RECHI ESL System Solution For Retail Store

RECHI RETAIL SYSTEM SOLUTIONS LIMITED
Enhance Merchandising Security & Shopping Experience

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Retail Dynamic Digital Display Solution

-Smart Store operation management solution

ESL is a dynamic digital display management system that is used by retailers to display merchandising price information on shelves in retail stores.

The key features of ESL System is dynamic display the merchandising information more accurate and efficient which could decrease the operation cost,enhance customer experience and increase sales.

Usually the ESL System is now applied to hypermarkets, department store,3C market, grocery store, convenience stores,drugstore and other chain stores.

Retail Dynamic Digital Display Solution

What is ESL

ESL is a dynamic digital display management system which is used by retailers to display merchandising price information on shelves in retail store.Moreover,ESL transmits product information updated in central server using low power RF technology through Gateways to thousands of each ESL.
Usually most the ESL System are now applied to 3C market, department store,hypermarkets, grocery store, convenience stores,drugstore and other chain stores.
RECHI provides retailers with the total ESL system solution.

Why ESL

1.It is a powerful operational management tool at the shelf edge
ESL system is a merchandising information dynamically display tool at the shelf which improve the operational management of the store thanks to a number of extra features:data management,dynamic pricing,inventory management,new contactless marketing services.

2.Automated and instant price update system,improve store operation efficiency,decrease the labor cost
It lowers operating costs through lower pricing management labor cost

3.Price update accurately
Reduce customer complaints from prices difference between the price tag and the POS system.

4.Enhance customer experience
Help customers to find what they are looking for with detailed product descriptions, images and effective promotions controlled at head office but implemented in-store

5.Increase sales
Smart signage can increase sales uplift by 30% and increase impulse purchase rates

6.Smart shop operation management system,light up your brand image,improve store competitiveness

Retail Dynamic Digital Display Solution

Electronic Shelf Label System

1.8" Dot-Matrix LCD Electronic Shelf Label   Muse 18

Model	Display Technology	Material	Diagonal	Weight
Muse 18	LCD (Active Dot Matrix)	ABS	1.8"	40G
	Outer Dimension	Active Area	Display Area Color	Working Frequency
	W63*H41.6*T14.55mm	W40.9*H20.45mm	Green and Black	433MHz
Model	Tag Refresh Reacting Time	Working Voltage	Average Current (tag refresh)	Resolution
Muse 18	3 seconds	2.4~3.6V	up to 25 mA	128(V)*64(H)
	Pixel	DPI	Gray Levels	Visual Angle
	8192	80	4	＞175°
Model	Protection Level	Reflect Contrast	Battery	Battery Service Time
Muse 18	IP67	(Minolta CM2300D) ＞8:1	1*CR2430 replaceable battery	5 years
	RF Communication	Label Updates	Label Service Time	Working Temperature
	1.5~25meters	24000 pcs /hour/gateway	5-7 years	-10℃-60℃

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Electronic Shelf Label System

2.8" Dot-Matrix LCD Electronic Shelf Label   Muse 28

Model	Display Technology	Material	Diagonal	Weight
Muse 28	LCD (Active Dot Matrix)	ABS	2.8"	55G
	Outer Dimension	Active Area	Display Area Color	Working Frequency
	W92.65*H41.6*T14mm	W65.88*H25.77mm	Green and Black	433MHz
Model	Tag Refresh Reacting Time	Working Voltage	Average Current (tag refresh)	Resolution
Muse 28	3 seconds	4.8~6.8V	up to 25 mA	232(V)*88(H)
	Pixel	DPI	Gray Levels	Visual Angle
	20416	97	4	＞175°
Model	Protection Level	Reflect Contrast	Battery	Battery Service Time
Muse 28	IP67	(Minolta CM2300D) ＞8:1	2*CR2430 replaceable battery	5 years
	RF Communication	Label Updates	Label Service Time	Working Temperature
	1.5~25meters	24000 pcs /hour/gateway	5-7 years	-10℃-60℃

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Electronic Shelf Label System

4.0" Dot-Matrix LCD Electronic Shelf Label   Muse 40

Model	Display Technology	Material	Diagonal	Weight
Muse 40	LCD (Active Dot Matrix)	ABS	4.0"	150G
	Outer Dimension	Active Area	Display Area Color	Working Frequency
	W110.2*H58.93*T14mm	W90.73*H46.21mm	Green and Black	433MHz
Model	Tag Refresh Reacting Time	Working Voltage	Average Current (tag refresh)	Resolution
Muse 40	3 seconds	4.8~6.8V	up to 25 mA	424(V)*216(H)
	Pixel	DPI	Gray Levels	Visual Angle
	91584	119	4	＞175°
Model	Protection Level	Reflect Contrast	Battery	Battery Service Time
Muse 40	IP67	(Minolta CM2300D) ＞8:1	4*CR2430 replaceable battery	5 years
	RF Communication	Label Updates	Label Service Time	Working Temperature
	1.5~25meters	24000 pcs /hour/gateway	5-7 years	0℃-40℃

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Electronic Shelf Label System

TN Segment POP Electronic Shelf Label　　　Muse EPOP

Model	Display Technology	Material	Diagonal	Weight
Muse EPOP	TN LCD (Segment)	ABS	X	450G
	Outer Dimension	Active Area	Display Area Color	Working Frequency
	W247.5*H228*T18mm	W194*H94mm	B/W/R	433MHz
Model	Tag Refresh Reacting Time	Working Voltage	Average Current (tag refresh)	Resolution
Muse EPOP	3 seconds	4.8~6.8V	up to 25 mA	232(H)*88(V)
	Pixel	DPI	Gray Levels	Visual Angle
	20416	119	4	＞175°
Model	Protection Level	Reflect Contrast	Battery	Battery Service Time
Muse EPOP	IP45	(Minolta CM2300D) ＞8:1	6*CR2430 replaceable battery	5 years
	RF Communication	Label Updates	Label Service Time	Working Temperature
	1.5~25meters	24000 pcs /hour/gateway	2-4 years	0℃-40℃

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Electronic Shelf Label System

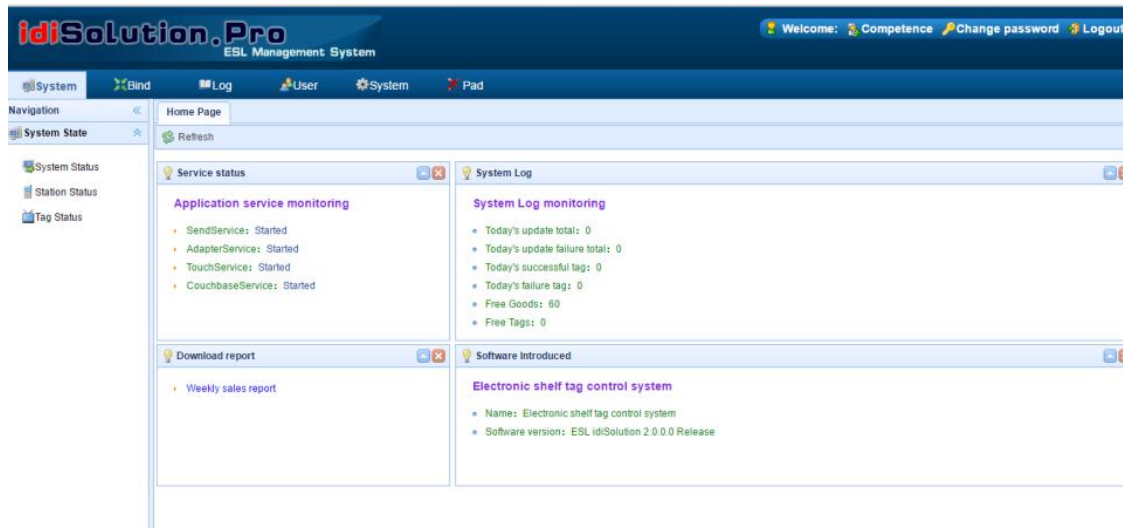### 2.8" Dot-Matrix EPD Electronic Shelf Label   Mage 28

Model	Display Technology	Material	Diagonal	Weight
Mage 28	EPD Display(Active Dot Matrix)	ABS	2.8"	55G
	Outer Dimension	Active Area	Display Area Color	Working Frequency
	W92.65*H41.6*T14mm	W65.88*H25.77mm	Black and White	433MHz
Model	Tag Refresh Reacting Time	Working Voltage	Average Current (tag refresh)	Resolution
Mage 28	3 seconds	4.8~6.8V	up to 25 mA	232(V)*88(H)
	Pixel	DPI	Gray Levels	Visual Angle
	20416	97	4	＞175°
Model	Protection Level	Reflect Contrast	Battery	Battery Service Time
Mage 28	IP65	(Minolta CM2300D) ＞8:1	2*CR2430 replaceable battery	5 years
	RF Communication	Label Updates	Label Service Time	Working Temperature
	1.5~25meters	24000 pcs /hour/gateway	5-7 years	0℃-40℃

Retail Dynamic Digital Display Solution

Electronic Shelf Label Management System

UI

Intuitive, simple, easy to control

Support multiple Server, PC and Pad to access

Support multiple OS systems,i.e. Windows, Mac etc.

Support multiple browsers, IE, Chrome, Safari etc.

Adapter

Standard data interface to adapt variety of popular database systems, i.e. Oracle, MySQL, SQL server etc.

Functions

Instant tag and base station status monitor

Multiple levels of management access

Powerful record backup and log system

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Infrastructure

Gateway

Materials:ABS

Weight:0.8kg

Dimension:200mm*127mm*31mm

Update Speed:24000 pcs label/hour

Labels Supported:65000 pcs for each gateway

Communication Protocol:customized

Processing Element: ARM

Network Connector: RJ45

Wireless transmission power:15dbm-27.5dbm

Frequency Spectrum:433M~434M

Communication Rate:≤175kbps

Communication transmit distance:diameter 50 meters without obstacle

Interface:TCP/IP protocol through standard Ethernet cable or Wifi

Control UI:multiple stations in one group control through internet or LAN

Communication Model:Bidirectional data communication protocol

System failure rate: < 0.1‰

Working Voltage:input DC 5V or POE supported

Working Current:＜250mA when label static

Operating Condition: Operation Temperature 0℃-50℃;Storage Temperature 20℃ -70℃;Humidity < 75%

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Infrastructure

Handheld Terminal Scanner

Features:

Standard Android system

Easy installation interface

Standard Wifi to connect server by standard router

Functions

Easy match ESL and commodity by barcode

Connect to server for more info

Customized Handheld Scan based functions (search, map, guide, voice call,message, picture, etc) to facilitate customer service

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ESL Display templates

SALE TEMPLATE

ON SALE TEMPLATE
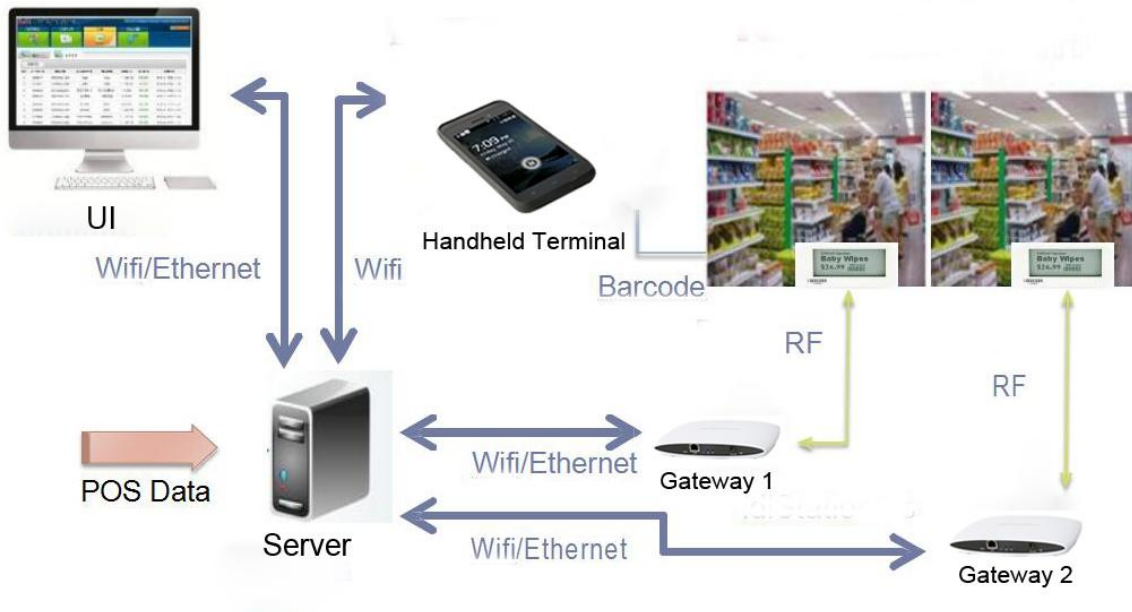

OUT OF STOCK TEMPLATE

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Operational Schema For Multiple Shops

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Operational Schema For Single Shop

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Accessories