



INTRODUCTION OF HIPOINK ESL SYSTEM



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Proposal Introduction



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Electronic Price Label Features

Hipoint Electronic Shelf Label (ESL) is a digital wireless display systems ideal that offers the ability to wirelessly update content on shelving signage quickly and efficiently, including product pricing as well as product related information. The ESL display information is managed in real time by the control system on a computer via wireless network. Supermarkets, groceries markets, pharmacies, warehouses, and any industry that depends on paper to display their prices can switch to the perquisites of the ESL' s.

Hipoint ESL system provides one shot investment then give continuous benefits to the customers. Here are some of the major benefits that the Hipoint System: reduces pricing management labor costs, improves pricing accuracy, allows dynamic pricing and reduces labor & human error then lower labor training cost. This system also give easy operation, batch information update, customized display and provide online/off-line sales operations.

Hipoint Electronic Shelf Label (ESL) offers many benefits, for example; Extremely low power consumption allowing up to 5-year battery lifetimes, support low / normal temperature operation, very wide viewing angle on the very top and bottom shelves to be easily readable by customers, support multi color and twinkling and position allocation functions.



System Advantages



Retailer

Efficient Sales

- Member development
- Offline Product Promotion
- Precision Marketing

Cost Reduction

- Material Saving
- Labor cost reduction
- Customer complaint reduction

Image Promotion

- Product Name and Price Integration
- Company image promotion through Intelligence Technology



Employee

Improve Operation Efficiency

- Inventory Sharing
- Intelligence Reminding
- Process Reducing
- Product Price Change at one step

Management Optimization

- Process automation and digitization
- Product Promotion And Price Recovery After Promotion
- Consumer Behavior Investigation



Consumer

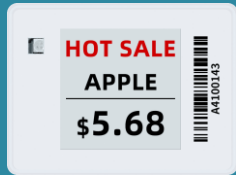
Integrated Product Information

- Product Information
- Product Resume
- Product Latest Offer

Convenient payment

- Support Different Kinds of Payment
- Easy Payment Operation

Products of all sizes



1.54in



2.13in



2.9in



7.5in



3.52in



4.2in

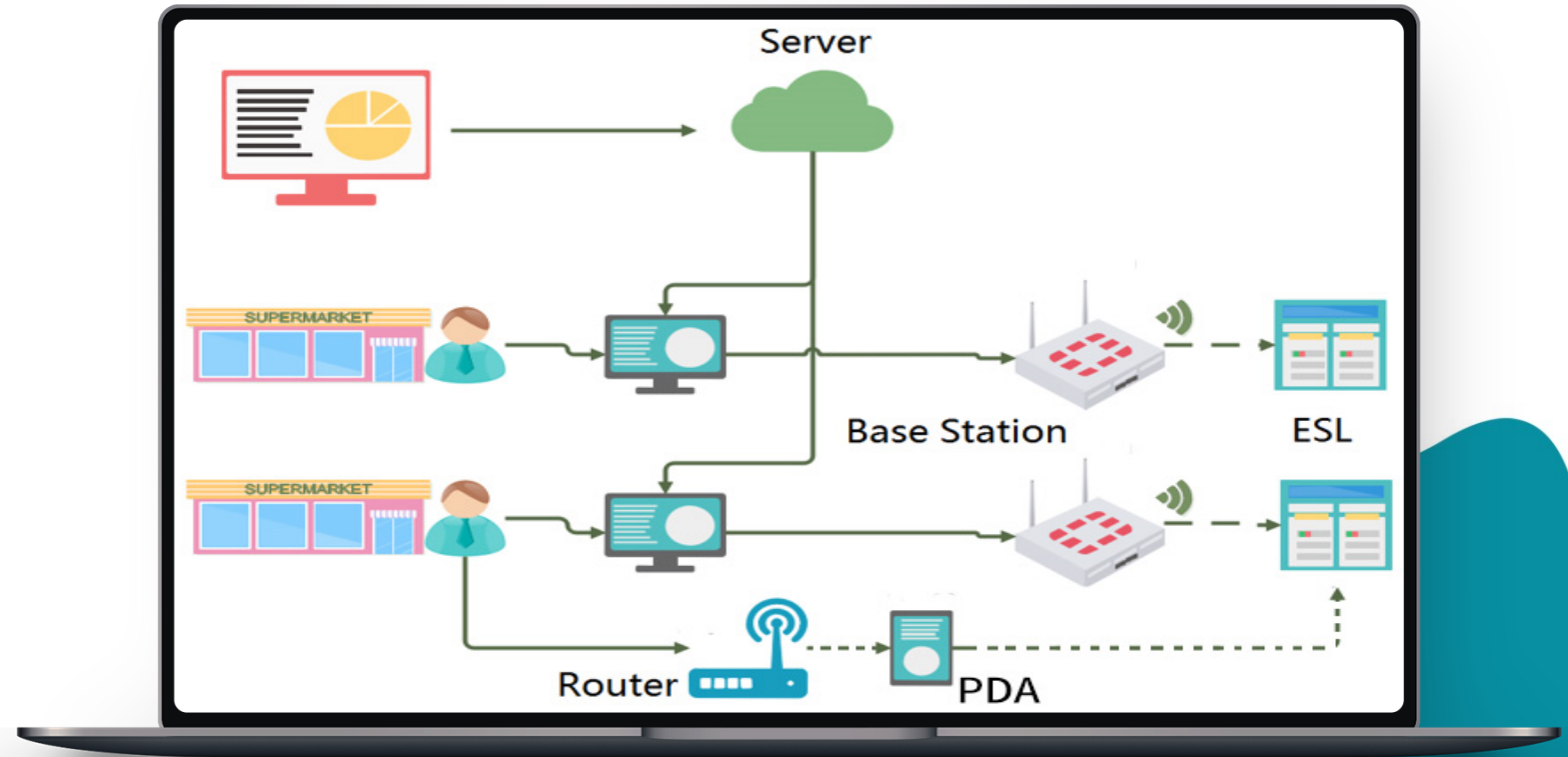


5.83in

More sizes support customization

How the system work

Principle: Production information that stored in the database is encoded and processed by Hipointk ESL system, for those product information that needed to be updated will be broadcast through Ethernet to Hipointk station and finally transmitted to the target ESLs of the shopping mall (or stores).



ESL Specification

Specification Size	Module Size	Color	Weight	Resolution	Battery
1.54in two-color	52.8×39×12.9mm	Black/White	25g	152×152	CR2450
1.54in Tricolor	52.8×39×12.9mm	Black/White/Red	25g	152×152	CR2450
2.13in two-color	70×35×12.9mm	Black/White	37g	212×104	CR2450×2
2.13in Tricolor	70×35×12.9mm	Black/White/Red	37g	250×128	CR2450×2
2.66in two-color	TBD	Black/White	TBD	296×152	CR2450×2
2.9in two-color	90.5×44×12.9mm	Black/White	49g	296×128	CR2450×2
2.9in Tricolor	90.5×44×12.9mm	Black/White/Red	49g	296×128	CR2450×2
3.52in two-color	97×60.4×12.9mm	Black/White	52g	360×240	CR2450×3
4.2in two-color	103×92×13.1mm	Black/White	112g	400×300	CR2450×3
4.2in Tricolor	103×92×13.1mm	Black/White/Red	112g	400×300	CR2450×3
7.5in two-color	185×128.5×13.1mm	Black/White	232g	640×384	CR2450×4
7.5in Tricolor	185×128.5×13.1mm	Black/White/Red	232g	640×384	CR2450×4

10.1" Full Color TFT ESL Specification

No.	Specification	Parameter
1	Working Frequency	2.4GHz
2	Design	Ultra-thin, narrow bezel
3	Screen	10.1 Inch(Diagonal)
4	Product Size	242.6(V)*150(H)*10mm(D)
5	Weight	443g
6	View Angle	FULL
7	Operation Temperature	0~50°C/32~122°F
8	Language	Unlimited
9	Power Supply	Rail Powered
10	Resolution	1280x800
11	System Upgrade	Support Online Upgrade

*Other sizes of TFT displays are also available.

Base Station Description

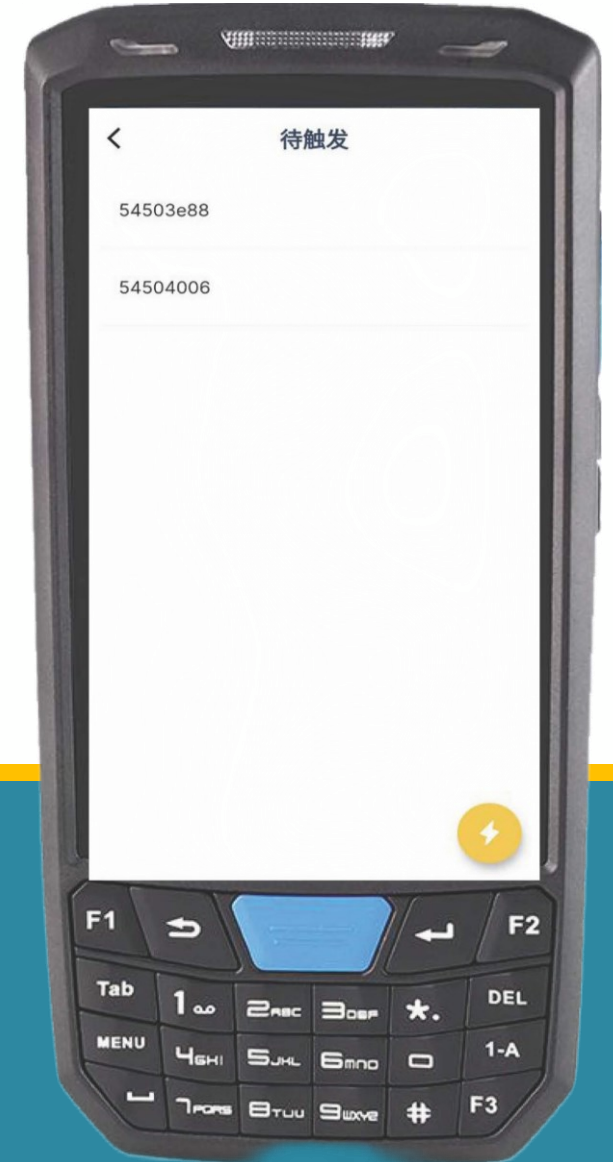
The base station is an key communication device of Hipoint system that connected among the Hipoint software system and ESLs wirelessly and with the following benefits:

- Fast price change : ESL information change in batch mode, update target ESLs contents in real time.
- Up to date transmission technology: Applies wireless radio 2.4G SDR radio frequency, anti communication distortion from WIFI device and mobile phones.
- Encrypted Communication transmission, data is reliable and accurate
- Communication interaction: Bi-direction communication, real-time interaction.
- Maximum wireless communication distance 30m (Depends on physical environment)
- Parallel communication, safe and fast
- Support POE charge, no additional power supply required
- Multi route communication and more capacity design, no fear on breakdown



PDA Description

- WIFI communication between Hipoint Sever and PDA
- Concise Human Machine Interface (HMI)
- Portable and durable
- Support scanning code for binding/ unbinding between goods and ESL
- Support code scanning check and information update
- Support instant price change
- Batch update ESL information through base station



Function Introduction



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2



Function Description

Easy to connect

Before start system usage, Install the Hipoint software system in your server via cloud or by local deployment, then build connection among the Hipoint software and target ESLs

Synchronization Update

Hipoint provides a standard API interface port, which can be used for ERP or Sales/Inventory system connection, and also available for Hipoint system upgrade while ESL price update simultaneously.

Inventory Analysis

Dock with ERP system, analysis of inventory status

Supported languages

Support English, Japanese , Spanish, Arabic and other more than 20 languages

Bulk update

Support batch processing module and update 10,000 pcs ESL label in one hours.

Custom template

Can use pre-defined ESLs template to bind the newly use target ESLs.

Light reminder

Provide LED blinking functions for function reminding or device searching purposes

Easy base station set up

Easy base station setup, and only needed in the very beginning for base station binding with target ESLs, base station can search the bind ESLs automatically within base station cover area.

Standardized API Interface Port

The image displays a web application interface for API documentation. On the left is a dark sidebar with a yellow header containing the text "Your Logo Here" and a subtext "Replace assets/images/logo.png with your logo". Below the header is a search bar with a magnifying glass icon and the word "Search". The sidebar menu includes "Info" (highlighted in blue), "API Data", and "Exchange Data".

The main content area is light green and divided into sections:

- Info**: A section with the text "Welcome to the generated API reference. [Get Postman Collection](#)".
- API Data**: A section with the text "APIs for env".
- Query the Env's Information**: A section with the sub-header "HTTP Request" and a highlighted code block containing "GET api/query/env".

On the right side, there is a dark terminal window with tabs for "bash", "javascript", "php", and "python". The terminal shows an "Example request:" section with a highlighted code block containing the curl command: `curl -X GET -G "http://localhost/api/query/env"`. Below this is an "Example response (200):" section.

Graphical User Interface



Statistics

Index

Status

Ap	EsI(77)	Normal(76)	In Progress(0)	Error(0)	Waiting(0)	Offline(1)
exhibition hall	77	76	0	0	0	1

Promotion Type

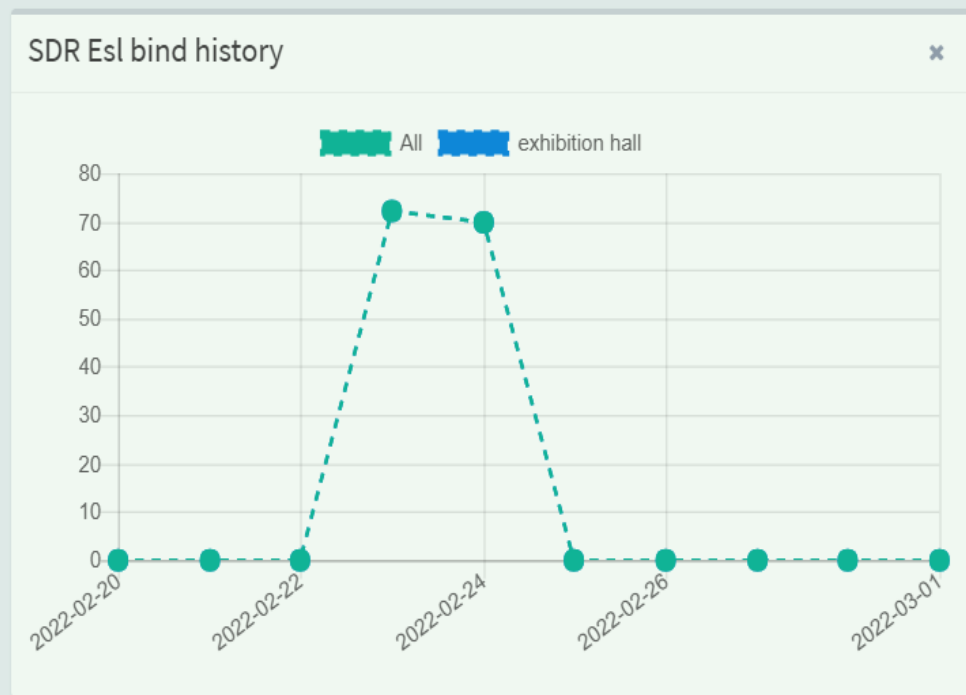
Normal	40
VIP	0
Promotion	0
Limit	0
Sellout	0
Off	0

Ap

Online	1
Offline	0

EsI Type

EsI Type	EsI	Templates
ESL-15BW	0	1
ESL-15R	10	2
ESL-21BW	11	1
ESL-21R	20	2
ESL-29BW	0	2
ESL-29R	21	5
ESL-42BW	5	2
ESL-42R	5	1
ESL-75BW	0	1
ESL-75R	5	4
ESL-750DR	0	0
ESL-75MBW	0	0
FSI-75MR	0	0



Base Station Management User Interface

The screenshot displays the Base Station Management User Interface. At the top, a green navigation bar contains the 'Esl' logo, a menu icon, and navigation options including 'Navigation', a settings gear, a bar chart, and the current store name 'Dongguan Demo Store [20211001002]'. A sidebar on the left features various system icons. The main content area is titled 'Ap List' and includes a 'Filter' button and an 'Export' button. Summary statistics are shown for Product (40), Esl (77), Templates (20), and PSM (Fast mode). Below this is a table of APs with columns for Ap Code, Ap IP, Ap Version, Ap Status, Ap Area, Store Name, OS, Channels, Busy, Updated time, and Action. One AP is listed with details: Ap Code 40:d6:3c:2c:a7:36, Ap IP 183.239.182.91, Ap Version 1.2.7-2116/, Ap Status (green checkmark), Ap Area exhibition hall, Store Name Dongguan Demo Store, OS openwrt, Channels 1, Busy Idle, and Updated time 2022-03-01 14:33:15. The table footer indicates 'From 1 to 1, a total of 1 items' and a pagination control showing 'Show 20 Items' and page '1'.

Navigation Dongguan Demo Store [20211001002] 20211001002

Ap List Index > Ap

Filter Export

Product: 40 Esl: 77 Templates: 20 PSM: Fast mode

<input type="checkbox"/>	Ap Code	Ap IP	Ap Version	Ap Status	Ap Area	Store Name	OS	Channels	Busy	Updated time	Action
<input type="checkbox"/>	40:d6:3c:2c:a7:36	183.239.182.91	1.2.7-2116/	✓	exhibition hall	Dongguan Demo Store	openwrt	1	● Idle	2022-03-01 14:33:15	

From 1 to 1, a total of 1 items Show 20 Items

ESL Management Interface

EsI Navigation Dongguan Demo Store [20211001002] 20211001002

EsI List Index > EsI

Filter Sync Status Example Import Trigger(0) Export

Product: 40 Templates: 20 Ap: 1 PSM: Fast mode

<input type="checkbox"/>	Code	Version	Battery	Status	Update From	Online	Ap Area	Broadcast Group	Signal	Template	Preview	Action
<input type="checkbox"/>	54504e4e	102B/220A/0101	100.0%	Normal	Adjust	✓	exhibition hall	32	-51	Default		
<input type="checkbox"/>	54302a60	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-59	2.13R仓模试		
<input type="checkbox"/>	a430011e	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-62	2.13R仓模试		
<input type="checkbox"/>	5450509f	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-50	Default		
<input type="checkbox"/>	54504e65	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-53	Default		
<input type="checkbox"/>	54504e99	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-59	2.9R仓储模板		
<input type="checkbox"/>	54504e61	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-52	Default		
<input type="checkbox"/>	54504f25	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-54	Default		
<input type="checkbox"/>	54504e64	102B/220A/0101	100.0%	Normal	Bind	✓	exhibition hall	32	-52	Default		

ESL Blinking Function Interface

The screenshot displays the 'Led Flash List' interface. At the top, there is a green navigation bar with the 'Esl' logo, a menu icon, and navigation options including 'Navigation', a settings gear, a bar chart, 'Dongguan Demo Store [20211001002]', a refresh icon, and a user profile icon with the ID '20211001002'. Below the navigation bar, the page title 'Led Flash List' is shown on the left, and a breadcrumb 'Index > Led Flash' is on the right. The main content area features a table with columns: Name, Brightness (red), Brightness (green), Brightness (blue), Flash On (ms), Duration (minutes), Enabled, Store, and Action. Three rows are visible, each with a search input field and a 'Filter' button. The 'Enabled' column contains red 'OFF' toggle switches. The 'Store' column shows 'Dongguan Demo Store' for all items. The 'Action' column includes edit and delete icons. At the bottom of the table, there is a pagination summary 'From 1 to 3, a total of 3 items' and a 'Show 20 Items' dropdown with a page indicator '1'.

<input type="checkbox"/>	Name	Brightness (red) ▾	Brightness (green) ▾	Brightness (blue) ▾	Flash On (ms) ▾	Duration (minutes) ▾	Enabled	Store	Action
<input type="checkbox"/>	<input type="text" value="Search"/>	50	50	50	1	5	<input type="checkbox"/> OFF	Dongguan Demo Store	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<input type="text" value="Stock Warning"/>	65	50	50	2	1	<input type="checkbox"/> OFF	Dongguan Demo Store	<input type="checkbox"/> <input type="checkbox"/>
<input type="checkbox"/>	<input type="text" value="Promotion"/>	61	59	58	1	2	<input type="checkbox"/> OFF	Dongguan Demo Store	<input type="checkbox"/> <input type="checkbox"/>

From 1 to 3, a total of 3 items

Show 20 Items « 1 »

*Remark: Blinking function is pre-designed for tag finding and Reminding

Real Time Monitoring User Interface

Esl real-time monitoring platform

2022-03-01 14:38:48

Adjust Count Today

0

Bind Count Today

0

Unbind Count Today

0

AP Online/AP Offline

1/0

Store Name

Dongguan
Demo
Store

Total number of
Esls

77

Esl Bound

42

Esl Offline

1

Number of bound products

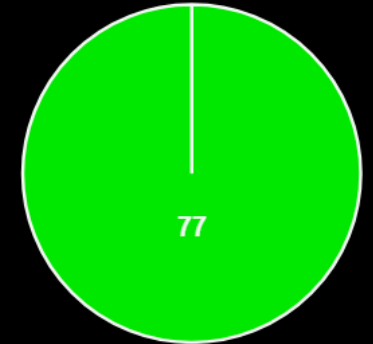
39

Esl Usage Rate

54.55%

Result of all time

Normal



ESL Edition Template

EsI Navigation 20211001002

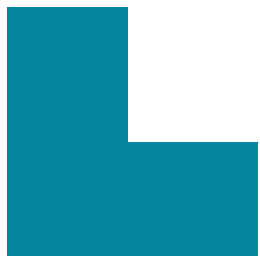
Templates Edit

Index > Templates > 85 > Edit

Edit List Delete

Content	<input type="text" value="Input Content"/>	* Code	<input type="text" value="621dbfcc93695"/>
Bound Field	<input type="text" value="#pc"/>	* Template name	<input type="text" value="2.9REnglish"/>
X	<input type="text" value="14"/>	Enabled	<input type="checkbox" value="OFF"/>
Y	<input type="text" value="97"/>	* Promotion Type	<input type="text" value="Normal"/>
Height	<input type="text" value="20"/>	<small>Match product's promotion type</small>	
Foreground Color	<input type="text" value="Black"/>	Image Operation Area	<input type="text" value="#pn"/>
Background Color	<input type="text" value="Transparent"/>		
Horizontal Alignment	<input type="text" value="Keep left"/>	Straight Line Rectangle Round shape Text Textbox Price	
Vertical Alignment	<input type="text" value="Top"/>	Barcode QR code Image	
Barcode Width	<input type="text" value="1"/>	White Background Black Background Red Background Switch Color	

Application Scenarios



0

3



Application Scenarios



Specialty Store Retail



Industrial Warehousing



3C Electronic Retail



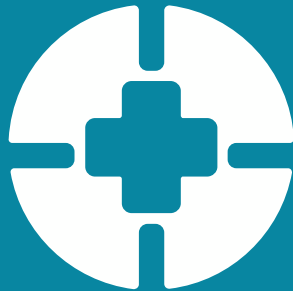
Supermarket Retail



Similar Application Scenarios

Healthcare & Hospitals

- ◆ Patient Room Door Sign
- ◆ Patient Care Sign
- ◆ Patient Communication Board



Manufacturing

- ◆ Order picking & sorting
- ◆ Product Run Card
- ◆ Factory Billboard



Logistics & Warehouse

- ◆ Logistics Tags
- ◆ Luggage Tags
- ◆ Warehouse Tags
- ◆ Smart Packaging





THANKS FOR WATCHING



Guangdong SID Technology Co., Ltd.