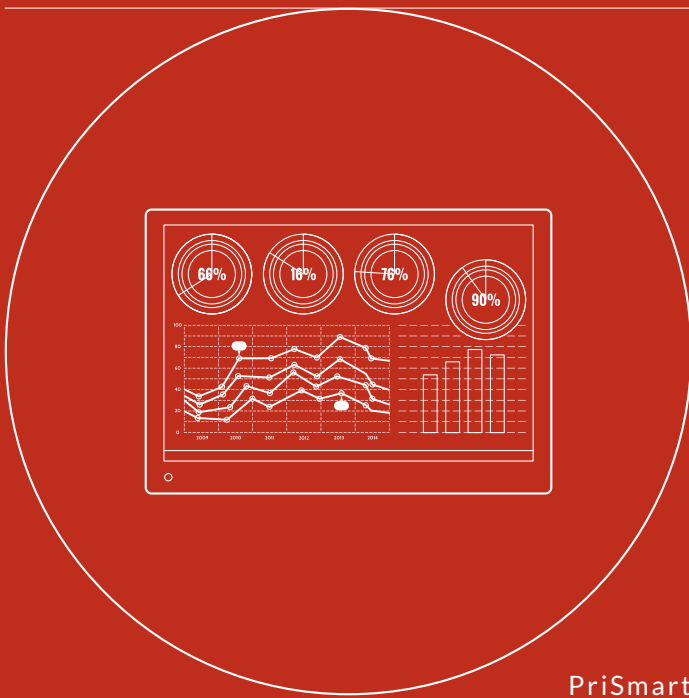
The system has excellent compatibility. With the continuous development of Internet technology, the system can be easily upgraded.

> Stability

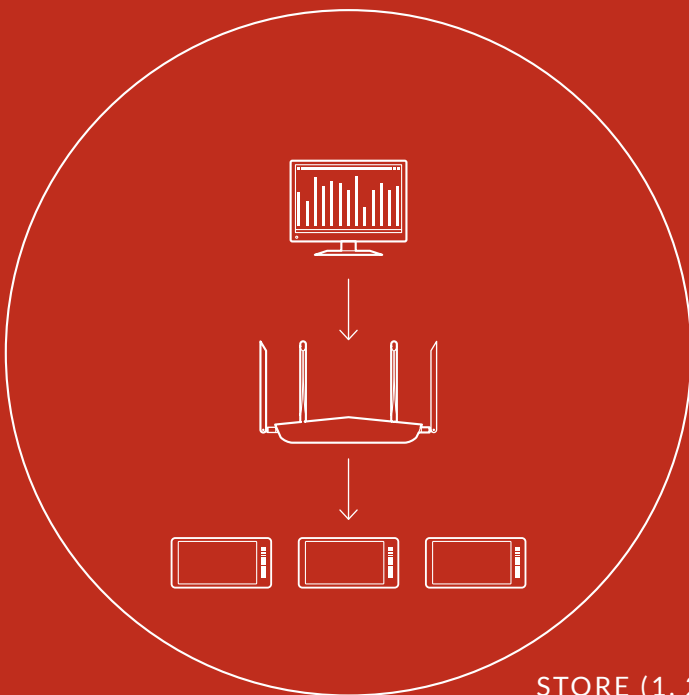
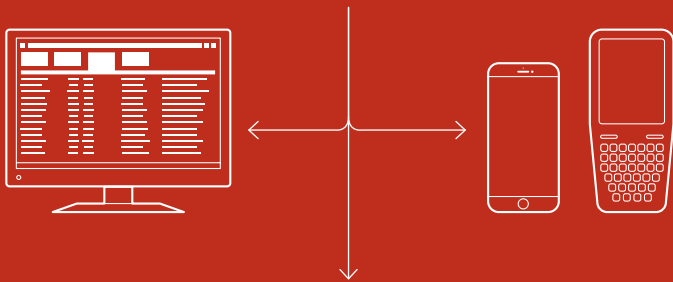
The system is able to handle multiple tasks at the same time. In dealing with unexpected error, the system can trigger error notification and be recovered in a timely manner to reduce unnecessary losses.

> High Availability

All modules have load balance solution or master-backup redundancy solution.



PriSmart & ESL-Working



STORE (1, 2, ...)

MAIN FUNCTION INTRODUCTION

- 1) Store Management
The system supports functions such as adding, modifying, viewing, enabling and disabling.

- 2) User Management
The system supports functions such as viewing, modifying and deleting; it can also assign stores and give permissions to users.

- 3) Commodity Management
Users can view, add, modify, delete commodities in the system; also bind or unbind price label according to commodity number.

- 4) Label Management
The system supports importing data or deleting data, binding or unbinding labels with commodities, and refreshing label screen.

- 5) Data Statistics
The system supports viewing the updated records and historical price changes of commodities, as well as the updated records and historical price changes of price labels.

- 6) Early-warning Monitor
The system can monitor AP and docking time, and abnormal data will be sent to designated personnel.

- 7) Internationalization
The system can set the default language, the language can be switched through the interface.



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ESL-WORKING

The Core of ESL Management System



Hanshow ESL-Working is the **core** of the Electronic Shelf Label (ESL) network system. It controls **all of the access points (AP) and labels in each store, collects and processes data, and sends information to labels via AP.**

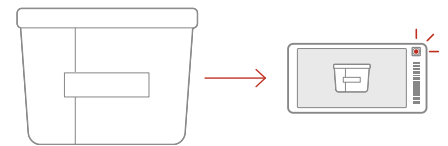
FUNCTION

> Bind

Bind **connects** labels with products on shelf and enables the labels to display the correct information.

> Unbind

Unbind **disconnects** labels with products. The labels will display “OFF” or appointed templates after unbinding.

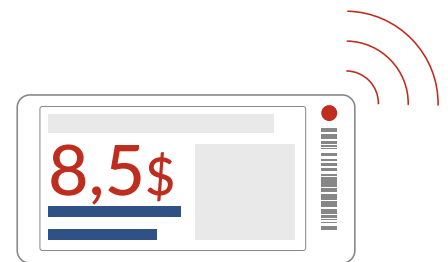


> Netlink

Hanshow ESL-Working system **recognizes the unique ID** of each label and communicates with the selected label. Labels are divided in different network groups for **effective communication**. Additionally, the system is able to **relocate** the labels in other groups and optimize communication.

> Heartbeat

Labels **communicate** on 2.4 GHz and broadcast their ID to the AP every three minutes. The AP **monitors the frequency** and **sends labels’ data status** to the ESL-Working system. Meanwhile, The AP also sends feedback **every minute** to the ESL-Working system. This is what we call the **Heartbeat**, which ensures the system receives and monitors the status in a timely manner.



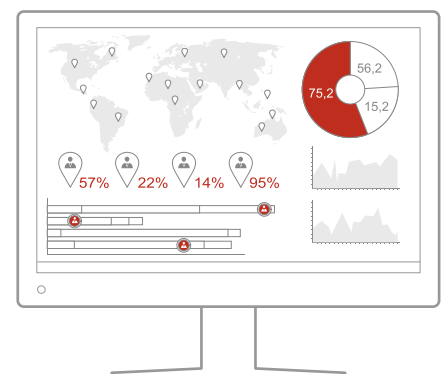
> Roaming

The ESL-Working roaming functions **automatically assigns the AP’s to the labels**. This dynamic function ensures **continuous communication** between the system and the labels, even when labels are moved around.

> AP Interface

Hanshow ESL-Working system has a standard API for users to personalize GUI (Graphical User Interface).

The interface is compatible with functions including **label update, binding, unbundling, LED indicator, multiple-pages, state query & summary, configuration modification, template update and label ROM update.**



> Open Platform

The open platform supports the **development of new functionalities.**

SMART YOUR STORE







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