

Company Profile

Smart Electronic TAG

Intelligent Retail



Intelligent Manufacturing



Intelligent Warehousing



CONTENTS

01 / Company Profile

02 / Product Introduction

03 / Our Customers



PART 01

Company Profile



Company Profile

Dalian Sertag Technology Co.,Ltd. is a professional visual intelligent tag system manufacture which has rich experiences in visual tag development, design, deployment and maintenance. And also be the first batch of intelligent tag R&D and design company in China.

Sertag commits to provide turnkey solution of visual intelligent tag system to our customer abide by “Customer-oriented” business philosophy, and dedicates for the development of the global internet, retail, manufacturing, warehousing and logistics industry .

From the system quality stability, system cost, product appearance and other aspects of the definition of product characteristics, to provide customers with the most reliable, the best cost-effective intelligent tag system. Help customers to reduce costs, improve work efficiency, improve customer competitiveness.





PART 02

Product Introduction



SETR0154N



Outline Dimension: 44mm(H)
×38mm(V)×10.5mm(D)
Display colors: Black, White
Resolution: 152(H) *152(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0154R



Outline Dimension: 44mm(H)
×38mm(V)×10.5mm(D)
Display colors: Black, White, Red
Resolution: 152(H) *152(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0154Y



Outline Dimension: 44mm(H)
×38mm(V)×10.5mm(D)
Display colors: Black, White , Yellow
Resolution: 152(H) *152(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0213L(Low Temperature)



Outline Dimension: : 66mm(H)
×37.5mm(V)×13.7mm(D)
Display colors: Black, White
Resolution: 212(H) *104(V)
Working Temperature: -25~15°C
Working humidity: less than 75%
Life Time: 5 years

SETR0213N



Outline Dimension: 66mm(H)
×36.5mm(V)×13.5mm(D)
Display colors: Black, White
Resolution: 212(H) *104(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0213R



Outline Dimension: : 66mm(H)
×37.5mm(V)×13.7mm(D)
Display colors: Black, White, Red
Resolution: 212(H) *104(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0213Y



Outline Dimension: : 66mm(H)
×37.5mm(V)×13.7mm(D)
Display colors: Black, White, yellow
Resolution: 212(H) *104(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0290N



Outline Dimension: 89mm(H)
×45mm(V)×13.5mm(D)
Display colors: Black, White
Resolution: 296(H) *128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0290R



Outline Dimension: 89mm(H)
×45mm(V)×13.5mm(D)
Display colors: Black, White, Red
Resolution: 296(H) *128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0290Y



Outline Dimension: 89mm(H)
×45mm(V)×13.5mm(D)
Display colors: Black, White, yellow
Resolution: 296(H) *128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0420N



Outline Dimension: 104.5mm(H)
×98mm(V)×14mm(D)
Display colors: Black, White
Resolution: 400(H) *300(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0420R



Outline Dimension: 104.5mm(H)
×98mm(V)×14mm(D)
Display colors: Black, White, Red
Resolution: 400(H) *300(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0420Y



Outline Dimension: 104.5mm(H)
× 98mm(V) × 14mm(D)
Display colors: Black, White, yellow
Resolution: 400(H) * 300(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR(M)0750N



Outline Dimension: 216mm(H)
× 131mm(V) × 9mm(D)
Display colors: Black, White.
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0700-S



Outline Dimension: 200mm(H)
x234mm(V)x14mm(D)
Display type: Liquid Crystal TN
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 3~5 years

SETR0750R



Outline Dimension: 216mm(H)
× 131mm(V) × 9mm(D)
Display colors: Black, White, red
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR0700-D



Outline Dimension: 200mm(H)
x234mm(V)x14mm(D)
Display type: Liquid Crystal TN
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 3~5 years

SETR0750Y



Outline Dimension: 216mm(H)
× 131mm(V) × 9mm(D)
Display colors: Black, White, Yellow
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

Product series 1: Retail Solution

SETR01250N



Outline Dimension: 281.3mm(H)
× 227.2mm(V) × 17.8mm(D)
Display colors: Black, White
Resolution: 984(H) * 1304(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR01250R



Outline Dimension: 281.3mm(H)
× 227.2mm(V) × 17.8mm(D)
Display colors: Black, White, Red
Resolution: 984(H) * 1304(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR01250Y



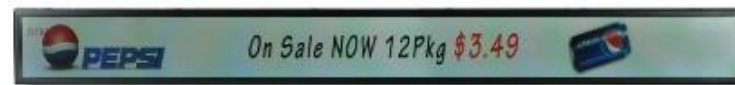
Outline Dimension: 281.3mm(H)
× 227.2mm(V) × 17.8mm(D)
Display colors: Black, White, Yellow
Resolution: 984(H) * 1304(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETR2100C



Outline Dimension: 545mm(H)
× 56.1mm(V) × 15.5mm(D)
Display colors: multicolor
Resolution: 1920(H) * 132(V)
Interface: USB
Output: WIFI \$ USB
Visual scope: 89/89/89/89

SETR2300C



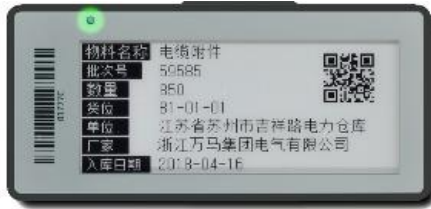
Outline Dimension: 597.4mm(H)
× 60.4mm(V) × 14.5mm(D)
Display colors: multicolor
Resolution: 1920(H) * 158(V)
Interface: USB
Output: Wifi \$ USB
Visual scope: 89/89/89/89

SETR0880C



Outline Dimension: 271mm(H)
× 71mm(V) × 24.1mm(D)
Display colors: multicolor
Resolution: 1920(H) * 480(V)
Interface: USB, TPC
Output: Wifi \$ USB
Visual scope: 85/85/85/85

SETW0290N



Outline Dimension: 89mm(H)
× 45mm(V) × 13.5mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETW0290B



Outline Dimension: 107.9mm(H)
× 45.1mm(V) × 16mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETW0290P (PTL)



Outline Dimension: 178.3mm(H)
× 50mm(V) × 25.1mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETW0290P(B)(PTL)



Outline Dimension: 178.3mm(H)
× 50mm(V) × 25.1mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETW0750N



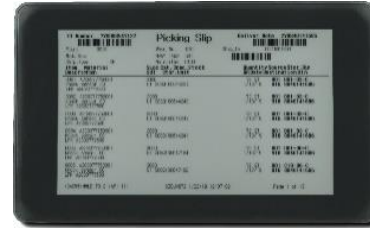
Outline Dimension: 229.7mm(H)
× 145.1mm(V) × 18mm(D)
Display colors: Black, White
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETM0290N(RFID)



Outline Dimension: 95mm(H)
× 53mm(V) × 12.5mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETM0750N



Outline Dimension: 229.7mm(H)
× 145.1mm(V) × 18mm(D)
Display colors: Black, White
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETM01250N



Outline Dimension: 281.3mm(H)
× 227.2mm(V) × 17.8mm(D)
Display colors: Black, White
Resolution: 984(H) * 1304(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 5 years

SETO0290N(R) (RFID)



Outline Dimension: 95mm(H)
× 53mm(V) × 12.5mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETO0750N (LORA)



Outline Dimension: 229.7mm(H)
× 145.1mm(V) × 18mm(D)
Display colors: Black, White
Resolution: 640(H) * 384(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETO0290N (L) (LORA)



Outline Dimension: 178.3mm(H)
× 50mm(V) × 25.1mm(D)
Display colors: Black, White
Resolution: 296(H) * 128(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

SETO01250N LORA



Outline Dimension: 281.3mm(H)
× 227.2mm(V) × 17.8mm(D)
Display colors: Black, White
Resolution: 984(H) * 1304(V)
Working Temperature: 0~50°C
Working humidity: less than 75%
Life Time: 2 years

- Display update rate: **30 minutes/30 thousands tags.**
- Success Rate: 100%.
- Communication Band: RF 433MHz or LORA.
- Coverage Distance: **30-50 meters**
- Display Templates: Customizable, support for dot matrix (picture).
- Working Temperature: 0 °C ~40 °C or -25 °C~15 °C.
- Communication interaction: two-way communication, real-time interaction.
- Life Time: **5 Years, battery can be changed quickly.**
- System: Support format text, Excel files, data intermediate table, custom development and other methods.

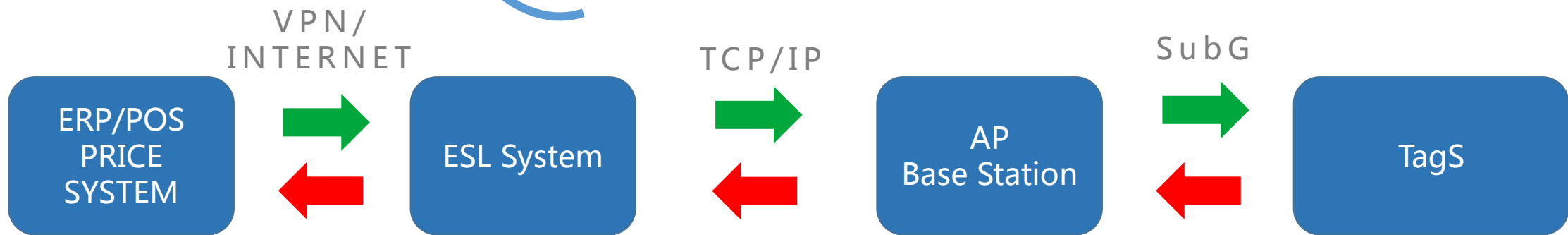


SERTAG Smart ESL Solution—System Architecture

Solution for Market

Real-time Display the latest prices and price types of supermarket background system information after binding the commodity and labels.

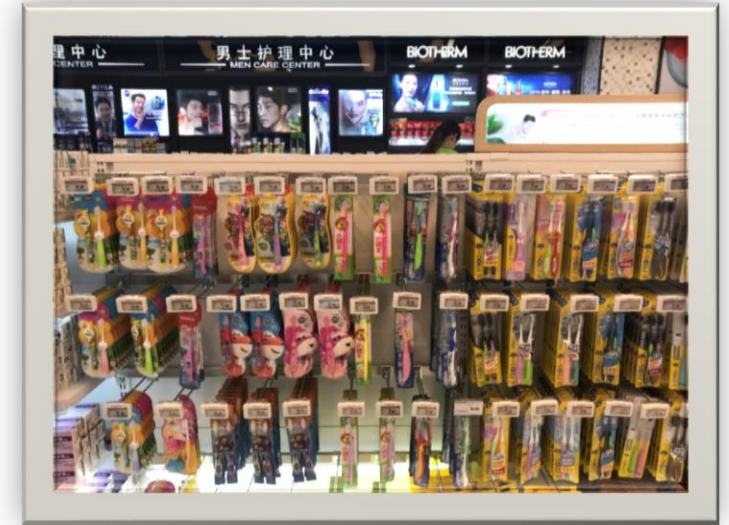
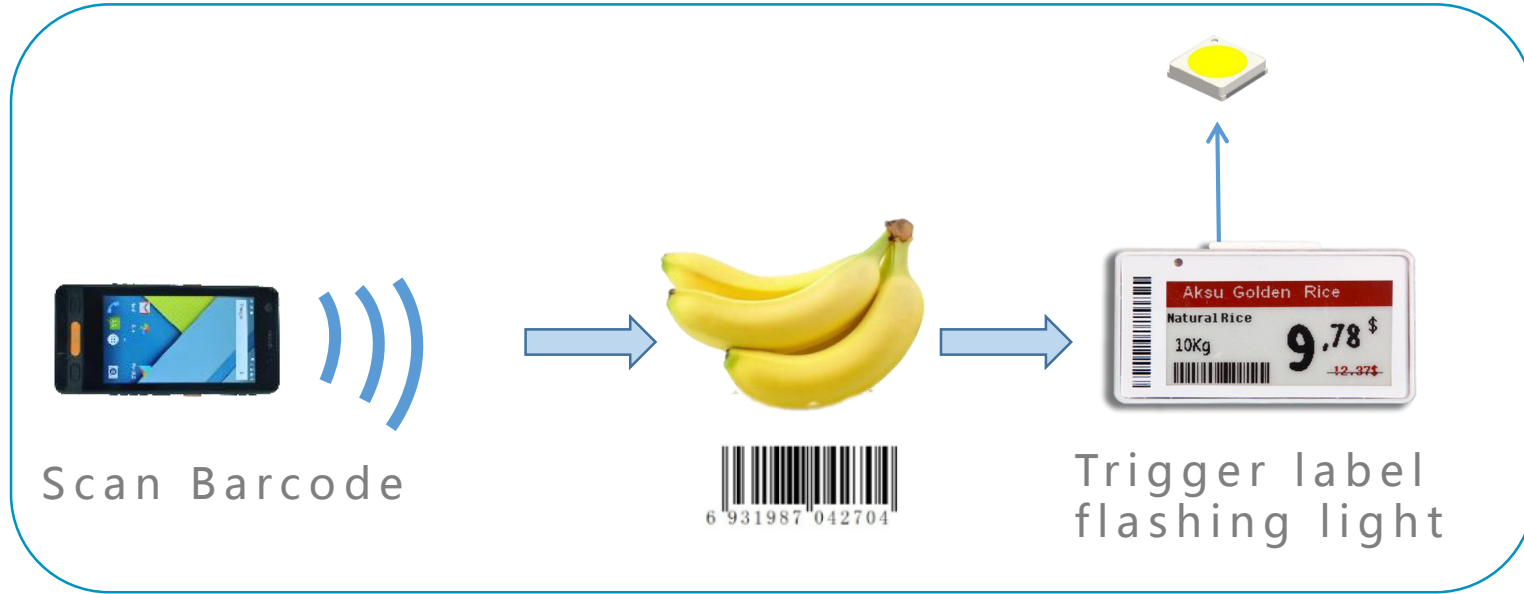
System of Retail



Sertag Smart ESL Solution—Advantage

Pick/replenish assistant

Precise positioning of individual goods, greatly improve the replenishment efficiency.



PDA Scan Barcode and sending to eRetail System



AP Send flash command



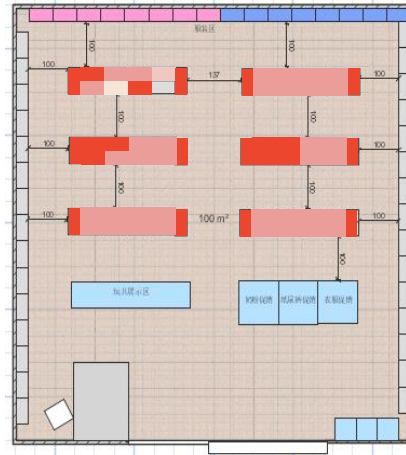
The Label starts flashing



Tallyman/Salesman finds the Goods

Sertag Smart ESL Solution—Advantage

- Draw a detailed virtual shelf diagram ;
- Generate shelf display diagram according the binding relationship between the label location and the product ;
- Docking sales data, It will analyze the shelf sales hot spot effectively ;



货架号	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1001	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1002	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1003	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1004	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1005	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1006	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1007	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1008	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1009	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量
1010	货架名称	货架位置	货架尺寸	货架层数	货架容量	货架重量

Shelf display information

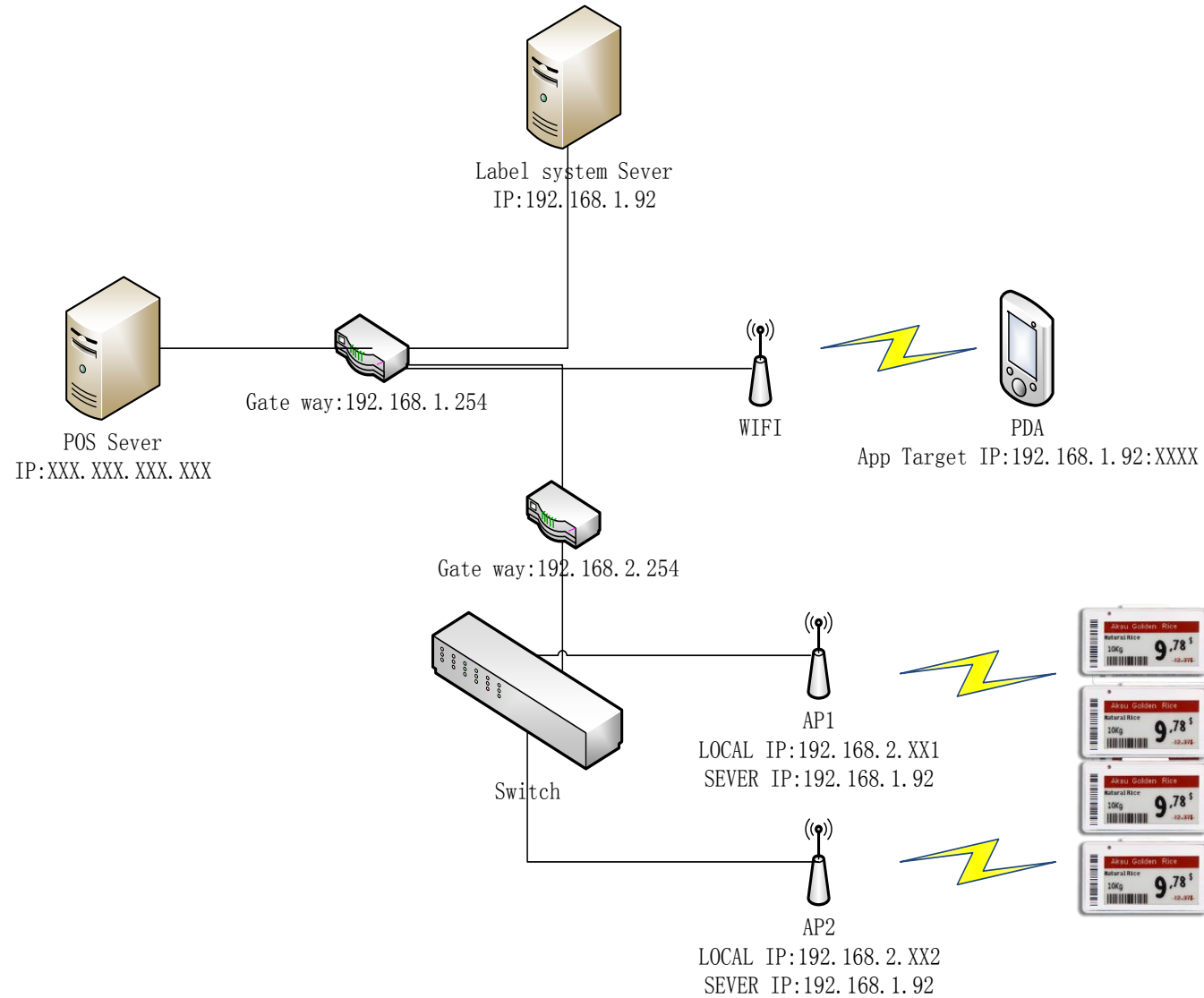


According to the shelf display information of commodity position in the store, it is displayed to realize visual display, position management and hot spot analysis of sales.

System Architecture for Single store



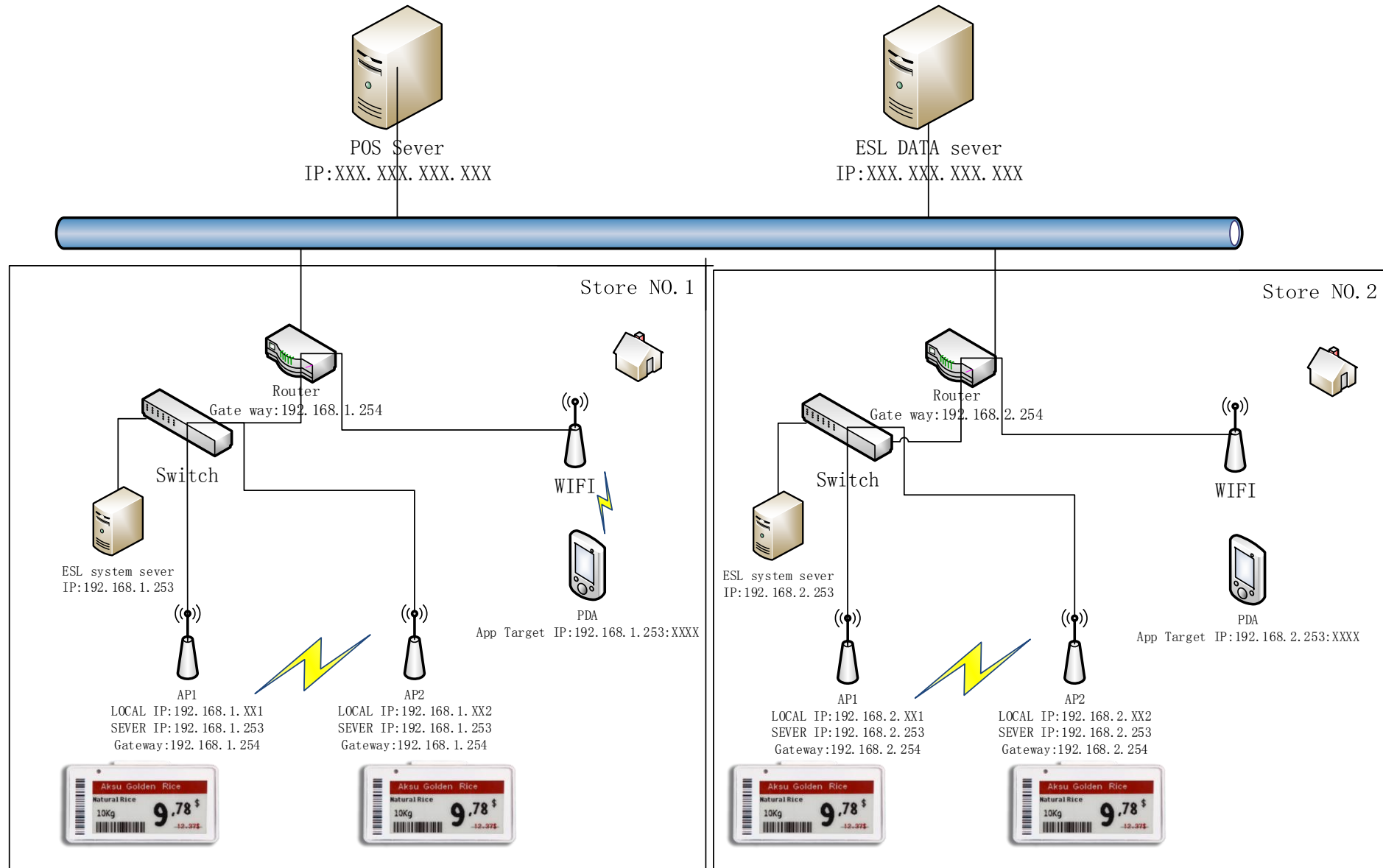
System Architecture for Single store



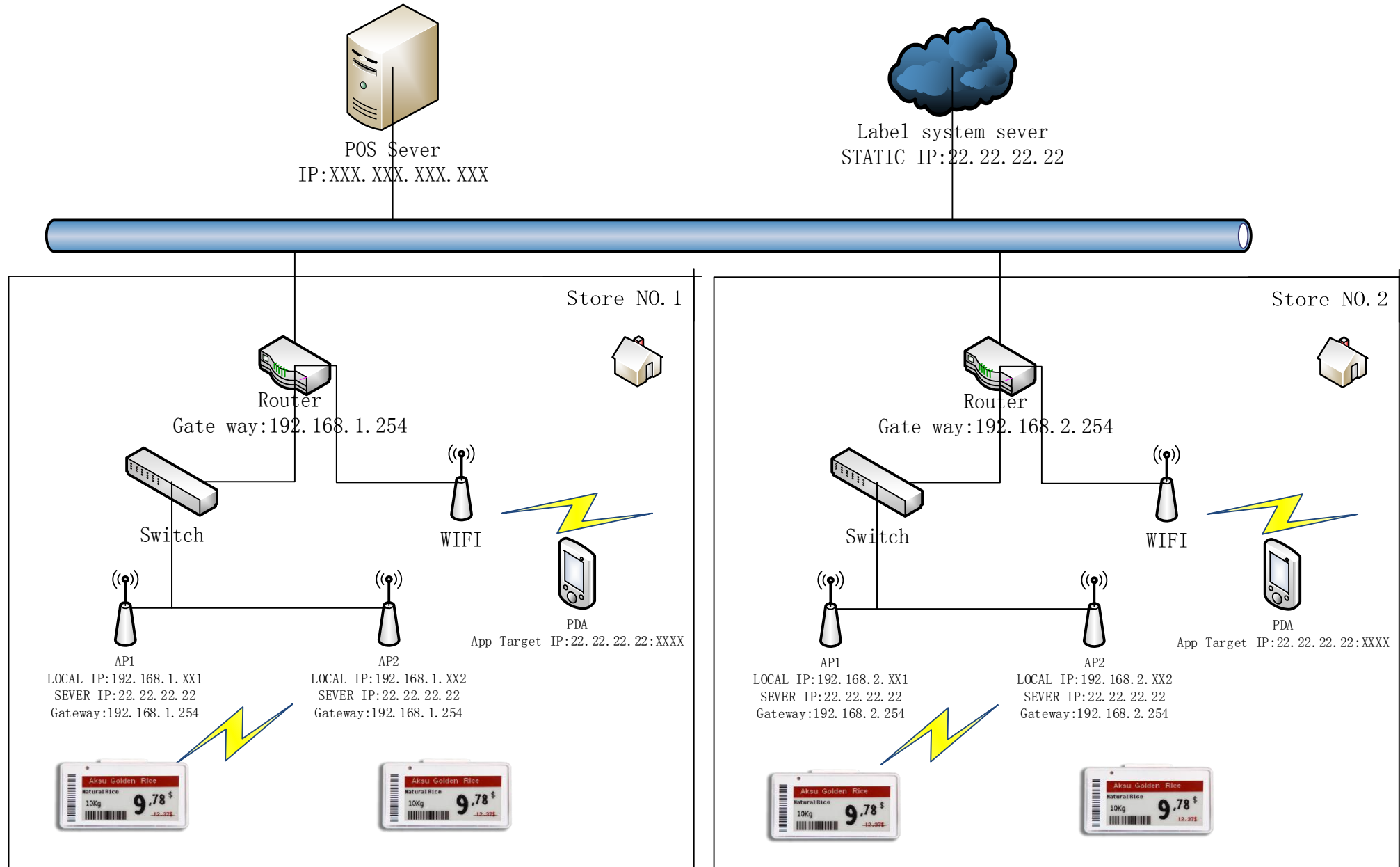
System Architecture for Multiple stores



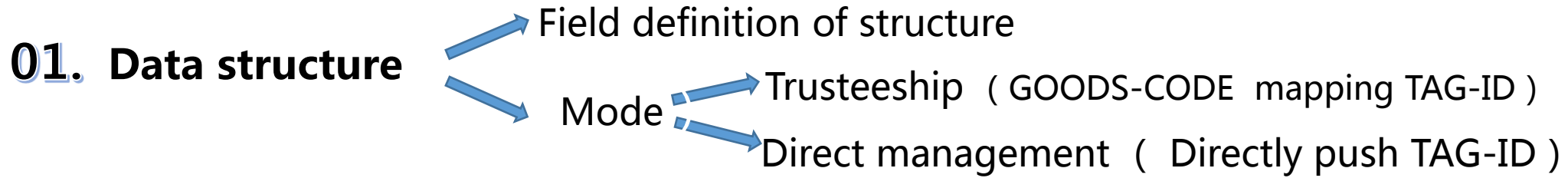
System Architecture for Multiple Stores (Central management model)



System Architecture for Multiple Stores (Cloud model)

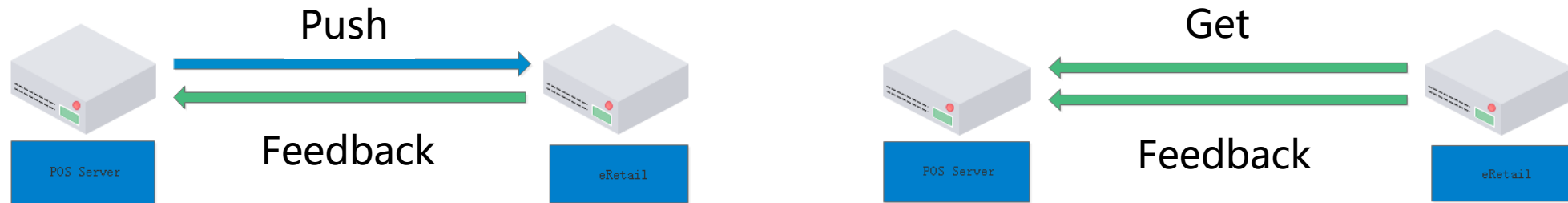


Sertag Smart ESL Solution—System Docking Scheme



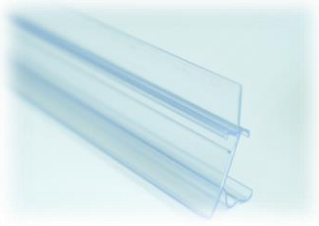
- 02. Technology Selection :**
- HTTP(WebAPI、WebSvc)
 - FTP(Excel、CSV)
 - Database

03. Direction - Push mode

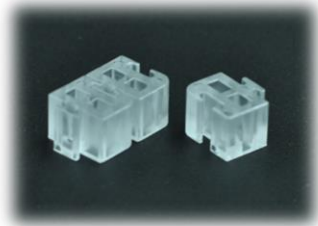


04. Template confirmation (specific options: special, promotional)

Sertag Smart ESL Solution—Installation Accessories



Guider



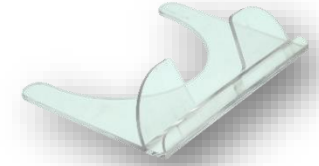
Angle adjusting block



T hang
Apply : 1.54/2.13/2.9



Put rack
Apply : 2.13/2.9 inch



Put rack
Apply : 7.5 inch



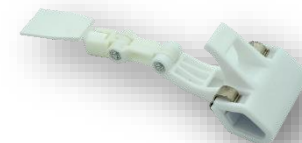
Waterproof jacket
Apply : 4.2 inch



Ice plug
Apply : 4.2 inch



Put rack
Apply : 4.2 inch

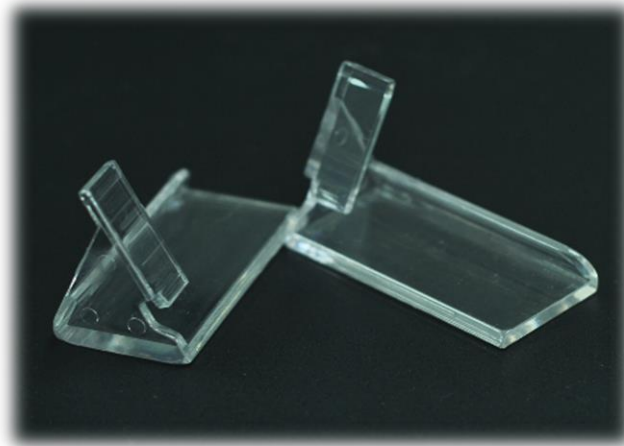
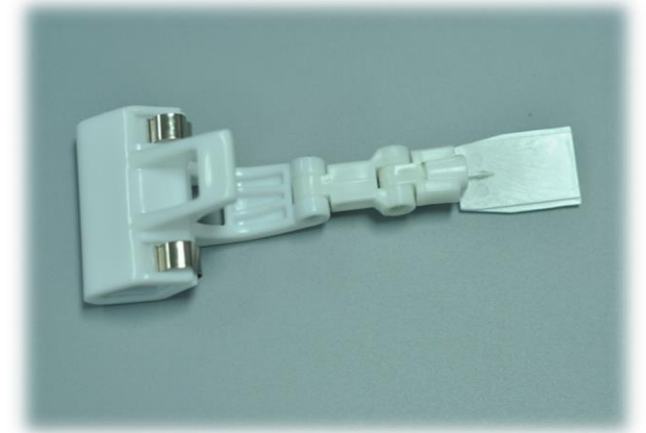
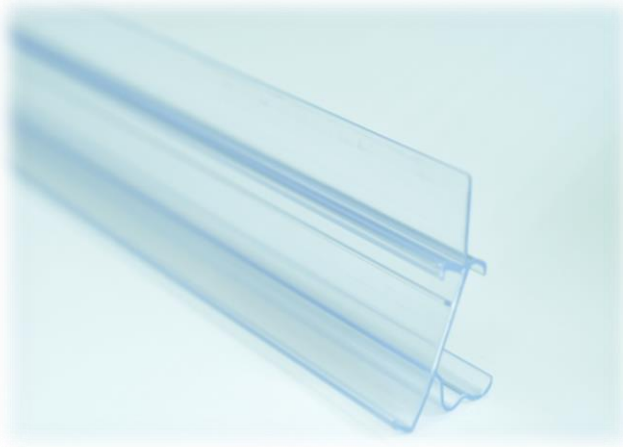


Universal clamp
Apply : 4.2 inch

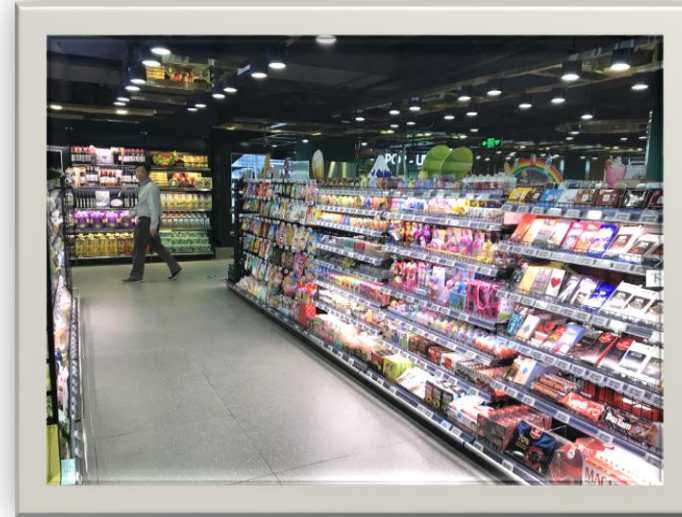


Pendant
Apply : 4.2 inch

Details of Installation Accessories



Rail Type Installation



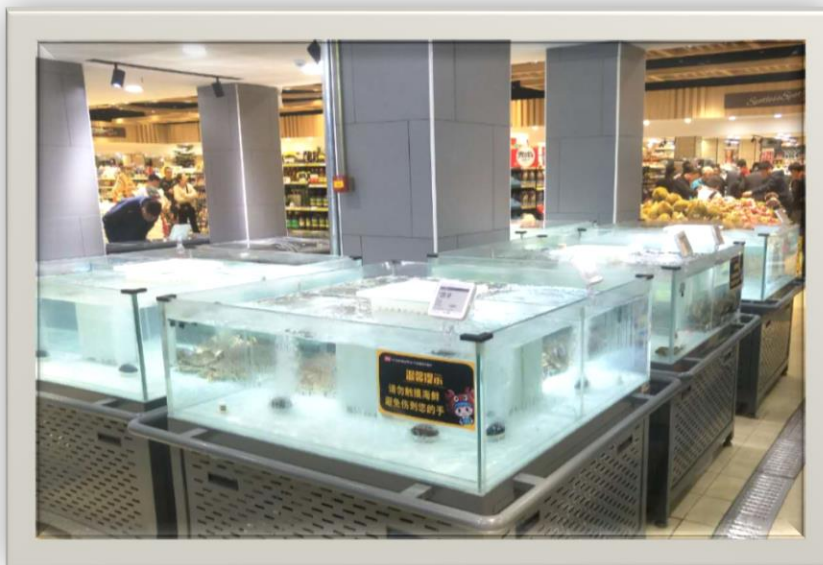
Hang Type Installation



**Stand Type
Installation**



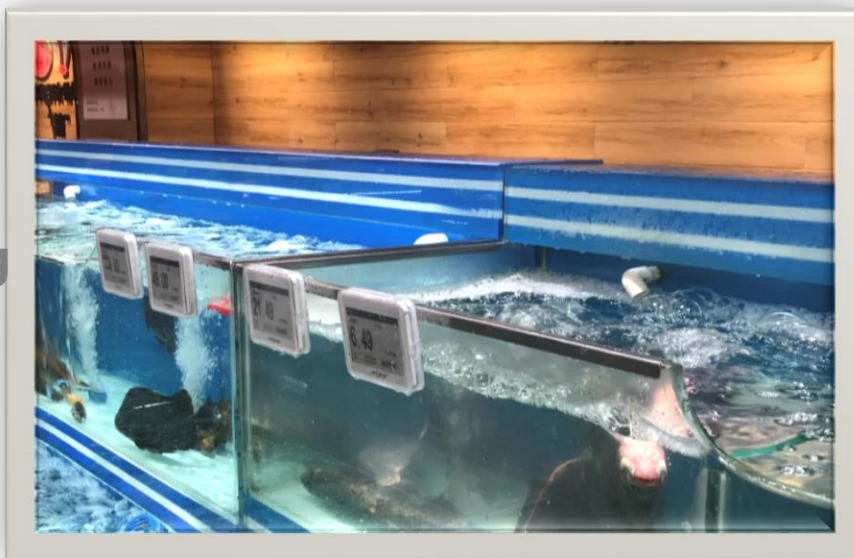
**Clamp Type
Installation**



Hang Ring Type Installation



Waterproof Hang Type Installation



**Universal clamp
Type Installation**



**Ice plug Type
Installation**





PART 03

Our Customers



Our Customers

Retailers



Home Retail Industry



3C Retail



Others

Industrial
Bakery
bookstore...



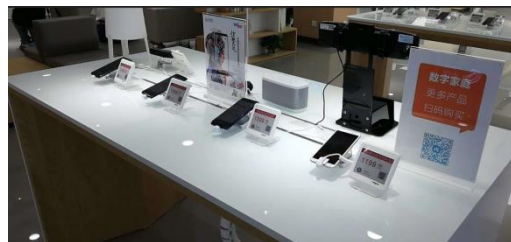
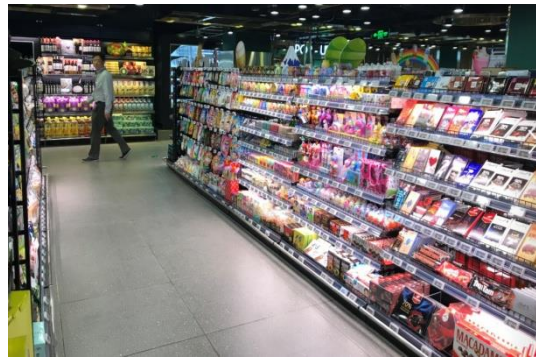
Applications—Intelligent warehousing



Applications—Intelligent pharmacy



Our Customers



Sertag Products are selling to Worldwide

In China:



Overseas:



THANK YOU

Electronic Shelf Label

Electronic shelf labels manufacturer



Digital price tags supplier



Professional ESL system provider



Dalian Sertag Technology Co.,Ltd
sales@sertag.com

 **Contact us**



86 411-84641910



86 13664268735/13124130003



www.sertag.com



sales@sertag.com