



Digital touch into
label management

ÜÇGE ESL | Electronic Shelf Label System



ÜÇGE, continues to build industrial solutions with innovative cloud-based software technologies, now introducing the IoT Electronic Label System.

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Initial steps

We set out to **provide the easiest way to update the price tag** at the point of sale, **eliminate the displayed info difference between the shelf label and the checkout** at the stores, **empower the process operational speed**, create a better experience, to **reduce the environmental problems** caused by unnecessary paper use and to **improve productivity** for the employees.

By a choice to integrate the ESL system, the **omnichannel strategy implementation** becomes available without the loss of time - contentment - profit. Providing an **express and more interactive work environment** for the employees, the system also provides the **most up-to-date and detailed information on the price tags** among the shelves and products.

System's offer

The businesslike **integration** of the ESL system into ERP dashboards, where the price and info changes proceed, are reflected within seconds **without any need for physical labor**.

Digital Solution into Operational Management!

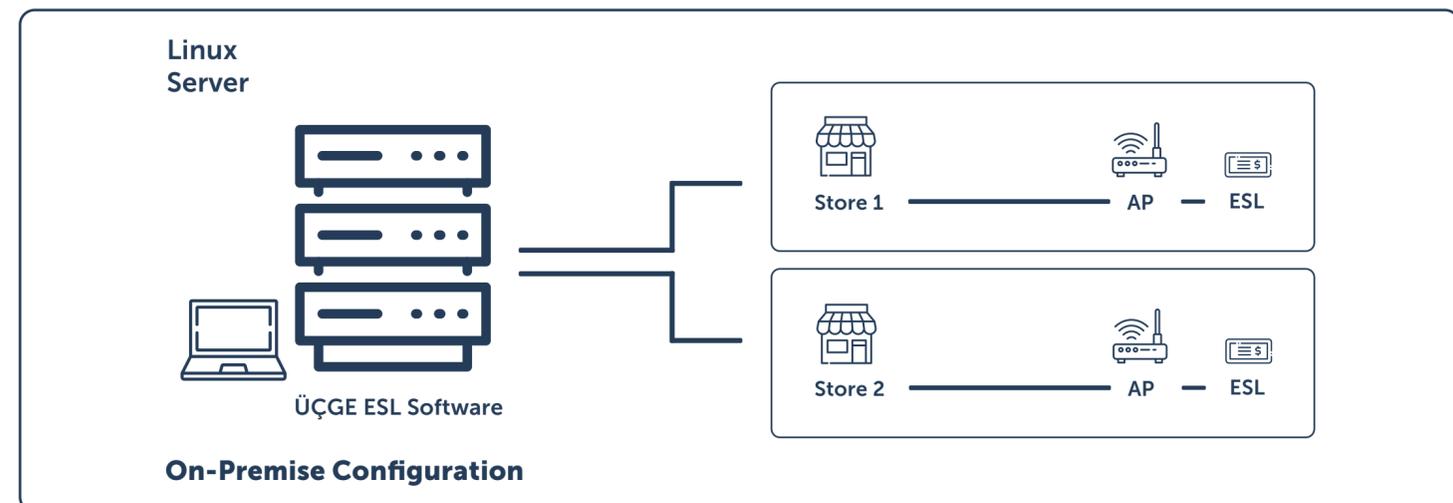
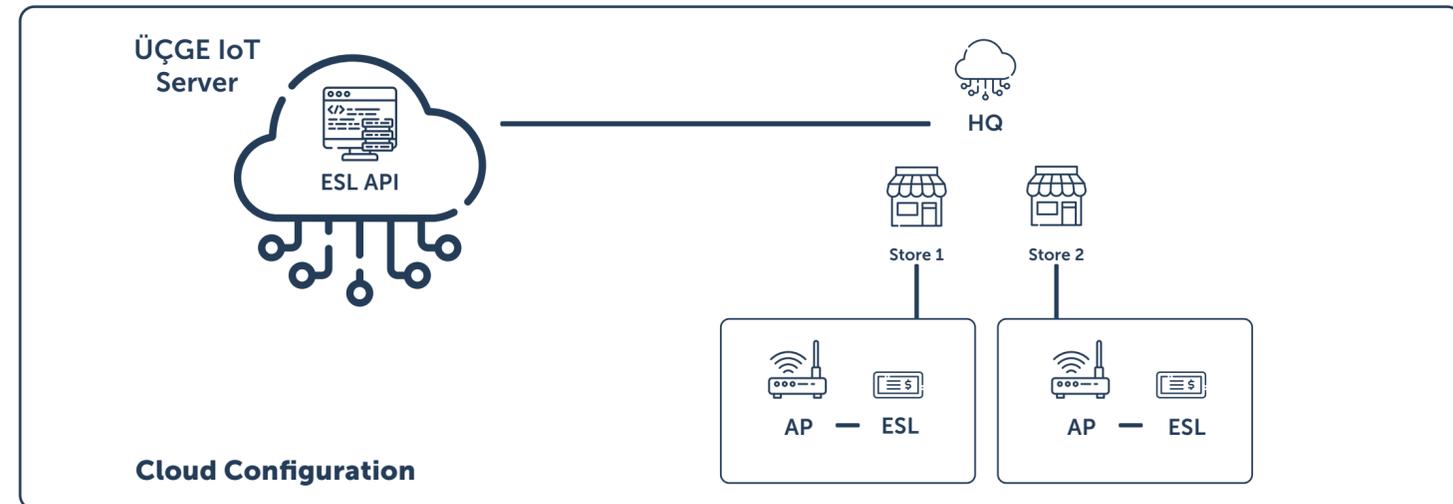
ÜÇGE Electronic Shelf Label system carries the label update process into the digital environment and aims to ensure continuity in operational management, meantime proceeding to **eliminate the waste problems of excess raw paper** and wasted time. As an institution, you contribute to **environmental sustainability** for a cleaner world as well.



Fast and cozy shopping experiance!

ÜÇGE ESL Electronic Shelf Label System automatically responds to information changes made on the labels. The update proceeds in seconds.

How it works?



Data Automation

Both manual and automatic data transfer

Promotion Planning

Integrated promotional price calendar scoring module

Authorization Module

User creation and authorization

Automatic Backup

Backup · restore from backup · disaster recovery solution

Advanced Report Formats

Reporting and log archive on a product and label basis

Remote Maintenance

Ticket system for service





Advantages of ESL

Detail Orientation and Correct Price Display of Products



Detailed information about the products can be presented to the consumer with the QR code on the electronic label. In this way, the consumer has the option to have more detailed information about the product or to be directed to the relevant e-commerce address. The smart ESL system has an open infrastructure that enables easy adaptation to future shopping experiences and business model applications.

Increase in Turnover



Updating the prices of discounted or promotional products are real-time and instant while transmitted to the labels within different templates. In this way, efficient campaign management and label visibility can be achieved with the use of electronic label templates with different background colors and templates in the store. With this awareness system implemented, an expected increase in turnover can be achieved throughout the store.

Maximum Update in Minimum Time



Smart labels that are managed from headquarters, save employee and company time lost throughout the information change period and minimize the time spent in change processes, regardless of the label's location. In order to update a total of 10,000 tags synchronously, less than 30 mins required.

Product-in-Promotion Display



The products that are in the promotion calendar can be featured through the built-in LED that the electronic label has as a standard. With the pick-to-light module, it can make things easier for both the employees and the consumers.

Compliant - Exquisite and Digital



Digital price tags have an exquisite style that is both user-friendly and innovative in the interface. The ready-to-use templates and the flexible ESL template creation module provide compliance with the regulations. All of the data that the product has on the database can be displayed on the ESL. At the same time, it is also possible to display the brand identity, domestic product, etc. logos and icons can be visible all the time, or when needed.

Long-lasting Battery Power



Conventional CR2450 model batteries provide 5 years of battery life by 2 updates per day of use. It is also possible any time to acquire a detailed battery status report from the ÜÇGE ESL software.

Maximum Savings with Zero Paper Use



The cost of all kinds of paper raw materials used in old labels is reduced to zero, eliminating the loss of time and money that occurs with each price change.

Technical specifications

Minimal design, **maximum performance!**



ÜÇGE ESL	1.54"	2.13"	2.13" LT	2.9"	4.2"	7.5"	LCD 10.1"
Display Area	1.54 inch (diagonal)	2.1 inch (diagonal)	2.1 inch (diagonal)	2.9 inch (diagonal)	4.2 inch (diagonal)	7.5 inch (diagonal)	10 inch (diagonal) 1280x800 resolution
Display Dimensions	28 x 28 mm - 1.54"	49 x 24 mm - 2.1"	49 x 24 mm - 2.1"	68 x 30 mm - 2.9"	85 x 65 mm - 4.2"	163 x 98 mm - 7.5"	10.1"
Display Angle	175°	175°	175°	175°	175°	175°	180°
Dimensions (h x l x p)	52.8 x 39 x 12.9 mm	70 x 35 x 12.9 mm	70 x 35 x 12.9 mm	91 x 42 x 13 mm	105 x 99 x 13 mm	185 x 131 x 13 mm	242.6 x 150 x 10 mm
Weight	25 g	37 g	37 g	49 g	112 g	232 g	100 g
Working Temperature	5~30 degree	5~30 degree	-25~5 degree	5~30 degree	5~30 degree	5~30 degree	0~50 degree
Battery	1 x CR2450	2 x CR2450	2 x CR2450	2 x CR2450	3 x CR2450	4 x CR2450	24 W socket
Color Type	Black/White/Red or Yellow	Black/White/Red or Yellow	Black/White	Black/White/Red or Yellow	Black/White/Red or Yellow	Black/White/Red or Yellow	32000 color
Casing Material	ABS						
Working Frequency	2.4 Ghz	Ultra-thin LCD screen					
Technology	E-paper & point - matris projection	LCD					
Dust&Waterproof Rating	IPX45						



Access Point

ÜÇGE ESL system's indispensable AP station gateway is a link between ESL software and ESL digital price label display, therefore simultaneously and bi-directionally sending/receiving data to ESL. The AP station must be connected to the store's LAN network or bridged by WLAN frequency to monitor and control the electronic shelf labels.

ÜÇGE's ESL AP gateway has 2.4 GHz RF which already provides a great coverage range of 15 meters radius while the network deployment is simplified by the built-in configuration interface as well as the configurable 5 channel technology guarantees transmission stability. Our AP with the latest technology can also be configured as a router by choice, additionally providing 2.4 GHz secure internet.

The connectivity of the AP network and the topology are protected by the highly secure embedded and cloud software API cybersecurity precautions provided.



Model	MT7628N-16M-128M
Certification	CE
Software	OpenWrt Barrier Breaker OS – LuCI Trunk
Frequency	2.4 GHz Radio Frequency
Usage Modes	ESL system, Router, Bridge, Client
Color	White
Light	Blue, Green, Red
Power	Input DC 5V or POE supported
Interface	Ethernet/WiFi - TCP/IP
Coverage	15 meters radius (around 300 sqm)
Additional	1 x USB 2.0

Where to use?



Retail Stores



Supermarkets



Facilities



HoReCa



Bakeries



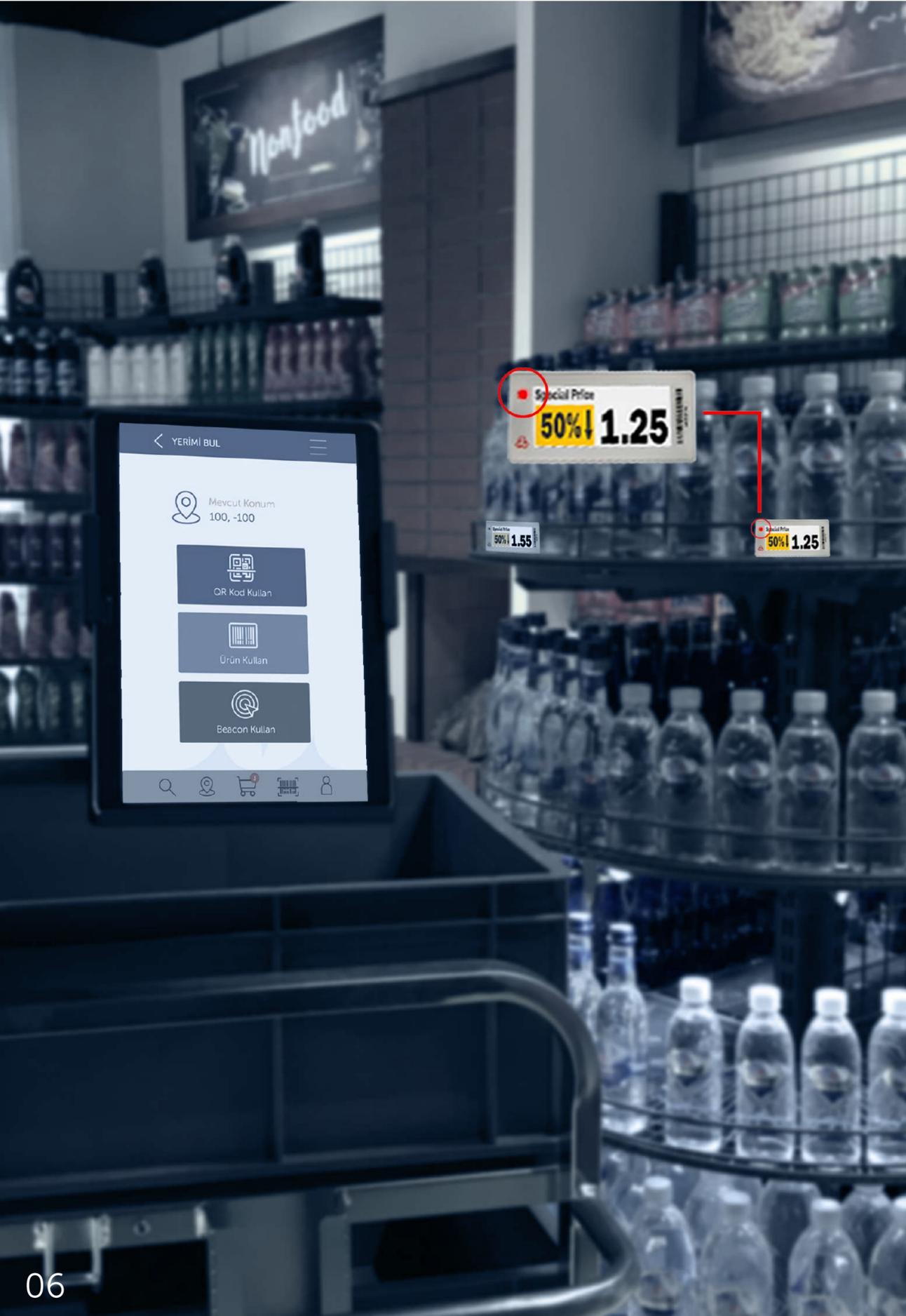
Drugstores
and Hospitals



Events
and Offices



Auto Galleries



Integrated platforms

Benefits for the Order Picking Process

- The problem that is caused via the increasing e-commerce order picking quantities, is dealt with electronic labels.
- At Dark Stores, **The Order Management Wizard** software can be integrated with the electronic label system while the built-in LED lights flash to navigate the staff.
- Thanks to the pick-to-light feature of the digital labels, the order picking process is accelerated and labor latency is reduced.

Easy Integration with ERP Systems

- We aim to add value to the accelerating business models that are impacted by digitalization with ease-of-integration function to the current ERP systems, databases, and network infrastructures. With the central software license, where smart electronic label systems installed in different locations can be managed through a single interface; it would be easier to implement the regional pricing strategies, sales campaigns, and content management to accelerate the processes. It is absolutely easy to manage the system from the headquarters by the central licensing model.



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