

# ESD makes significant digital signage enhance experience of retail

## Highlights

- ☑ High screen resolution
- ☑ Natural display with vivid colors
- ☑ Digital signage software
- ☑ New retail solutions
- ☑ Superior industrial design
- ☑ Shelf edge installation
- ☑ Multi-sizes optional
- ☑ Wifi cloud CMS control 24 hours



## Cloud Wifi Management

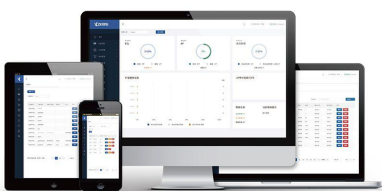
With our CMS cloud platform you can easy to design the media,advertise,labels and promo information,Full functions of DIY to make panel as thoughts as you want

We provide a User Interface (UI)to users through CMS , which allows users to upload and organize content, organize the content into a playback methodology (think playlists), create rules and conditions around playback, and distribute the content to a media player or groups of media players.Uploading, managing and distributing content is only one part of running a digital signage network. If you're looking at deploying multiple screens across various locations, it will be critical to your success to be able to manage the network remotely.

The best device management platforms are very powerful tools that collect information on the devices, report that data and are able to take action.

The successful download and playback of media assets, gathering the playback data from media player software Checking on the health status of the media player: free disk space, memory usage, temperature, network status, etc.

Similar to above, check on the status of the screen the media player is either attached to or embedded in Updating components of the system: software updates for media players and firmware updates for screens. 1



# 90,000

Shelf edge displays are installed in overseas and China retailer's shops

# 40+

Countries and areas are Exported our ESD with CMS for their shop advertise

## The ESD solution

EATACCN solutions shelf edge displays are a range of digital signage products designed for retail shelves. This 23/35/47 inch display comes with an excellent industrial design, sleek look and superior capabilities you can depend on. Plus, its installation and deployment are simple and secure so you can get started in no time. LCD smart edge displays run perfectly with our digital signage software, a proven and trusted platform that offers rich functionality for sophisticated digital signage needs. By applying this shelf digital signage solution to your new retail landscape, you can focus on your marketing strategies and explore more possibilities.

ESD (Electronic Shelf Display)

Offers dynamic & vibrant picture quality which attracts eyeballs of shoppers. Easily price a product and launch promotion campaigns, showing advertisement and relevant merchandise information.



# The Application



Nowadays, supermarket retail is a must-have industry in global cities, involving people's livelihood. Looking at the many traditional paper signs on the shelves in the supermarket, the description of the goods, the details, and the barcode. Each time you change or adjust the goods, you need to reprint the barcode of the goods. The workload is heavy, cumbersome, and a waste of labor and time. Shelf Edge Display solves this kind of tedious work and frees up more labor and time.

It can display product details, dynamic and gorgeous video animations, and stimulate consumers to buy more. At the same time, it also played a role in advertising.

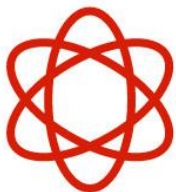
Shelf Edge LCD Display is a new force in the digital retail era, Shelf Edge LCD Display is a perfect substitute for traditional paper price tags. Today, It complements ESLs and becomes an indispensable part of the digital retail network.

## Drive sales at shelf edge



Our video shelf edge displays give retailers and brands a unique opportunity to advertise to customers at the point of decision. For the first time digital promotions can be deployed which engage, inform and convert shoppers. Retail marketing campaigns can be planned and delivered in an instant. The result– incremental revenues across products, categories and stores.

## Streamline operations



Retailers and brands waste millions every year deploying and managing paper price tickets and promotions. The process of printing, shipping, sorting and deploying paper tickets in store presents major challenges frequently resulting in pricing errors and poorly deployed brand marketing campaigns. Our digital shelf edge platform automates pricing and promotional updates

## Improve Accuracy



Our digital shelf edge system removes the challenges of auditing paper labels and marketing campaigns by automatically checking and verifying that the pricing and promotional material on display matches the retailers' central database and the products displayed on the shelf. A major benefit of this is that for the first-time retailers have access to live in-store planograms.

## The Digital Shelf-Edge



Video digital shelf edge displays are just the visible front of our digital platform. Our easy to integrate technology allows retailers to automate pricing updates, instantly deploy retail marketing campaigns, manage stock and planograms and improve the customers in-store shopping experience.

Cloud information release management system

Edge Display Cloud information release management system :

1. Easy to operate, double-ended linkage- Support PC/mobile dual terminal operation- Mobile phone scan to quickly add devices;
2. Multiple devices, easy access- Stretched bar lcd display, Digital signage, Shelf edge display etc. can be accessed, support Android/Windows system, switch between Chinese and English;
3. Remote control of screen status, early warning of abnormalities- Timing switch, volume control, brightness adjustment, cache cleaning, remote screen capture, network monitoring, equipment exception warning;
4. Unlimited split screen, supports rich multimedia components- One-click drag and drop, split the screen at will, the same page can place pictures and videos, clock weather, interactive buttons, promotion countdown, text, live streaming and other small components;
5. Multi-level authority distribution, refined authority management- Powerful authority system, different sub-account users have different functional interfaces, refined authority management;
6. One-key delivery of synchronous playback, support U disk publication- One-key parallel distribution, control multiple advertising players to play synchronously, support material classification management, upload large files, and use U disk to publish when the terminal network is unstable or disconnected;
7. Data is visible and multi-dimensional reports are provided- Advertising data report Equipment statistics report Facial recognition passenger flow statistics User operation log;





## The Case



### Shelf Edge LCD Display

- It can be easily installed on shelves of various materials and sizes
- It can play multiple video, pictures, scrolling text and more
- It shows dynamic prices, discounts and more for items
- It runs on a proven digital signage platform of great capability
- It has an excellent industrial design, sleek look and high quality original LCD screen

Sizes: 23.1" | 35" | 36" | 40" | 47"

### Digital Signage Retail

It is always important to make customers feel comfortable in the store and to have confidence and recognition of the brand. This may be the most sustainable way to make sales growth, albeit not the easiest way. In fact, a well-designed storefront environment speaks more than a good employee. It is our mission to play its greatest value.



"Statistics say 85% of decisions are made directly in front of the shelves"

– Shelf EATACCN

Shelf Edge Digital Signage displays are mounted on shelves in retail shops in order to influence a customer's decision at the point of purchase replacing static shelf talkers with captivating displays that have video and audio playback in order to make decision making contact with the client.

Consumers are consistently looking for the best balance between price and perceived product quality and there is no better time to influence the decision of the client than differentiating your product right at the point of purchase.

Using video and audio, it is easier to capture ones attention, show the product in use and create an emotional experience in order to influence the purchase of a product.



Advantages of Shelf Edge displays  
Inspire shoppers with brilliant video  
Attract passer-by's attention  
Unlimited product information  
Promotion information  
Increase your sales  
Create an emotional connection and  
influence consumers decision



## About EATACCN

“ EATACCN has provided retailers with electronic solutions to improve the efficiency of their retail operations.For digital shelf edge complete solutions of the world's most reliable electronic shelf labels system,LCD sheld stretch display. ”

Isaac.Yang, CEO EATACCN



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Since 2007, EATACCN Solutions has provided retailers with electronic solutions to improve the efficiency of their retail operations.

Leading revolution in labeling systems in supermarkets and digital stores. Increasingly, retail began to replace paper price displays in favor of electronic shelf labels (ESL). And ODM for the smart LCD shelf edge display,The electronics shelf edge labeling(ESEL) products solutions.Our products and solutions have been involved in innovation and retail transformation. By developing solutions and services that are easy to use, we offer our clients both technological products which are adapted to each their needs.

- 5,000 square meters of own new factory completed.
- Layout WLAN/IoT smart hardware development.
- Introduction of fully automated SMT/DIP production line.
- Initial formation of a complete supply chain system.
- Comprehensive layout of enterprise-class wireless WLAN-related production facilities.



# \$Increase

33% Growth in repeat buyers  
32% Upswing in overall sales volume  
33% Generates 33% more in-store traffic

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## The Benefits

Compared with other traditional LCD screens, it can be customised according to the sizes of the shelf, with high definition high luminous efficiency and high colour saturation and ultra thin for branding or advertising on various shelves as well as price tags and information display on the edge of a shelf.

Content upload and management this product allows offers and promotions to be displayed instantly over multiple locations.

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For more information on EATACCN ESD digital signage, please visit [www.eataccn.net](http://www.eataccn.net)

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