

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.

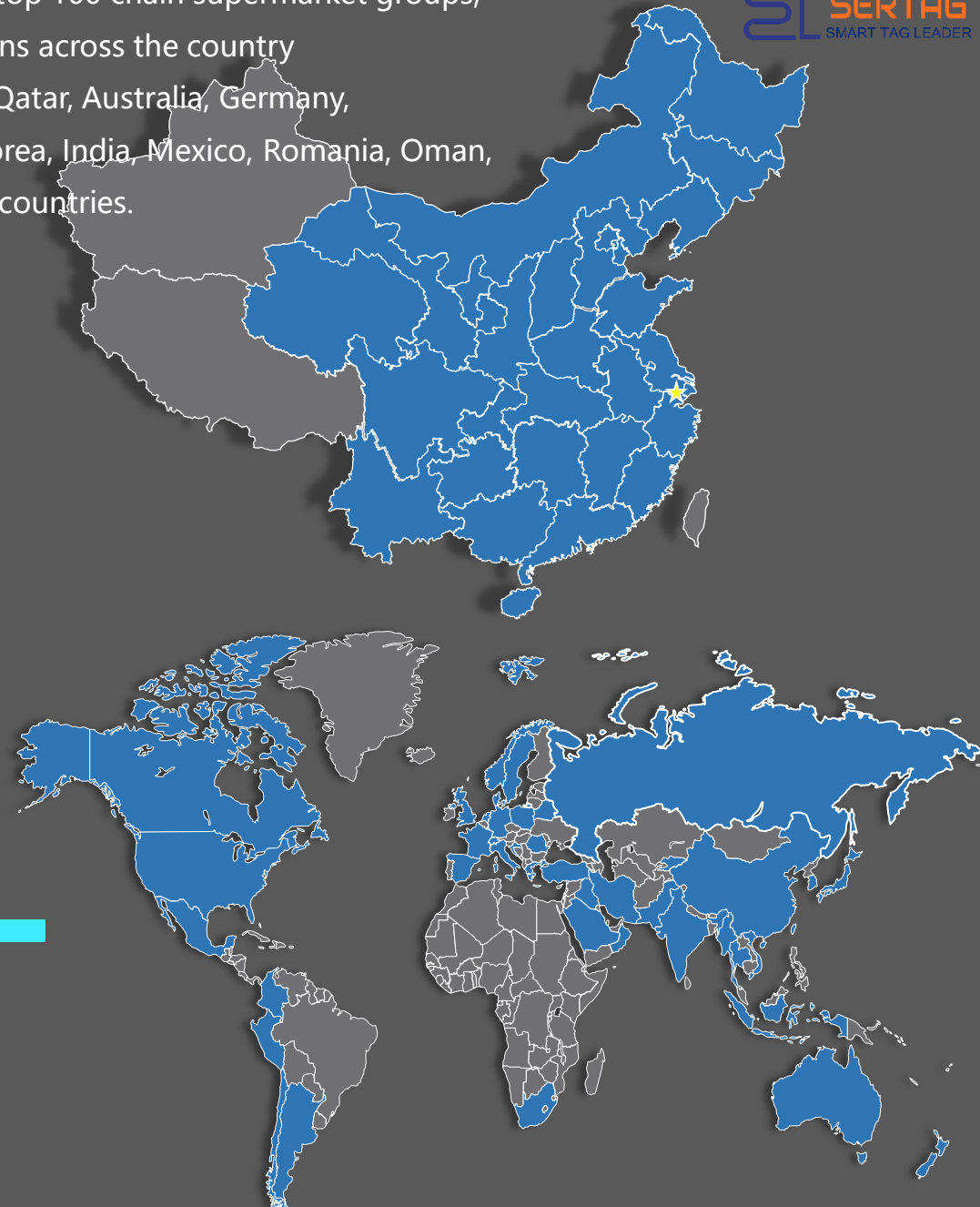
Sertag has a team that has been engaged in the research and development, production, sales and maintenance of intelligent electronic labels for many years. With rich product development experience and strong technical strength, the company has independently developed electronic label system with ultra-high 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 3 2.4Ghz)

1.54" ordinary



2.13" ordinary



2.13" Low temperature



2.66" ordinary



2.90" ordinary



3.50' 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



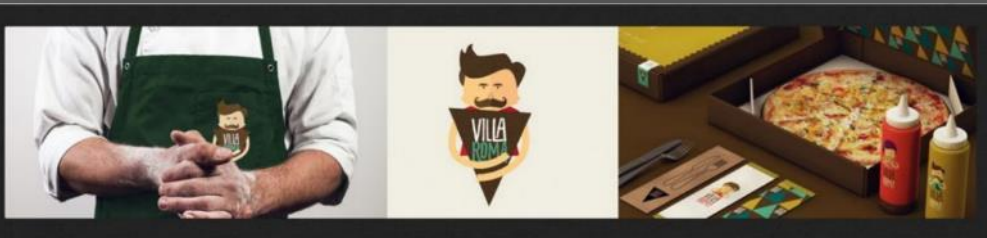
Customized LCD Screen

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



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

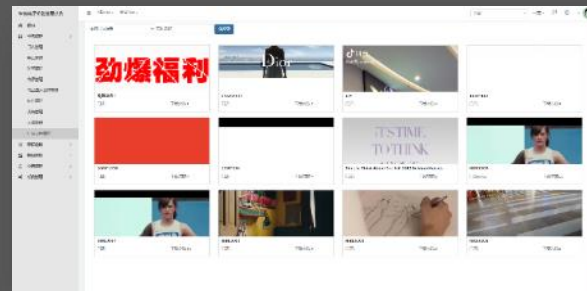
- Standard display
- Customized display

Software

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

Front-end

- Mobile app commodity binding service
- Web background video management



eRetail3.0

ESL Management

Headquarters

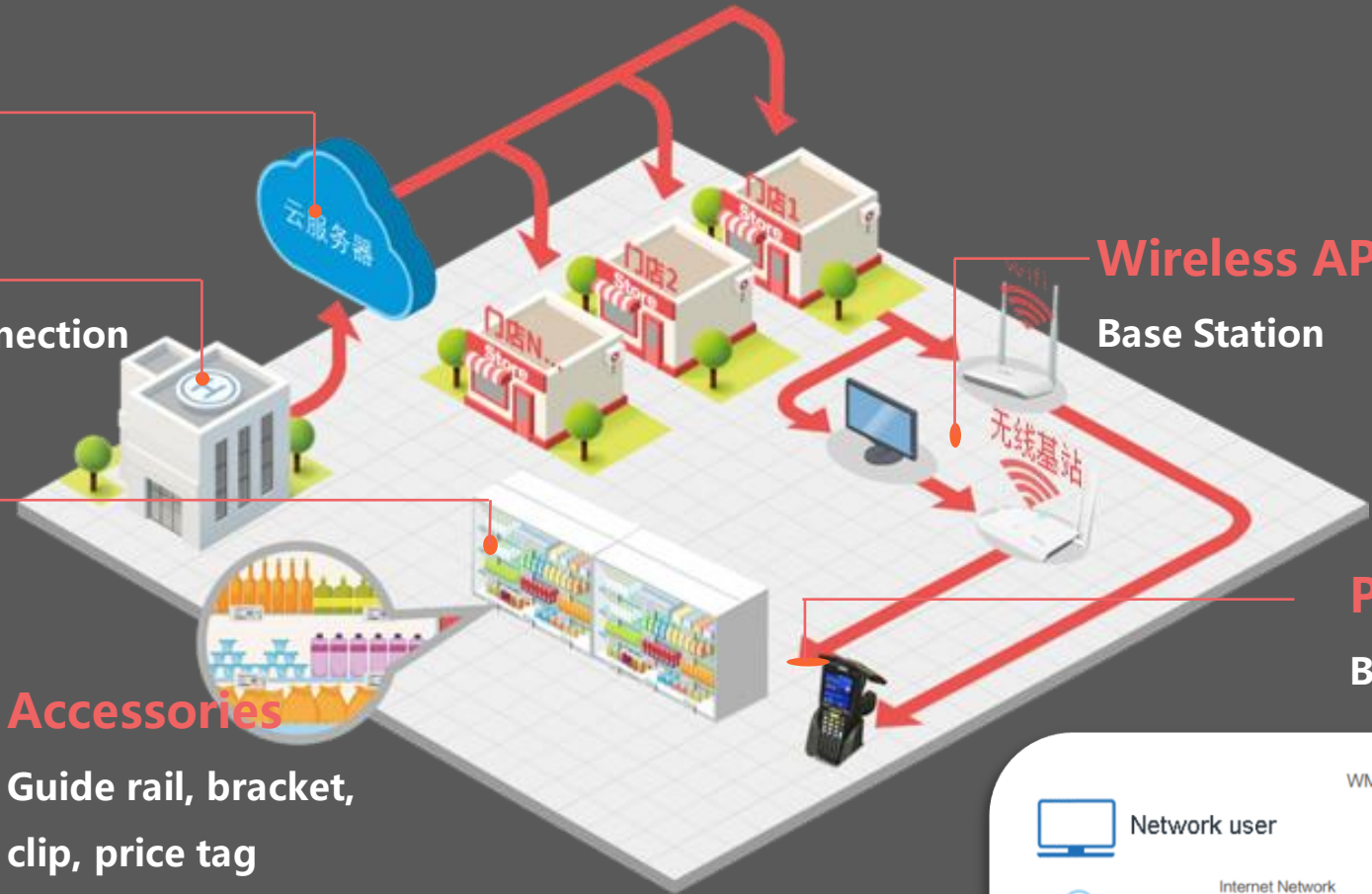
ERP/POS Data Connection

Tags

Update the information of product, price and in real time

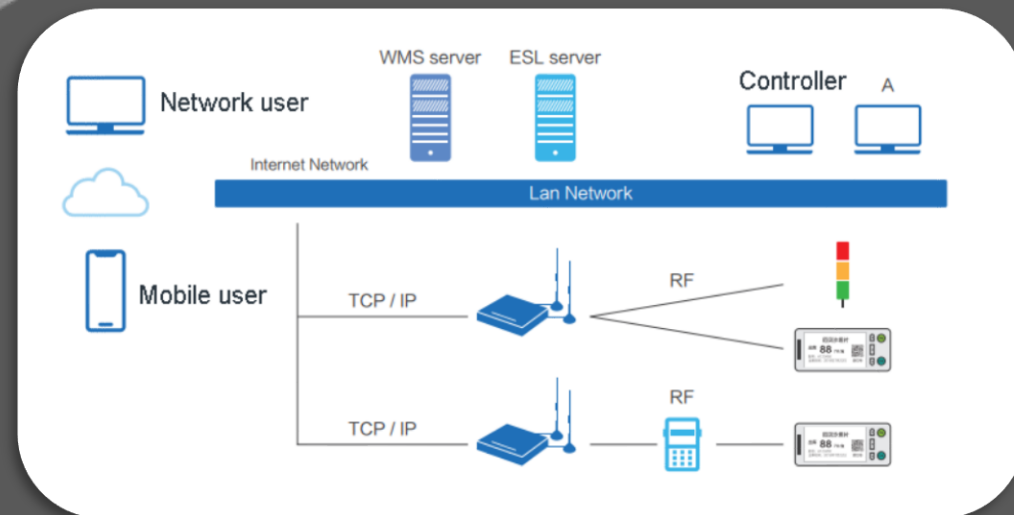
Accessories

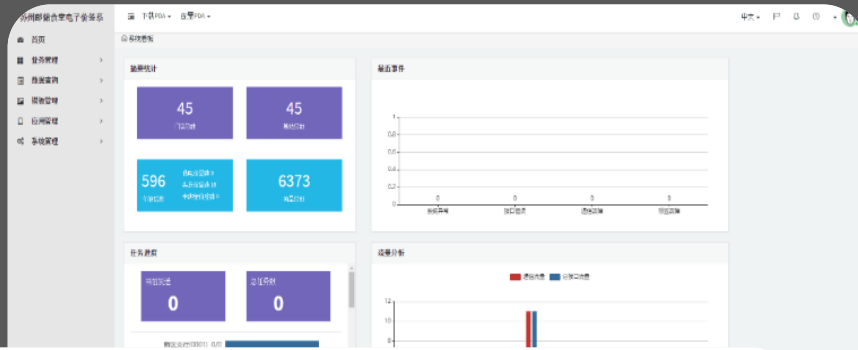
Guide rail, bracket, clip, price tag removal tool, etc



PDA

Binding/ unbinding Tags





This screenshot shows a detailed view of the system's data, featuring a table with columns for item details and a sidebar with navigation options.

序号	物品门架编号	商品编号	商品名称	商品条码	单价	品牌	规格	规格名称	规格号	UPC	前置编号	更新时间
1	0040	4004417020174	康氏牌大果糖风味柠檬汁	4004417020174	62.50	康氏牌	2	康氏牌大果糖	0000170	4004417020174	1	2020-03-09 15:25:00
2	0041	4004417020274	康氏牌大果糖风味柠檬汁	4004417020274	62.50	康氏牌	2	康氏牌大果糖	0000250	4004417020274	1	2020-03-09 15:25:00
3	0041	4004417020274	康氏牌大果糖风味柠檬汁	4004417020274	62.50	康氏牌	2	康氏牌大果糖	0000170	4004417020274	1	2020-03-09 15:25:00
4	0042	4004417020374	康氏牌大果糖风味柠檬汁	4004417020374	62.50	康氏牌	2	康氏牌大果糖	0000170	4004417020374	1	2020-03-09 15:25:00



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;

Instant Change of Data

- 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;



序号	系统门店编号	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	标签数量	更新时间
1	0000	4801417630874	奥洁牌1L装洗洁精	4801417630874	82.50	80.00	2	统一支行	32007456	4801417630874	1	2020-03-09 10:20:03
2	0000	6025011511701	科达士纯牛奶(利乐枕)250ml	6025011511701	7.90	10.00	6	统一支行	32007456	6025011511701	1	2020-03-09 10:20:03
3	0000	8801051154438	德化牌(双喜)软包卫生纸200ml	8801051154438	29.00	98.00	85	统一支行	32007456	8801051154438	1	2020-03-09 10:20:03
4	0000	6932446460920	统一品牌(统一)纯牛奶100ml	6932446460920	9.90	19.00	10	统一支行	32007456	6932446460920	1	2020-03-09 10:20:03
5	0000	8831468460670	统一品牌(统一)软包卫生纸1000g	8831468460670	24.50	43.00	12	统一支行	32007456	8831468460670	1	2020-03-09 10:20:03
6	0000	6902007010058	统一品牌(统一)软包卫生纸500ml	6902007010058	5.50	7.00	3	统一支行	32007456	6902007010058	1	2020-03-09 10:20:03
7	0000	6921469860940	统一品牌(统一)软包卫生纸1000g	6921469860940	6.50	12.00	5	统一支行	32007456	6921469860940	1	2020-03-09 10:20:03
8	0000	6934126262643	统一品牌(统一)软包卫生纸1L	6934126262643	9.80	20.00	1	统一支行	32007456	6934126262643	1	2020-02-27 10:20:03
9	0000	6948195861751	统一品牌(统一)软包卫生纸(非转基因)	6948195861751	59.50	69.00	1	统一支行	32007456	6948195861751	1	2020-02-27 10:20:03
10	0000	6948195861816	统一品牌(统一)软包卫生纸	6948195861816	53.00	89.80	1	统一支行	32007456	6948195861816	1	2020-02-27 10:20:03
11	0000	6948195861775	统一品牌(统一)软包卫生纸	6948195861775	53.00	66.00	1	统一支行	32007456	6948195861775	1	2020-02-27 10:20:03
12	0000	6948195861808	统一品牌(统一)软包卫生纸	6948195861808	26.50	34.80	1	统一支行	32007456	6948195861808	1	2020-02-27 10:20:03
13	0000	6972081400047	统一品牌(统一)软包卫生纸	6972081400047	79.00	140.00	1	统一支行	32007456	6972081400047	1	



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 adjustment for the template layout to highlight promotional and reduced price items
- Dynamic price change service access available

		绿心猕猴桃 产地: 湖南 等级: 一级 规格: 500g 单位: 斤 9.90 /斤
赣南脐橙 产地: 赣南 等级: 一级 规格: 500g 单位: 斤 4.99 /斤		红颜奶油草莓 产地: 丹东 等级: 一级 规格: 500g 单位: 斤 29.80 /斤
		香蕉 产地: 福建 等级: 一级 规格: 500g 单位: 斤 5.99 /斤

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



- 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

4

Cases

FOUR



Shopping Mall



Shopping Mall



Boutique Supermarket



Super-large Store







CC SHOT ON MI CC9 PRO
AI PENTA CAMERA



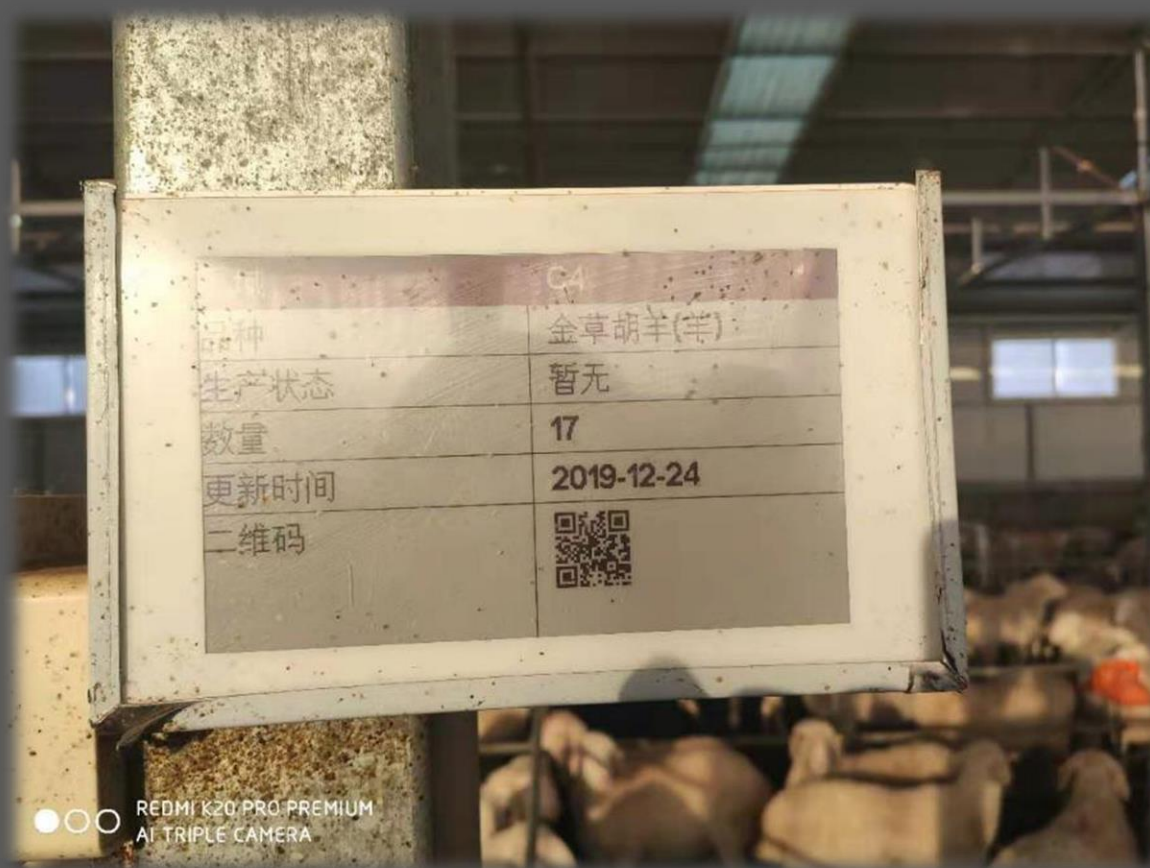




Document and Office



Intelligent Animal Husbandry



Material Warehouse



Industrial Production Line



Hospital Material Warehouse





THANKS

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