

WHY SHOULD WE USE ESL?



REAL-TIME PRICE AND INFORMATION UPDATES

- Retailers can rapidly update prices and product info across stores.
- Centralized updates ensure shelf prices match the register accurately.



LABOR COST SAVINGS

- ESL systems save labor hours by automating price updates.
- Savings from labor and materials can offset ESL investment costs.



DYNAMIC PRICING STRATEGIES

- Retailers can use dynamic pricing strategies, adjusting prices based on factors like demand, time of day, or inventory levels, for example, lowering prices to clear stock.



IMPROVED CUSTOMER EXPERIENCE

Why ESL is important in 2025

In 2025, ESL is transforming retail. It lets stores update prices instantly, cut down on manual work, keep online and in-store pricing consistent, quickly adapt to market changes, reduce waste, and create a better shopping experience, even in an unpredictable economy.

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THE SHIFT TOWARD SMARTER RETAIL SOLUTIONS

Evolving Consumer Expectations

Shoppers now demand real-time accuracy, seamless online-to-store experiences, and up-to-date product information.

Supply Chain Disruptions

Unpredictable global supply chains create inventory challenges, requiring retailers to be more agile and efficient.

Inflation & Currency Fluctuations

Constant changes in costs and exchange rates impact wholesale and retail pricing, making flexibility essential.

Consumer Expectations

Shoppers demand price consistency across online and offline channels, making outdated paper labels a liability.



WHY ESL IS THE SOLUTION



Instant Updates & Agility

- Easily update prices, promotions, or product info across all stores in real time, keeping pace with market changes and consumer demand.



Efficiency & Cost Savings

- Eliminate the manual work of replacing paper tags, reduce pricing errors, and free up staff to focus on customer service.



Consistency Across Channels

- Ensure pricing and product details remain accurate both online and in-store, creating a seamless shopping experience.



Competitive Edge & Revenue Growth

- React quickly to competitor pricing, launch promotions faster, and capture more sales opportunities.



Sustainability & Compliance

- Cut paper waste, support eco-friendly operations, and stay aligned with government pricing regulations.



HOW DOES THE SYSTEM WORK

ESL SERVER CLOUD:

Manages and processes pricing and product data in a cloud-based system.

ACCESS POINTS (APS):

Connects the cloud server to various Access Points (APs) in the store.

NETWORK SWITCH:

Serve as communication hubs between the cloud server and ESL tags, distributing data from the network switch.

POS CASH REGISTER SYSTEM:

Integrated with the ESL system, it updates pricing and product information, sending it to the cloud server and then to ESL tags.

2.4G WIRELESS COMMUNICATION:

Integrated with the ESL system, it updates pricing and product information, sending it to the cloud server and then to ESL tags.

WIFI AND MOBILE INTEGRATION:

Allows store staff to manage or monitor the system via WiFi and mobile devices.

ESL TAGS IN SHOP A:

Display current prices and product information, ensuring accuracy for customers through real-time updates from the cloud server.

