Efficient, Accurate, and Cost-effective Smart Labeling Solution

Electronic Shelf Labels (ESLs) offer numerous benefits to retailers, including dynamic pricing, improved accuracy, and efficient updates. ESLs offer retailers a cost-effective and efficient solution for managing pricing, promotions, and product information, ultimately leading to improved operational efficiency and enhanced customer satisfaction.

A dynamically displayed product and pricing information can be displayed on an Electronic Shelf Label, an alternative to traditional paper shelf labels, using e-paper technology and wireless communication. With the help of a central hub, prices and other information can be updated in real-time across all of a store's locations.

Features of Smart Labeling

Digital Display:
ESLs utilize electronic paper (e-paper) or electronic ink (e-ink) displays to show product information, including prices, promotions, and product details.

Wireless Connectivity:
ESLs are typically connected wirelessly to a central server or network, allowing for remote updates of pricing and information.

Dynamic Pricing:
Retailers can easily update prices in real-time, enabling dynamic pricing strategies based on factors like demand, competition, or time of day.

Efficient Updates:
Pricing changes and promotions can be implemented across the store quickly and without the need for manual labor to replace paper labels.

Integration with Retail Systems:
ESL systems often integrate with a retailer's existing inventory management, point-of-sale (POS), and pricing systems to ensure accuracy and consistency.

Long Battery Life:
ESLs typically have long-lasting Batteries, allowing them to operate for months or even years without needing replacement.

Clear Visibility:
E-ink displays provide clear visibility, even in various lighting conditions, and from different viewing angles, ensuring customers can easily read product information.

Environmental Sustainability:
ESLs reduce paper waste associated with traditional paper labels, contributing to environmental sustainability efforts.
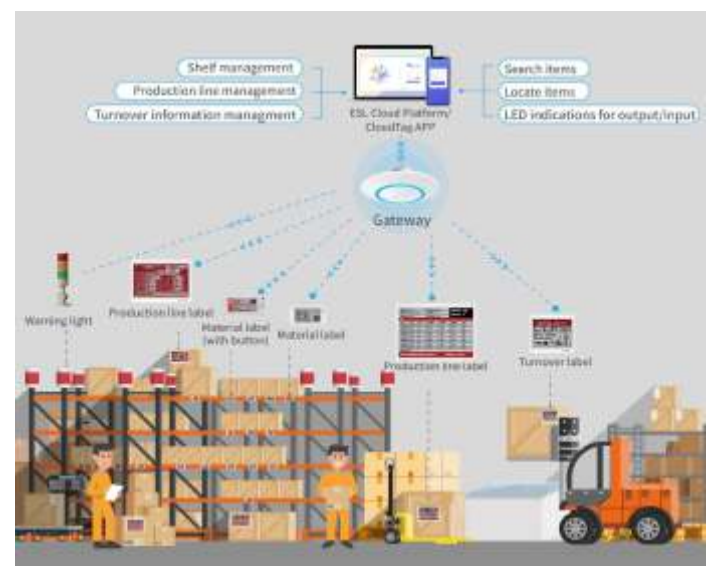
Smart Retail

Pegasus Smart Retail Solution is perfectly connecting every commodity into one Internet system through electronic shelf labels, realizing dynamic centralized pricing. This is much more efficient, accurate, and cost-effective than making manual price adjustments.

Smart Warehouse

Pegasus Smart Warehouse Solution auto-mates all materials & supplies, and operations in the warehouse, depending on our smart Tags and Cloud Platform. The solution embodies our resolve to improve labor efficiency, increase warehouse storage density.

Smart Office

Our digital labels can replace paper labels for conference centers, offices, meeting rooms, or treatment rooms. With smart labels, digital room management known as Digital Signage - can be realized. Thee-paper display screen of digital labels will showthe basic information of current meeting rooms.

Smart Healthcare

On the basis of a growing number of hospital treatments with a simultaneous lack of nursing staff, especially the healthcare sector can effectively benefit from digitization. Electronic tags mark a fundamental step in the right direction They enhance process efficiency, ease the load of hospital staff and reduce costs.