Our talent for your success

Hanshow is dedicated to providing competitive end to end solutions for the retail industry. As an integrated and professional manufacturer focusing on research and development, production and service, Hanshow’s products cover electronic shelf label and ESL solutions.

Hanshow’s ESL system based on custom Wireless Application Protocol technology is widely used for every type of retail environment including hypermarkets, shopping malls, boutiques, chain stores, pharmacies and all the other retail sectors using price labels. Retailers can completely replace the conventional paper label with the Hanshow ESL system which can update the price instantly and accurately, reduce costs, optimize management flow of supplier goods and inject new vitality into business management.

Hanshow stays up to date with the latest trends in retail commerce development. O2O is going to be a major factor in retail innovation which is fully integrated in Hanshow’s ESL solution. With your Smartphone, it’s possible to get product information through the QR code on the electronic shelf label, pay and share product information via social media and check for special offers and VIP discounts.
H.I.TAG
Interactive Electronic Label with the Heartbeat Technology
**H.I.TAG\**

**Interactive Shelf Label**

The new Interactive Shelf Labels (ISL) are battery powered electronic displays for the automatic shelf prices update.

Back office information can be displayed on ISL: price changes, stock inventory, stock-outs, orders in progress and more.

ISL has been designed to interact with users, therefore, not only to show the correct prices, but to optimize, speed up and improve the efficiency of the store activities.

With H.I.TAG and programmable remote control, you can:

- **Request the information** about the item, usually available only to the staff: expiration date, start and end date of product display and more.

- **Check** to receive in-store activities confirmation: refill, start and end of promotion display, product expiration date control and more.

- **Send commands** to other devices inside the store in order to activate: promotional messages, posters, check-out notices and more.

This innovative communication tool combines the advantages of digital pricing with the specific flexibility and capacity of the I.o.T. (Internet of Things).

The new ISL H.I.TAG are provided with:

- **3 color LED flash:** green, red and blue.

This feature allows users to find any item quickly:

- pick & collect
- highlight stock-outs
- speed up the start and end promotion display
- check the expiration dates
- check the inventory

**Reliability**

**Always correct prices**

**Productivity**

**Instant price updates**

**Competitiveness**

**Price adjustment with No additional costs**

**Reactivity**

**Price change in real time**

**Better shopping experience**

**Interaction through Barcodes, QR codes and NFC technology**

**Order**

**Consistent and clean store image**

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Remote control

ISL

Information, statistics, promotions...
Hanshow communication protocol works in frequency range between 2.4GHz and 2.5GHz using 200 proprietary sub-channels. The heart of H.I.TAG listens, decides & reacts simultaneously on different channels. H.I.TAG transmission system

Heartbeat of H.I.TAG infrastructure

Efficient: the communication infrastructure provides fast transmission without interferences, by selecting free or non-standard RF channels.

Bi-directional: each label regularly informs the system, ensuring correct price and a precise monitoring from headquarters.

High-speed: 10 times faster than other ESL solutions.

Selective: Unlike other radio frequency systems, AP is able to transmit and update electronic labels by choosing a frequency channel, free from any disruption and interference.

Power efficiency: Hanshow transmission technology combines the original label refresh method and dynamic communication protocol, which allow considerable battery power saving.

Practical: ISL can be quickly activated and used from any terminal’s browser, without having to install any other software or driver on the store devices.

Heartbeat: Internet of Things new challenge

This new function allows client to have complete ISL control: its features, status and range regardless binding to the item. Heartbeat Technology helps to manage ISL remotely without any operator’s intervention.

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**H.I TAG EPDS**  
**H.I TAG EPDM**  
**H.I TAG EPDL**

**Maximum of information in minimum space**

Minimal facing: suitable for accessories, pharmaceuticals, perfumery, hygiene and beauty.

**e-ink display in its best-selling format**

Label with compact and functional design. Perfect in every type of department.

**Freedom of layout and perfect visibility**

High-definition display. Perfect for texts and graphics visualization.

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**Technical features**

**H.I TAG EPDS**  
Model: S1.54  
Size: 48 x 35 x 13.2

**H.I TAG EPDM**  
Model: M2.13  
Size: 70 x 35 x 13.5

**H.I TAG EPDL**  
Model: L2.9  
Size: 91 x 41 x 13.5

**Weight:**  
- 22g  
- 34g  
- 43g

**Temperature:**  
From +0°C to +40°C  
From +0°C to +40°C  
From +0°C to +40°C

**Internal memory:**  
Non-volatile 2MB  
Non-volatile 2MB  
Non-volatile 2MB

**Updating time:**  
Up to 18000 labels per hour  
Up to 18000 labels per hour  
Up to 18000 labels per hour

**Battery:**  
- 4 x CR 3032 = 2200mAh  
- 6 x CR 3032 = 3300mAh

**Special:**  
Technology NFC on request  
Technology NFC/Freezer on request  
Technology NFC on request

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**H.I TAG EPDXL**

**Great definition, thanks to its size and visibility**

High-definition display. Perfect for served benches, fruit & vegetables and ELDOM section. It allows to show price, QR code, bar code, messages, on just one screen.

**For a free and highly effective communication**

Even more effective promotions, thanks to its large screen allowing high-definition images for an impacting visual effect.

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**Technical features**

**H.I TAG EPDXL**  
Model: XL4.2  
Size: 104.8 x 94 x 10.5

**H.I TAG EPDXXL**  
Model: XXL5.8  
Size: 138.5 x 115.7 x 9.7

**Weight:**  
- 95g  
- 170g

**Temperature:**  
From +0°C to +40°C  
From +0°C to +40°C  
From +0°C to +40°C

**Internal memory:**  
Non-volatile 2MB  
Non-volatile 2MB  
Non-volatile 2MB

**Updating time:**  
Up to 18000 labels per hour  
Up to 18000 labels per hour  
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**Battery:**  
- 4 x CR 3032 = 2200mAh  
- 6 x CR 3032 = 3300mAh

**Special:**  
Technology NFC on request  
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---

Technical specifications are subject to change without notice.
H.I TAG LCD

LCD label with the highest functionality

Promo bar in 5 modes:
- OFF
- Red bar ON
- Promo ON
- Promo reverse ON
- Flashing option

Clearly readable and functional alphanumeric field for a clear and immediate communication.

Price field with VERY BIG characters. Price display optimization for a fast reading.

LED in 3 colors for different product status, such as:
- out of stock products
- stock shortage
- reorganization tracks
- speed up of start and end of the promotion display.

Frontal barcode to improve the interaction with the operator.

Precut adhesive sticker for each model. Clear and easy-to-read description.

Very big symbol to mark tangible and immediate item status.

Very big symbol of UP/DOWN arrow to clearly report the item storage status.

NEW
NEW
NEW

ITEM DESCRIPTION

Very wide yellow background area to highlight the communication with customers.

Multifunction bar with 4 independent sections, fixed or flashing, to highlight item status or be combined with promo field.

Symbol that lights up when battery is low.

Price field with VERY BIG characters.

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**H.I TAG -LCD-S**

*small space for lots of Information*

All important information about products can fit in this small screen. It is the ideal solution for narrow shelves.

**Technical Features**

<table>
<thead>
<tr>
<th>Size: 48 x 35 x 12.9</th>
<th>Weight: 24g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature: from +0°C to +40°C</td>
<td>Temperature: from +0°C to +40°C</td>
</tr>
<tr>
<td>Transmission speed: up to 30,000 labels per hour</td>
<td>Transmission speed: up to 30,000 labels per hour</td>
</tr>
<tr>
<td>Barcode: frontal</td>
<td>Barcode: frontal</td>
</tr>
<tr>
<td>LED w/3 colors flash</td>
<td>LED w/3 colors flash</td>
</tr>
</tbody>
</table>

**Display**

Technology: LCD in segments

<table>
<thead>
<tr>
<th>Size: 37 x 23.7 mm</th>
<th>Number of segments: 160</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of pages: 8</td>
<td>Battery: 1 x CR2450 = 550mAh or 1 x CR2477 = 1000mAh</td>
</tr>
</tbody>
</table>

| Battery life: 5 years (4 updates per day) | Battery life: 5 years (4 updates per day) |

Technical specifications are subject to change without notice.

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**H.I TAG -LCD-M**

*monitor ISL LCD in the best-selling format*

clarity and simplicity for complete information.

**Technical Features**

<table>
<thead>
<tr>
<th>Size: 70 x 35 x 13.1</th>
<th>Weight: 34g</th>
</tr>
</thead>
<tbody>
<tr>
<td>Temperature: from +0°C to +40°C</td>
<td>Temperature: from +0°C to +40°C</td>
</tr>
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<td>Transmission speed: up to 30,000 labels per hour</td>
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</tr>
<tr>
<td>LED w/3 colors flash</td>
<td>LED w/3 colors flash</td>
</tr>
</tbody>
</table>

**Display**

Technology: LCD in segments

<table>
<thead>
<tr>
<th>Size: 57 x 23.7mm</th>
<th>Number of segments: 160</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of pages: 8</td>
<td>Battery: 2 x CR2450 = 1100mAh</td>
</tr>
</tbody>
</table>

Battery life: 5 years (4 updates per day)
### Template Design Tool

Customers can create, design, and edit their own template with the tool.

- It has a choice of multiple languages and a variety of fonts, also supports language extensions.
- Supports picture format templates, and many types of barcodes, QR code display.
- It has actual size templates, support for preview mode, easy to operate, fully meet customer demand.

### SHOP-WEB

Supports all generation LCD and EPD labels, fresh segment labels. 3rd generation of EPD labels supports OTA (over the air) upgrade.

- Early Warning information, which help to check error messages for users to get feedback timely, so that problems can be solved efficiently.
- Template selection rules can do the configuration independently in Shop-Web, so we can make it more logical on template choosing.
- Multi-store management. Shop-web can manage many stores from one server, server can be installed in a cloud. Shop-web has a new Map-mode which conveniently shows status and information for your stores.

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- It has actual size templates, support for preview mode, easy to operate, fully meet customer demand.

#### ESL-WORKING

Supports all HITag LCD and EPD labels, supports OTA (over the air) upgrade.

- Provides a standard API interface which is very easy to integrate with different types of systems, anyone can build a customized UI based on it.
- Have intelligent and efficient algorithm, and good compatibility to meet a variety of needs.

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#### AP

<table>
<thead>
<tr>
<th>Linux OS</th>
<th>4-way antenna</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linux embedded system platform supports upgrade by Ethernet port.</td>
<td>4-way antenna design supports parallel communication.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Real-time</th>
<th>Automatic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication between AP and ESL-Working is based on real time connection.</td>
<td>Automatic configures and connects to ESL-Working.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Compatibility</th>
<th>Multiple power input</th>
</tr>
</thead>
<tbody>
<tr>
<td>Supports all generations of LCD and EPD HITag labels.</td>
<td>Supports both AC power supply and POE power supply.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LED Indicator</th>
<th>Visualization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big LED indicator displays assigned number and information about any communication error status.</td>
<td>Each of the four antennas is equipped with LED light which allows to identify working status easily.</td>
</tr>
</tbody>
</table>