



شركة كويت كارپوريشن ليميتد  
KUWAIT CORPORATION LIMITED

ESL Electronic Shelf Label

# Solutions

Kuwait Corporation Limited





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# 1. Analysis of ESL APP & Software Solutions

The Electronic Shelf Label(ESL)Software Solution uses a low power central processing unit and wireless connectivity to create digital displays for retailers on an omni-channel synchronised network. The software solution consists of three components: ESL management software, communication base stations and terminal display devices. The software solution allows for centralised price updates and multi-store management, thereby reducing costs and increasing efficiency.

For small retail shops, where ESL software solution is a complex and costly solution, they need a convenient and inexpensive digital display solution. Zhsunyco® offers a more suitable solution for this type of retailer - a Bluetooth/NFC ESL APP solution for their small product range, low price update frequency and improving shop image.

	Software Solutions	APP Solutions
		
<b>Solution Components</b>	Software+Station+Label	Phone+Label
<b>Installation</b>	Software deployment. Base station installationand linking. Tag installation.	Download App Tag Installation
<b>Update Features</b>	Group by Group	One by One
<b>Interfacing with other management systems</b>	Support	Not Support
<b>Costs</b>	More	Less

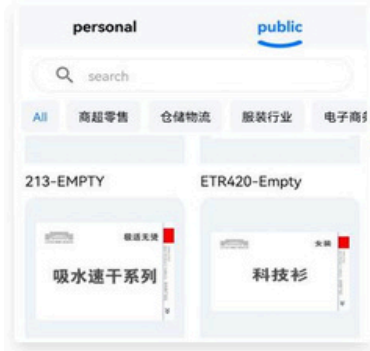
## 2. Bluetooth ESL Solution Introduction

### 2.1. Working Principle

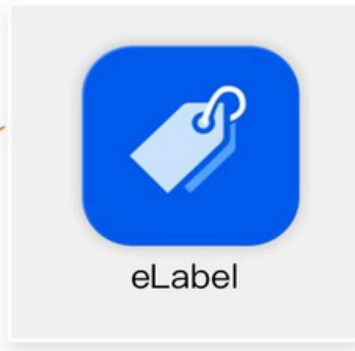
Zhsunyco® Bluetooth Electronic Shelf Label can be updated by mobile phone(with Bluetooth function) one by one(Control range < 10m).



## 2.2. Operation Process



1. Creating template and upload it to the APP for customer.



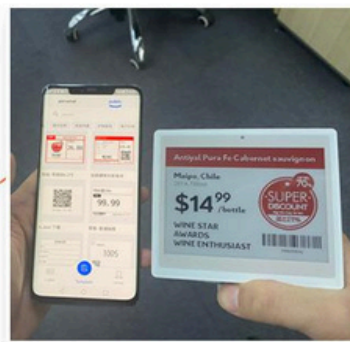
2. Installing the APP on Android mobile phone and logs in it.



3. Scanning the label ID.



4. Selecting the template.



5. Updating the labels.

### Bluetooth ESL Solution update steps:

- Zhsunyco® will create templates and upload them to the template library for customer on the APP.
- Customer install the APP on Android mobile phone and logs in with the account and password.
- Scanning the label ID.
- Selecting the template.
- Updating the labels.



## 2.3. Bluetooth ESL Information



Size: 2.13inch  
Area(L\*H) : 48.55 \* 23.71 (mm)  
Color: Black+White+Red  
Resolution: 250(H)\*122(V)



Size: 2.9inch  
Area(L\*H) : 66.9 \* 29.06 (mm)  
Color: Black+White+Red  
Resolution: 296(H)\*128(V)



Size: 4.2inch  
Area(L\*H) : 84.8 \* 63.6 (mm)  
Color: Black+White+Red  
Resolution: 400(H)\*300(V)



Size: 7.5inch  
Area(L\*H) : 163.2 \* 97.92 (mm)  
Color: Black+White+Red  
Resolution: 800(H)\*480(V)



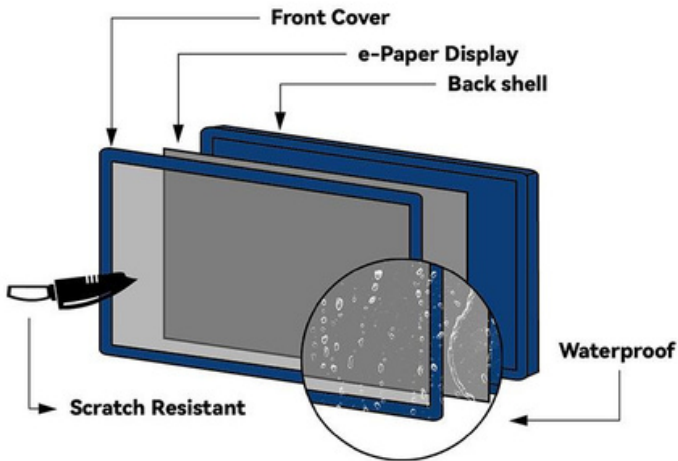
## Contact Us for More Sizes

<https://kuwaitcorp.com/>

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## 2.3.1. ESL Structures

ESL composition: Front cover plate, E-ink display, PCBA board, Battery, Back cover plate.



The front cover plate is made of 4H hardness

acrylic, which has good anti-drop and anti-scratch characteristics.

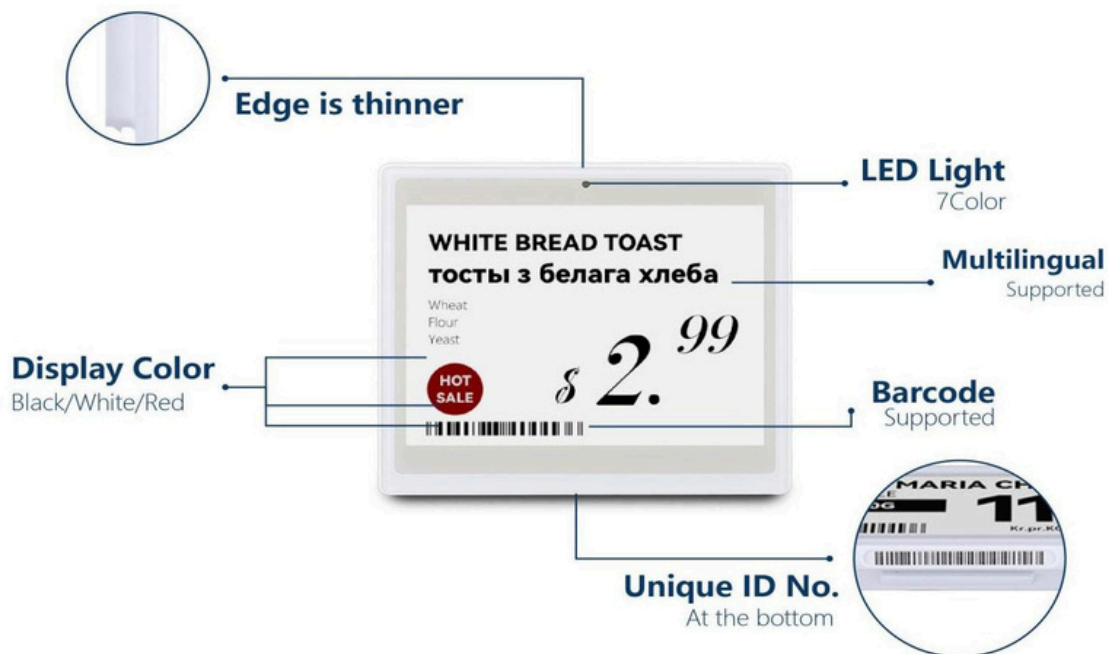
E-ink Display: Bistable characteristics, still

displaying information after power failure, low power consumption, clear without backlight.

PCBA Board: ST Microelectronics chips.

Battery: High-performance.

## 2.3.2. ESL Characteristics



### □ Appearance:

Thin and light design with extremely narrow frame for a better visual experience

Labeling bottom design, more simple and beautiful.

### □ Function:

Information display: support for multiple languages, graphics, text, symbols, etc.

Temperature detection: support for temperature sampling, App readable

Power detection: each tag supports power sampling and can be read by the App

### 2.3.3. Battery Removal



① Turn the end with the ID towards you



② Pry the bottom case off with a tool



③ Drag the bottom case to the left



④ Open successfully

### 2.3.4. Accessories & Installation



Desktop Holder



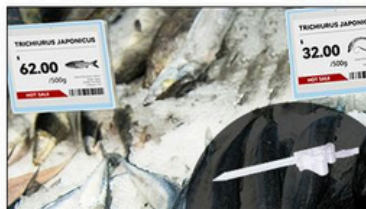
Degree Clip



Plastic Rail



Hanger/Clip



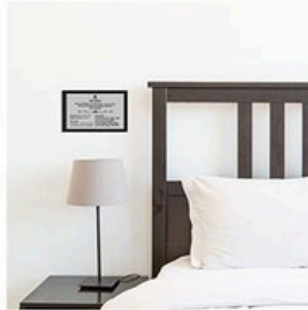
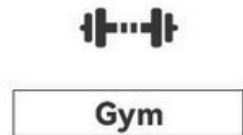
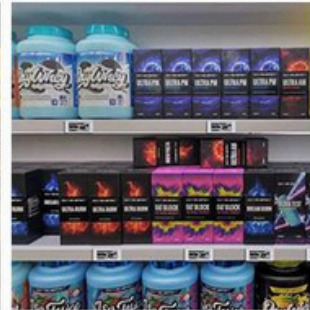
Ice Insertion



Hanger Clip

Note: if you have other needs, please contact us.

### 3. Application Scenarios



### 4. After-sales

We will provide online guidance services, such as battery replacement guidance, APP usage guidance, label template design guidance, label update guidance, and more.

If you encounter any problems in the product or the APP, please contact us in time, we will solve the problems out and assist you to complete the product testing as soon as possible.

## 5. Company Profile

Zhuhai Suny Technology Co.,Ltd. was established in 2016, is a professional manufacturer of intelligent electronic display tags in software development, hardware and product design, solution deployment and after-sales maintenance have a wealth of practical experience in all aspects.

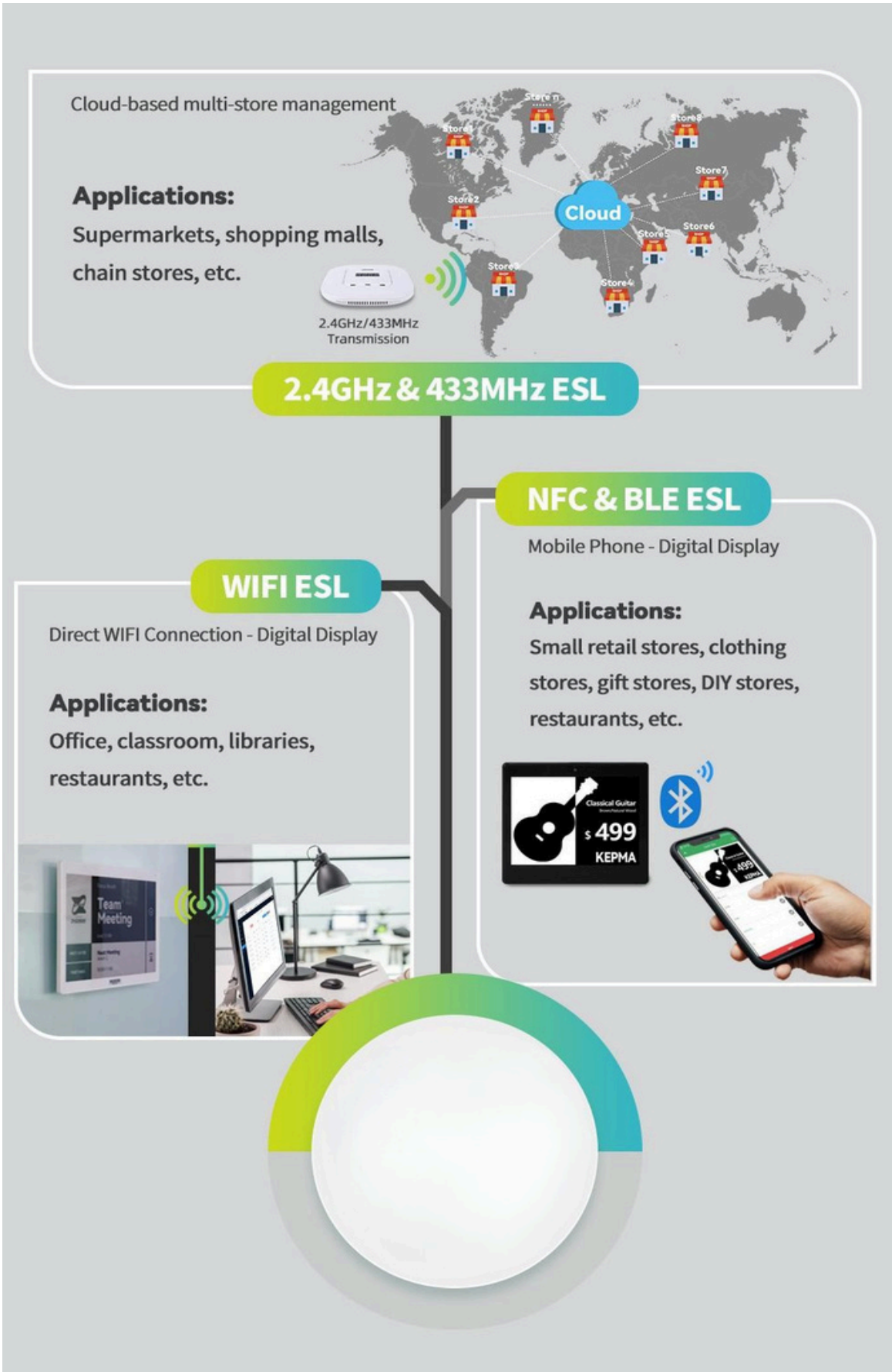
In 2020, we launched to the market zhsunyco® brand is committed to provide better services and solutions for overseas customers. Zhsunyco® adhering to the business philosophy of "customer-oriented", zhsunyco® is committed to intelligent display solutions for retail, industry, warehousing and logistics, helping various industries around the world to reduce paper waste and contribute to the goal of global carbon neutrality.

Zhsunyco® smart display products include electronic shelf labels, e-ink screens and lcd displays. Among them, we have four different communication technology solutions including 2.4GHz, 433MHz, BLE, NFC, in order to meet the needs of different customers in different scenarios.

As of 2021, we have served more than 180 countries and more than 20,000 supermarkets worldwide, enabling customers to successfully move from the traditional retail model to the new retail model.



For More Products  
**Please Contact Us**



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