

Customers want a more digital experience

31%

want ESL to show accurate, real-time prices, promos, and detailed product information

DRAGON GUARD



Electronic Shelf Labels

77%

of retailers believe that ESL improve margins and in-store efficiencies

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Creating smart business

Leading the new retail future





Contents

- 1 Brief Introduction
- 2 ESL Benefit
- 3 ESL Application
- 4 Product Series
- 5 ESL Solution

BRIEF INTRODUCTION

As the retail industry evolves, the demand for precision, market segmentation, enhanced customer experience, and cost efficiency continues to grow. In response to these trends, DRAGON GUARD has been at the forefront of ESL (Electronic Shelf Label) technology innovation, driving the future of smart retail solutions.

Our ESL solutions are designed to empower retailers with:

Real-time price and inventory management

Enhanced customer engagement through dynamic displays

Energy-efficient operations with ultra-low power consumption

Seamless integration with existing retail ecosystems

Guided by our mission to deliver safe, convenient, and sustainable retail solutions, we continuously invest in R&D to introduce innovative products that meet the ever-changing needs of the global market. At DRAGON GUARD, we believe that detail is the key to success, and we strive to create maximum value for our customers through a comprehensive, professional, and forward-thinking approach.



PRODUCT APPLICATION

Scope of application: supermarkets, unmanned shops, convenience stores, food fresh, cosmetics stores, home life, manufacturing, warehouses etc.



Save Cost

Realizing real-time automatic price change, saving labor costs and management costs. Paperless operation, saving material consumption and protecting the environment.



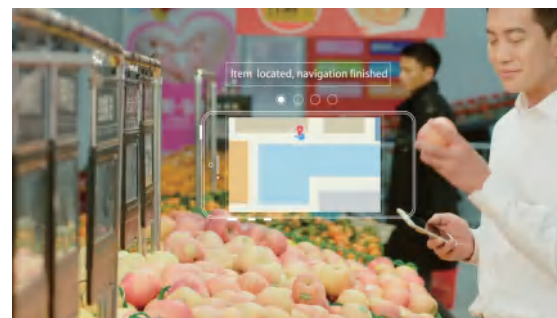
Efficient operation

Efficient communication and real-time synchronization of the database, bidirectional data validation to ensure data accuracy. Real-time promotion, various short-term promotions (weekend promotions, time-limited promotions) can be carried out quickly in different environments to increase sales.



Optimal Management

Optimizing price changing, displaying and picking, improving work efficiency. Realizing could manage floating price in multiple stores at the same time. Real-time carry out marketing campaigns in real time flexible.



Customer experience

The product information becomes plentiful and accurate, increasing interactivity between the brand and consumers. Promoting storefront image, promoting consumers' shopping experience, increasing footfall.



3C Fashion Store



Supermarket



Wine shop



Cold Fresh



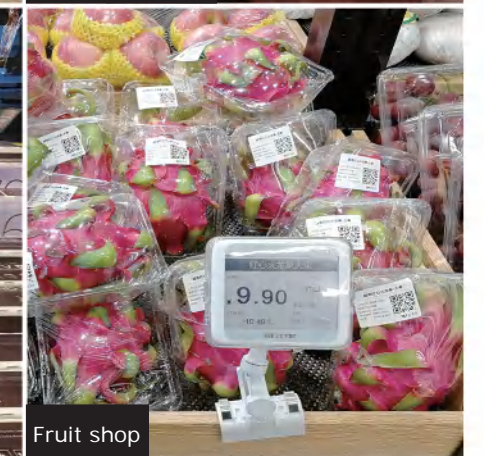
Household Store



Pharmacy



Electric Appliance



Fruit shop

Product >

Dot Matrix Electronic Paper Black/White/Red (Yellow)

ESL0154 | 1.54 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 44.5*35.9*13.7mm
Display Size: 27*27mm
Operating Temperature: 0~40℃
Battery Capacity: 600mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0213 | 2.13 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 70*36*14.3mm
Display Size: 48.6*23.7mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0213F | 2.13 " Refrigerated Screen

Dot Matrix Electronic Paper Black/White



Specification Size: 70*36*14.3mm
Display Size: 48.6*23.7mm
Operating Temperature: -25~-25℃
Battery Capacity: 1000mAh

- NFC
- LED
- Refrigeration

ESL0266 | 2.66 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)

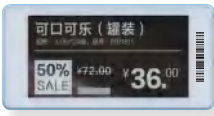


Specification Size: 83*41*14.3mm
Display Size: 60.1*30.7mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0266F | 2.66 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 83*41*14.3mm
Display Size: 60.1*30.7mm
Operating Temperature: -25~25℃
Battery Capacity: 1000mAh

- NFC
- LED
- Refrigeration

ESL0270 | 2.7 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 77.71*50*14.3mm
Display Size: 57.3*38.2mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0290 | 2.9 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 90.41*41*14.3mm
Display Size: 66.9*29.1mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0340 | 3.4 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 101.2*48.4*11.2mm
Display Size: 79.14*37.92mm
Operating Temperature: 0~-40℃
Battery Capacity: 1200mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0420 | 4.2 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 105*91*13.2mm
Display Size: 84.8*63.6mm
Operating Temperature: 0~40℃
Battery Capacity: 2400mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL0590 | 5.9 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 157.4*68*12.4mm
Display Size: 140.7*46.9mm
Operating Temperature: 0~-40℃
Battery Capacity: 2400mAh

- 3/4 Color
- NFC
- Replaceable

Product >

Dot Matrix Electronic Paper Black/White/Red (Yellow)

ESL0420SF| 4.2 " Refrigerated Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 105*91*13.2mm
Display Size: 84.8*63.6mm
Operating Temperature: 0~40℃
Battery Capacity: 2400mAh
Waterproof Grade: IP67

- 3/4 Color
- NFC
- LED
- IP65 Waterproof rating

ESL0580 | 5.8 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 138.3*111.8*13.8mm
Display Size: 118.8*88.2mm
Operating Temperature: 0~40℃
Battery Capacity: 2400mAh

- 3/4 Color
- NFC
- LED
- Replaceable

ESL077 0 | 7.7 " Screen

Refrigerated Screen Black/White



Specification Size : 215.7*206.8*15mm
Display Size: 179.4*81.54mm
Operating Temperature : 0°~40℃
Battery Capacity: 4800mAh
Color Support: Black/White



ESL0750 | 7.5 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)

- 3/4 Color
- NFC
- LED

Specification Size : 185*124.3*13mm
Display Size: 163.2*97.9mm
Operating Temperature: 0~40℃
Battery Capacity: 4800mAh

Product >

Dot Matrix Electronic Paper Black/White/Red (Yellow)



ESL1020 | 10.2 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)

3/4 Color

NFC

Replaceable

Specification Size: 215.5*173*9.5mm
Display Size: 215.52*143.68mm
Operating Temperature: 0°~40℃
Battery Capacity: 3600mAh



ESL1160 | 11.6 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)

3/4 Color

NFC

Replaceable

Specification Size: 266.3*190*9mm
Display Size: 244*164mm
Operating Temperature: 0°~40℃
Battery Capacity: 3600mAh

ESL0750 | 7.5 " Dual-sided screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 180.2*121.2*13mm
Display Size: 163.2*98mm
Operating Temperature: 0°~40℃
Battery Capacity: 3600mAh

3/4 Color

NFC

Replaceable



ESL1330 | 13.3 " Screen

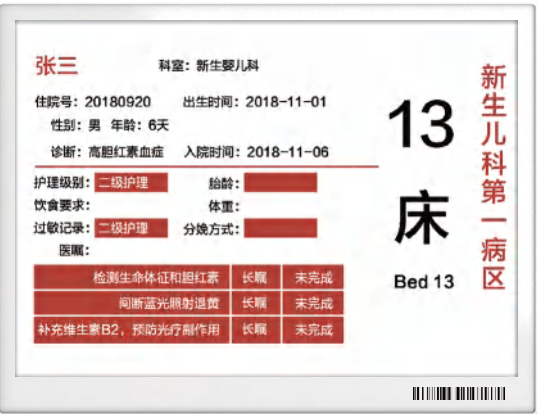
Dot Matrix Electronic Paper Black/White/Red (Yellow)

3/4 Color

NFC

Replaceable

Specification Size: 298.3*228*9mm
Display Size: 275*195mm
Operating Temperature: 0°~40℃
Battery Capacity: 3600mAh



Product >

Dot Matrix Electronic Paper Black/White/Red (Yellow)

ESL0213 Black | 2.13 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 71*34.7*9.5mm
Display Size: 48.55*23.7mm
Operating Temperature: 0~40℃
Battery Capacity: 600mAh



ESL0420 Black | 4.2 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 103.6*87*10.3mm
Display Size: 84.8*63.6mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh



ESL0266 Black | 2.66 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size : 84.2*40.5*4.2mm
Display Size: 60.09*30.7mm
Operating Temperature: 0~40℃
Battery Capacity: 450mAh



ESL0350 Black | 3.5" Screen

Dot Matrix EPD Black/White/Red (Yellow)



Size: 101.5*50*11.8mm
Screen:79.68*38.18mmm
Operate temperature: 0°~40℃
Battery: 1200mAh



ESL0266 Black | 2.66 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)



Specification Size: 84.2*40.5*7.5mm
Display Size: 60.09*30.7mm
Operating Temperature: 0°~40°
Battery Capacity: 600mAh



ESL0290 Black | 2.9 " Screen

Dot Matrix Electronic Paper Black/White/Red (Yellow)

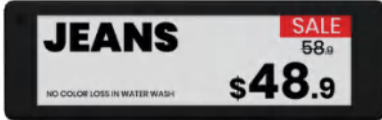


Specification Size : 92*41.5*7.5mm
Display Size: 66.9*29.1mm
Operating Temperature: 0°~40°
Battery Capacity: 600mAh



ESL0430 Black | 4.3" Screen

Dot Matrix EPD Black/White/Red (Yellow)



Size: 129.7*41.3*9mm
Screen: 105.44*30.7mm
Operate temperature: 0°~40℃
Battery: 1200mAh

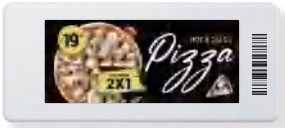


Product >

Full-color Electronic Paper Display

ESL0300 | 3.0 " Screen

Full-color Electronic Paper Display

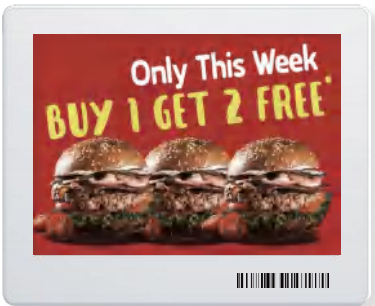


Specification Size: 102*44*8.5mm
Display Size: 70.4*29.6mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh

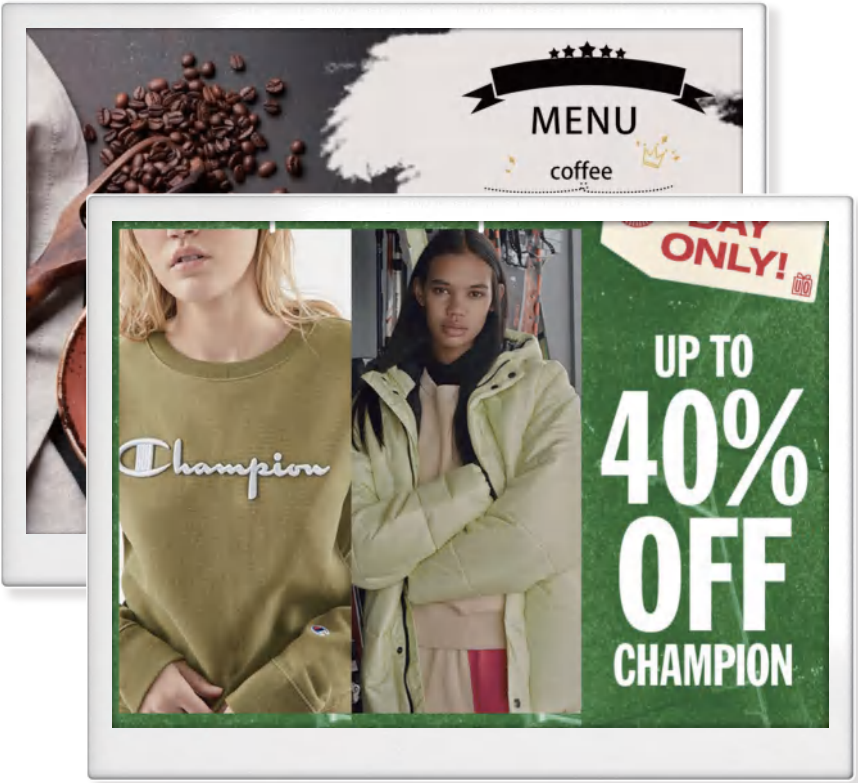


ESL0440 | 4.4 " Screen

Full-color Electronic Paper Display



Specification Size: 109*89.1*10.4mm
Display Size: 90.112*64.8mm
Operating Temperature: 0~40℃
Battery Capacity: 1200mAh



ESL1330 | 13.3 " Screen

Full-color Electronic Paper Display

Specification Size : 298.3*228*9mm
Display Size : 270*203mm
Operating Temperature: 0°~40℃
Battery Capacity: 3600mAh/5 years
Color: Full Color



ESL0820 | 8.2 " Screen

Full-color Electronic Paper Display



Specification Size: 200.1*137.1*9.5mm
Display Size: 180.224*101.4mm
Operating Temperature: 0°~40℃
Battery Capacity: 1800mAh

Product > Sparkle Series

Ultra-clear full-color Multi-purpose screen



Full-Color Video

The Sparkle Series presents the highlights of your material in detailed, high-definition, full-color.



Real-time response

The device responds in seconds, providing customers with a smooth and fast using experience.



Cloud Management

Adopting the real cloud architecture management, and the smart DRAGON GUARD price tag system into one, more convenient to use.



Comprehensive protection

High-grade product protection design, longer life, wider application.



Massive amounts of materials

The cloud platform gathers a huge amount of materials, publicizing more comprehensively from multiple angles.



Fast deployment

Provide simple and fast system installation tools, one-key deployment can be used.



Product >

LCD display



ESL0240L | 2.4 "Screen

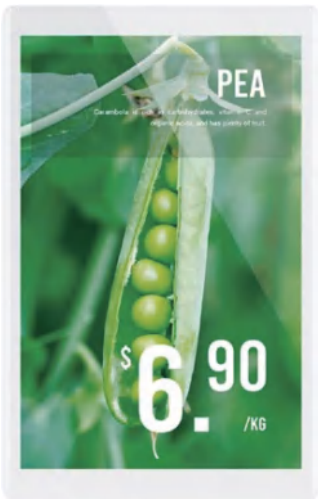
LCD display

HD Full-color

Bluetooth

DIN-rail power supply

Specification Size: 71.2*47.9*10.7mm
Display Size: 48.96*36.72mm
Color: Full color
Resolution: 320*240
Support Format: Text/Picture
Protection grade: IP65
Wireless transmission: Bluetooth
Operating Temperature: -20~70℃
Power supply: DIN-rail power supply



ESL0700L | 7.0 "Screen

LCD display

HD Full-color

Wi-Fi

IP65 Waterproof Grade

Cloud Management

Specification Size: 177.1*114.1*15mm
Display Size: 153.6*86.64mm
Color: Full color
Resolution: 1024*600
Support Format: Text/Picture/Video
Protection grade: IP65
Wireless transmission: Wi-Fi/Bluetooth
Operating Temperature: -20~70℃
Power supply: DC power supply



ESL0800L | 8.0 "Screen

LCD display

HD Replaceable

Wi-Fi

IP65 Waterproof Grade

Cloud Management

Specification Size: 198.8*124*14mm
Display Size: 172.224*107.64mm
Color: Full color
Resolution: 1280*800
Support Format: Text/Picture/Video
Protection grade: IP65
Wireless transmission: Wi-Fi/Bluetooth
Operating Temperature: -20~70℃
Power supply: DC power supply



ESL1010L | 10.1 "Screen

LCD display

HD Full-color

Wi-Fi

IP65 Waterproof Grade

Cloud Management

Specification Size: 243.2*152*14mm
Display Size: 216.58*135.36mm
Color: Full color
Resolution: 1280*800
Support Format: Text/Picture/Video
Protection grade: IP65
Wireless transmission: Wi-Fi/Bluetooth
Operating Temperature: -20~70℃
Power supply: DC power supply

Product > LCD bar display

HD Pictures beyond Imagination



HD Displaye

LCD displayer has more vivid colors and more delicate picture quality, and the HD displaye provides the ultimate visual experience.



7*24H Full Time Display

LED displaye supports multiple playlists, meanwhile, with outstanding ultra-low power consumption, it can reduce energy consumption for all-day playback.



Cloud Platform

Unified management through the cloud system, utilizing the network for content switching and updating.



Wi-Fi Transmission

Content can be updated simply and quickly via Wi-Fi, saving time and resources.



Smart System

Different content can be played regularly through the intelligent system, and the screen can be divided arbitrarily to meet the needs of different scenarios.



Promotion Master

The installation is plug-and-play, the base station is automatically connected to the network, the cloud is automatically activated, the price tag is automatically connected, and the Bluetooth management is more convenient.



Product > Legendary Series

LCD bar display

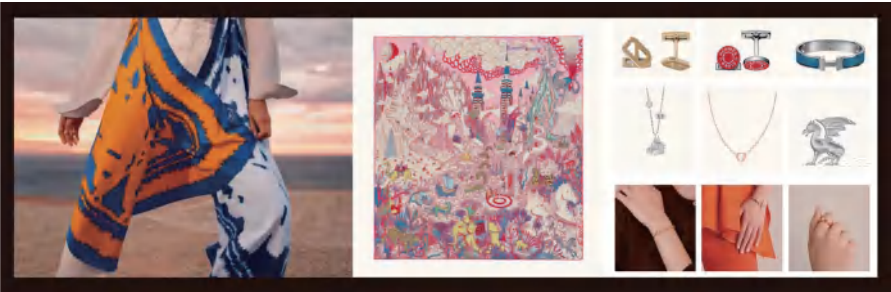
ESL2310L I 23.1” LCD (Optional touch screen)



Specification Size: 597.4*60.4*15.8mm
Display Size: 585.6*48.19mm
Resolution: 1920*158
Operating Temperature: 0–50°
WI–FI: Support 2.4GHz
Video Format: AVI、WMV、MPEG、MPG、MKV、FLV、MOV、MP4, etc.

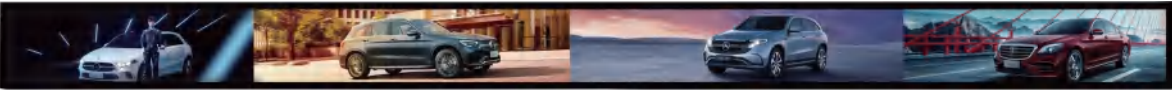
Specification Size : 92*41.5*4.2mm
Display Size: 66.9*29.1mm
Operating Temperature: 0°~40°
Battery Capacity: 450mAh

ESL2900L I 29” LCD (Optional touch screen)



Specification Size: 739.4*237.4*29.05mm
Display Size: 700.8*198.8mm
Resolution: 1920*540
Operating Temperature: 0–50°
WI–FI: Support 2.4GHz
Video Format: AVI、WMV、MPEG、MPG、MKV、FLV、MOV、MP4, etc.

ESL3500L I 35” LCD



Specification Size: 891.6*60.4*15.8mm
Display Size: 878.4*48.19mm
Resolution: 2880*158
Operating Temperature: 0–50°
WI–FI: Support 2.4GHz
Video Format: AVI、WMV、MPEG、MPG、MKV、FLV、MOV、MP4, etc.

ESL3560L I 35.6” LCD

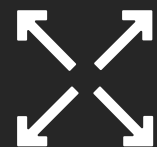


Specification Size: 899.5*262.5*17.8mm
Display Size: 878.112*242.67mm
Resolution: 1920*533
Operating Temperature: 0–50°
WI–FI: Support 2.4GHz
Sound Support: Supported
Video Format: AVI、WMV、MPEG、MPG、MKV、FLV、MOV、MP4, etc.

ESL4700L I 47” LCD



Specification Size: 1211.2*67.5*24.3mm
Display Size: 1197.2*50.7mm
Resolution: 3840*160
Operating Temperature: 0–50°
WI–FI: Support 2.4GHz
Video Format: AVI、WMV、MPEG、MPG、MKV、FLV、MOV、MP4, etc.



Strong scalability

A single base station can manage up to 2,000 price tags, multi-AP load balancing, and more stable performance.



Wide coverage

The indoor coverage area of a single base station is up to 700m², and the coverage diameter of the indoor barrier-free environment is up to 40m.



Easy to install

The installation is plug-and-play, the base station is automatically connected to the network, the cloud is automatically activated, the price tag is automatically connected, and the Bluetooth management is more convenient.



safe and stable

AES 128-bit encryption technology, highly protected information security, and impeccable privacy protection.



smart system

Roaming in the wireless environment is smooth, the price tag automatically searches for and adapts to the base station, and it is also supported by advanced technologies such as load balancing and frequency hopping.



Wireless standard customization

It supports various IoT protocols, such as BLE, Sub1GHz, Wi-Fi, etc., and can quickly customize various industry application requirements and various wireless standard products.

Product > wireless base station

Bluetooth/Wi-Fi dual-mode indoor wireless base station



ESLB001 (Ceiling type)

Specification Size: 180*180*33mm

Operating Temperature: -10°-60℃

Power Supply: 48V POE

Weight: 500g

Operating Band: 2.4GHz+5GHz

Speed: 1167Mbps

Coverage Distance: Indoor Radius 30m



ESLB002 (Ceiling type)

Specification Size: 215*215*39mm

Operating Temperature: -10°-60℃

Power Supply: 48V POE

Weight: 500g

Operating Band: 2.4GHz+5GHz

Speed: 1167Mbps

Coverage Distance: Indoor Radius 30m

Solution > Station Digital Integrated System

Data Analysis of Purchase Behavior

HSC076

Traffic analysis camera



HSC075

Shelf recognition camera



01

Heat map of people flow



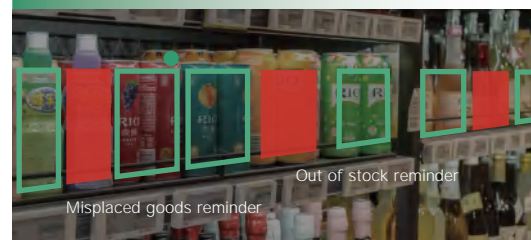
02

Passenger express



03

Shelf monitoring system



Product > ESL Accessories
Suitable for All Kinds of Retail Scenarios



Aquatic area



Fruit and vegetable section



Freezer area



Baking area

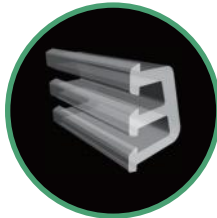
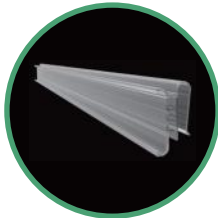


Conventional area

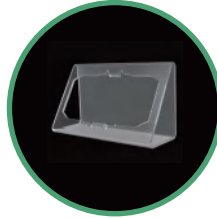


Beverage area

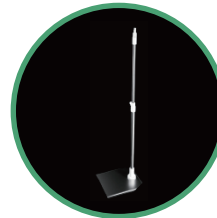
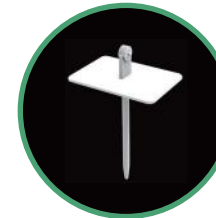
Suitable for Ordinary Commodity Shelves



Suitable for the forming shelves, Customized Accessories According to the Actual Scene Needs



Suitable for Special Scenarios Such as Aquatic Products, Fruits and Vegetables



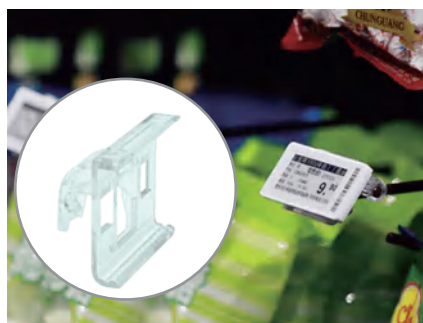
► ESL ACCESSORIES

The track is energized and the installation is flexible.
The track and gooseneck installation options are optional and can be used in different scenarios.



Rail Guide

Apply to the standard laminates, like the regular shelf area of malls & supermarkets.



Bracket

Apply to the "T-type" hooks, guardrails, protecting nets, such as wine racks, snack areas, etc.



Articles

Apply to all desk condition, Multi application scenarios.



Articles

Apply to all desk condition, Multi application scenarios.



Clip

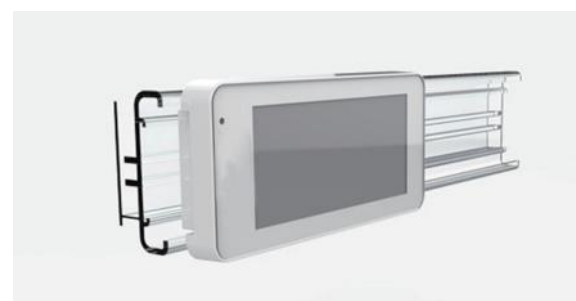
Apply to fruit&vegetable baskets, glasses shelves, seafood glass, like fruit and vegetable section and aquatic areas etc.



Ice plug

Apply to frozen food environments such as ice cream, frozen seafood, etc.

How to installation?



Insert Tags from one side of the rail and make sure it moves smoothly.
The rail ends with nail fixed to prevent the Tags falling.
Each single Tag can be installed, removed and maintained with removal tool conveniently.

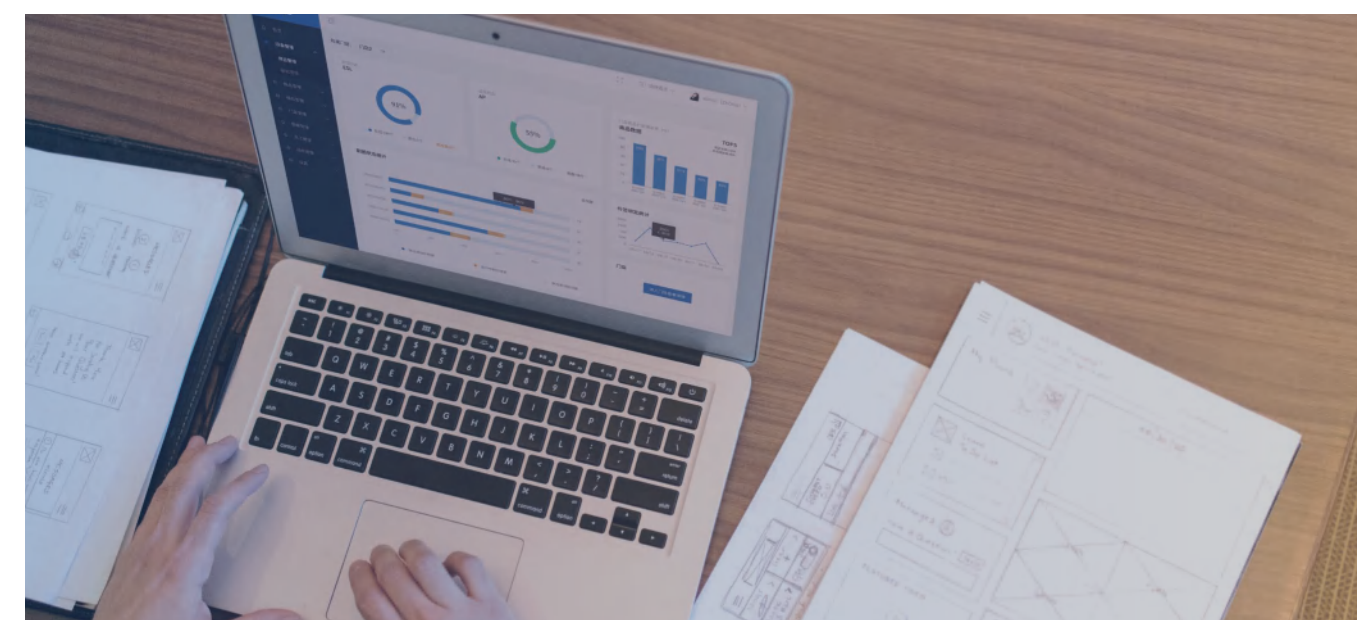


The Tag is inserted along one end of the table, and the card slot on the back fits exactly. After installation, it is placed in the proper position as needed.

Core advantages > Online technical support

Technology Empowerment, Enjoy the Cloud

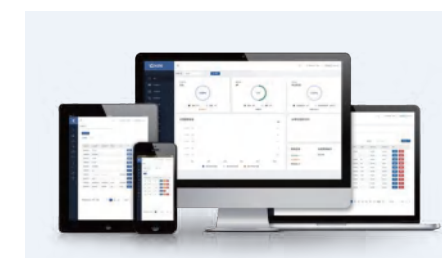
DRAGON GUARD has independently developed a mature platform managed online that is easy to deploy and implement. On the basis of processing hundreds of millions of information, it adopts AES128-bit encryption technology to ensure the security of enterprise information. It can be customized for different types of interfaces and special needs, and provide various application environments for enterprises on demand.



Customize Background Operations

In line with future retail digital scenarios, the backend system has outstanding functional performance, excellent scalability and compatibility, and compatible with multiple devices and platforms.

Visualize backend operations, freely edit price tag templates based on product tone, changes and use them immediately, meeting various customized needs of different customers.



Efficient and convenient

Users can remotely control the price tags through the browser of any device, changing prices and product information in full real-time. In terms of management, it is lighter, faster, and more effective, and improves the net profit of the store by optimizing total operating costs.



ESL ACCESSORIES >

Tabletop accessories series

ESL ACCESSORIES >

Rail

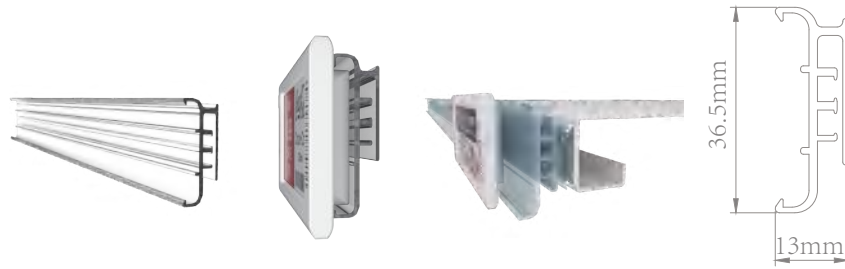
ESLS01

Small price tag universal stand
Transparent & Black



ESLR01

Length can be customised
according to the shelf



ESLS02

3.7'&4.2' Tabletop



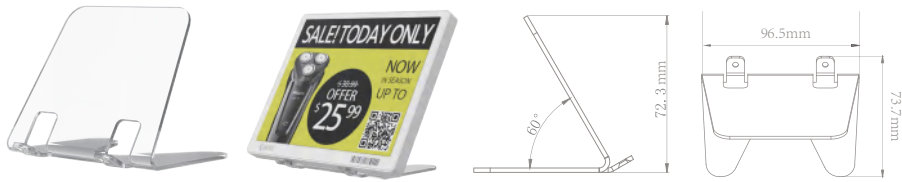
ESLR02

Length can be customised
according to the shelf



ESLS03

5.8'&7.5' Acrylic Tabletop



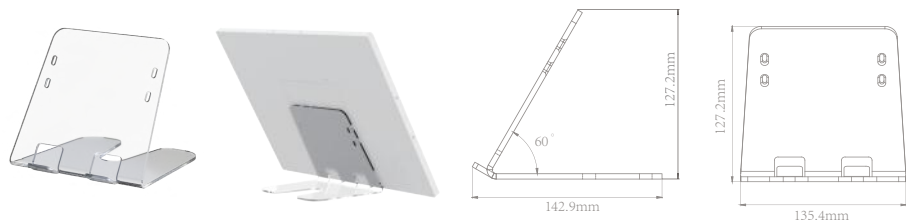
ESLR03

Length can be customised
according to the shelf



ESLS03A

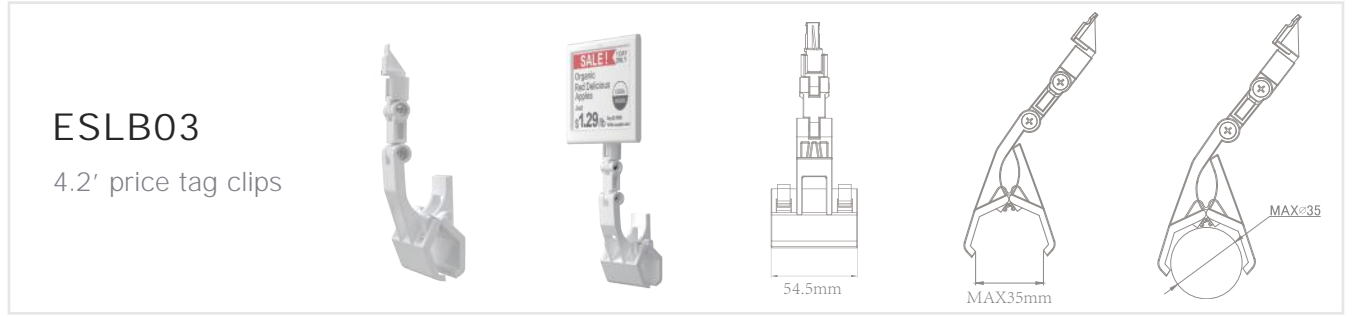
10.2'&11.6'&13.3'
Acrylic Tabletop



ESLA09

Colour: Transparent
Width: 20mm
Suitable for: Flat Rail(New)





9 Advantages for Ultimate Experience

Think what you want, as you wish

The cloud management platform supports scenario based and application environment deployment modes, selecting public or private cloud deployment based on actual needs, and achieving customized deployment modes and standardized deployment processes. Assist customers in achieving digital transformation goals such as agile innovation and intelligent upgrading of their business.



Real Online technical support

The true cloud architecture adopts the SaaS model, which meets the digital needs of smart retail and can be used globally without installation.



Flexible deployment

From cloud to private servers, it meets various deployment modes such as group layout, enterprise level real cloud management layout, and single point layout.



Seamless and perfect docking

Whether the customer provides API interfaces or DRAGON GUARD provides API interfaces, DRAGON GUARD can seamlessly interface with the customer's system in the first time.



Template customization

Billion level information processing technology, endless storage, meeting the growing data needs of enterprises



Template customization

Visual design, highly customizable, not limited by content format or modification frequency, can be used immediately after modification.



Universal open interface

Support customized development of different types of ERP, API, and specific requirements, enabling efficient operation of data within a system.



Safe and reliable

AES 128-bit encryption technology provides high protection for information security and impeccable privacy protection.



Secondary development

By giving new features to software and hardware through secondary development, we provide users with a brand new customized solution.



Coverage globally

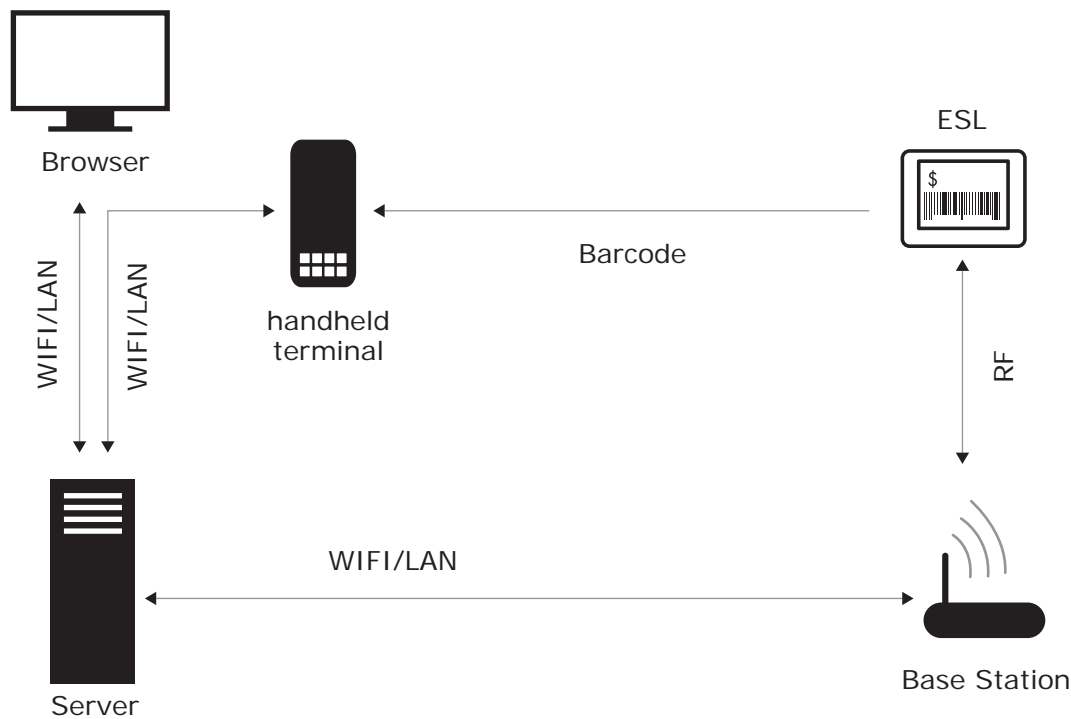
SaaS cloud servers cover the world, and cloud management platforms ensure efficient and stable device experience.



ESL SOLUTION

Based on the development of the global Internet, retail, manufacturing, warehousing and logistics industry, tag is committed to providing customers with the overall solution of visual intelligent tag system in line with the "customer-oriented" business philosophy. 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.

Single Store Solution



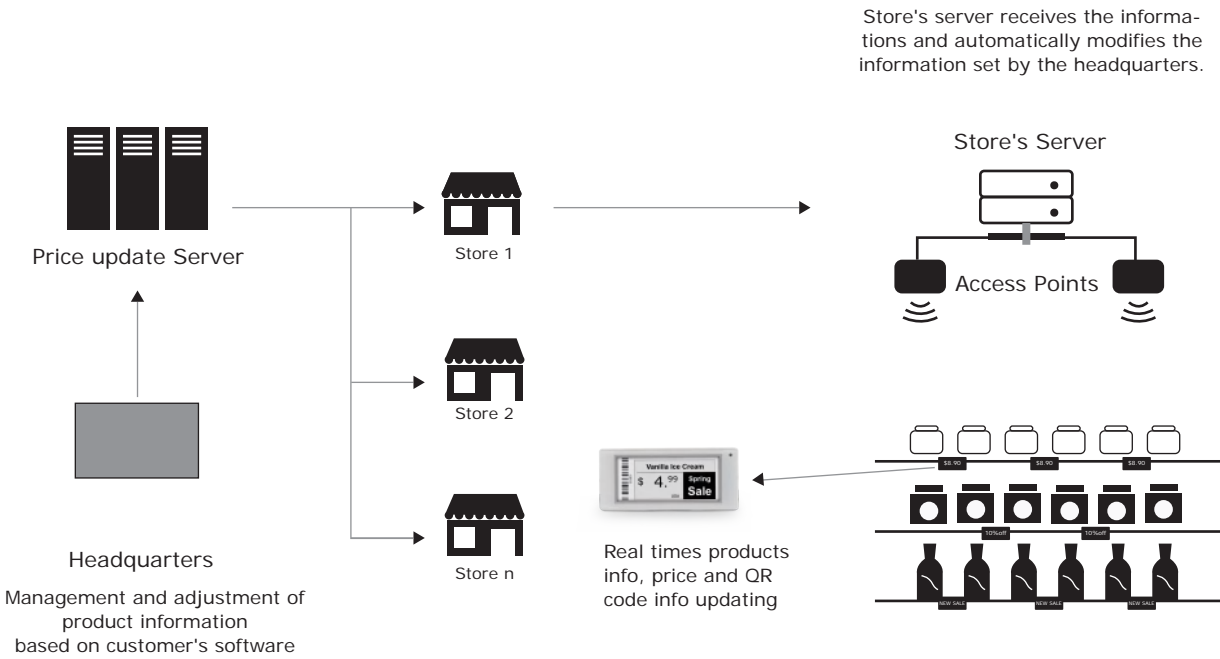
Case Demonstration

DRAGON GUARD's base station can cover all tags within a radius of 30 meters.
A 2800㎡ supermarket, we recommend to install a base station and 20,000 esl tags.
Base stations are usually installed in the central ceiling position, and the power supply with network lines are in the same position, which is conducive to connect with cash collection system.

There is no limit to the number of tags that can be connected to each base station.
ESL tags and base stations can be selected according to the type of commodity and the actual situation of the store. However, in order to give you a better refresh rate experience, we recommend that the number of tags for each base station should not exceed 20,000pcs.



Multiple Store Solutions



OUR PARTNER



★ The names mentioned above are not in any particular order, more cooperation is underway...