

# ELECTRONIC SHELF LABEL SYSTEM



MADE IN

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SCHUAR®

## About Us

Schuar, which is a new branch of MicronLed established in 2014, is established with hundred percent domestic capital. Schuar offers service in electronic shelf label sector in order to fill the deficiency and change cost setups in Turkey with its technical and operational teams.

Schuar, meeting the all requirements to comply with international rules of law, meets the need for frequent label change and all the needs of the companies that aim customer satisfaction.

## Who use it?

It is an innovative and versatile products for companies that

- Determines their prices centrally
- Have a wide range of products
- Recruit personnel and spend time for labelling and price control
- Lead the way in their sector

## What does it provide?

- Its price is suitable compared to competitors for being hundred percent domestic production.
- It sets paper, labor force, time and personnel costs in labelling processes to zero.
- Thanks to central price control, it enables to control the label prices in all stores
- It enables to control the data for the changes on labels to be controlled by the system bilaterally.
- Changes can be made in all labels on the shelves in seconds in one touch.
- Real-time data to make marketing, stock tracking and accounting reporting easier can be reached.
- It prevents the data from being reached by 3rd parties through the advanced radio frequency protocols.
- Preparation of the designs specific to corporate identity and product type
- High energy efficiency compared to competitors
- SCHUAR electronic shelf label is provided with a screen with highly advanced readability standards on which you can identify any data you wish.
- Perfectible and customizable software
- Digital and innovative appearance in customers' perspective
- 100% compliance to legal obligations
- At intensive labor standards at the present time, it is not possible to gain the advantages of SCHUAR electronic shelf label product through man-made operations no matter how great the human resource is.
- The system, which can reprice thousands of products at the same time and change the price of any product at any time, is the most advanced retailing solution in the world.
- Smarter pricing to increase the profit of margin



### Legal obligations

Use of shelf label is compulsory within the scope of the International Law on Consumer Protection. It is compulsory for all vendors to label their products in the manner their current prices are shown. Otherwise, penal sanctioning can be applied and enterprises may sustain serious losses due to the provision on validity of the price on the label especially if changing prices are not written on labels. Surely, this case may also result from erroneous data inputs. Erroneous printing of labels that are organized as printed paper and not directly integrated into the system is a common case, and the enterprise has to apply the shelf label price even if it is erroneous. In this case, In that case, serious problems may arise depending on the extent of the error. Digital Shelf Label enables to eliminate the problems completely in both cases.

### Stocktaking

SCHUAR Electronic Price label product can easily carry out stocktaking thanks to its advanced technological equipment. The product, which operates integrated with the central software, can carry out instant stocktaking through its real-time integration with the pre-accountancy system. The system, enabling to make transactions at store level in multi-branch enterprises, thus helps a massive business process to become a digital process that is completed in seconds. Break-down of thousands of shelves can be done in seconds in a couple of touches, and checking the stocks thus requires almost no additional transaction.

### Central management

SCHUAR electronic price label is a system that can be managed on branch basis or as a whole in a single center. The system, which can be developed according to the needs, has properties that can meet all the needs. It doesn't require pricing of products and changing the labels according to that pricing. The changes made in the prices centrally are automatically reflected on all label screens and cash register inconsistencies are eliminated.

### Design and integration

You can arrange campaign information of your products, enter the product details on that screen from a single center and obtain a solution in all your stores at once. The system has bilateral communication property. You can obtain data from labels instantly and transfer your progresses to that store instantly. The system can also be directly integrated into CRM and reporting systems, so you can achieve a significant level of efficiency in these operations, as well.

Whatever changes the legal standards require on labelling, you can instantly adapt to the processes thanks to the electronic price label. You can adapt all your graphic works to the system immediately. The technological shelf label product can display almost all formats through its advanced screen technology.

### Security

The electronic shelf label product operates with 2.4 ghz frequency connection. Data exchange via radio frequencies wirelessly among the control system and the labels is carried out under secure communication protocols and the data is prevented from being obtained by other persons and establishments. Whatever the number of digital price labels is, they can be easily controlled. The system has world-class reliable protocols in term of software and hardware.

Installation of the electronic price label is ultimately simple. At project design stage of the system, requirements and needs are met. The designs that are capable of reflecting the corporate identity of the company can be made easily.

SCHUAR electronic shelf label is provided with a screen which has highly advanced readability standards and on which any data can be identified.

### Problems in the traditional method and Schuar solutions

Being able to update product prices in seconds and make no errors at this point enable you to establish a significant trust with customers. The system, eliminating the inconsistencies between the shelves and cash register, enables you to make updates at any time.

### Costs

The system eliminates paper and printing costs. Thus, it also eliminates the damage to the nature while a great advantage is gained in terms of both enterprise budget and national income.

### Contact

Now, contact us to meet SCHUAR electronic shelf label for your store. Get to the age of modern technology with our solutions that are customized for every enterprise.



1.54 Inch Label

## Technical Properties

Device Dimension



37 x 42 x 14 mm

Screen Dimension



28 x 28 mm (1.54")

Resolution



152 x 152

DPI



140

Weight



25 gr

## Color & Design Alternatives





## General Properties

PARAMETER	PROPERTY
Coverage Area	50 Meters
Operating Frequency	2.4 Ghz
Angle of Visibility	175°
Contrast	8 : 1
Transmission Power	Max4dbm
Operating Temperature Range	0-45 °C
Battery Type	Lityum CR2450
Battery Life	5 Years (Change Once a Day)



2.13 Inch Label

## Technical Properties

Device Dimension



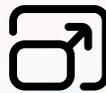
64 x 34 x 14 mm

Screen Dimension



48 x 24 mm (2.13")

Resolution



212 x 104

DPI



111

Weight



34 gr

## Color & Design Alternatives





## General Properties

PARAMETER	PROPERTY
Coverage Area	50 Meters
Operating Frequency	2.4 Ghz
Angle of Visibility	175°
Contrast	8 : 1
Transmission Power	Max4dbm
Operating Temperature Range	0-45 °C
Battery Type	Lityum CR2450
Battery Life	5 Years (Change Once a Day)



2.9 Inch Label

## Technical Properties

Device Dimension



84 x 42 x 14 mm

Screen Dimension



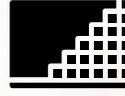
64 x 29 mm (2.9")

Resolution



296 x 168

DPI



112

Weight



44 gr

## Color & Design Alternatives





## General Properties

PARAMETER	PROPERTY
Coverage Area	50 Meters
Operating Frequency	2.4 Ghz
Angle of Visibility	175°
Contrast	8 : 1
Transmission Power	Max4dbm
Operating Temperature Range	0-45 °C
Battery Type	Lityum CR2450
Battery Life	5 Years (Change Once a Day)



4.2 Inch Label

## Technical Properties

Device Dimension



95 x 80 x 14 mm

Screen Dimension



86 x 64 mm (4.2")

Resolution



400 x 300

DPI



120

Weight



93 gr

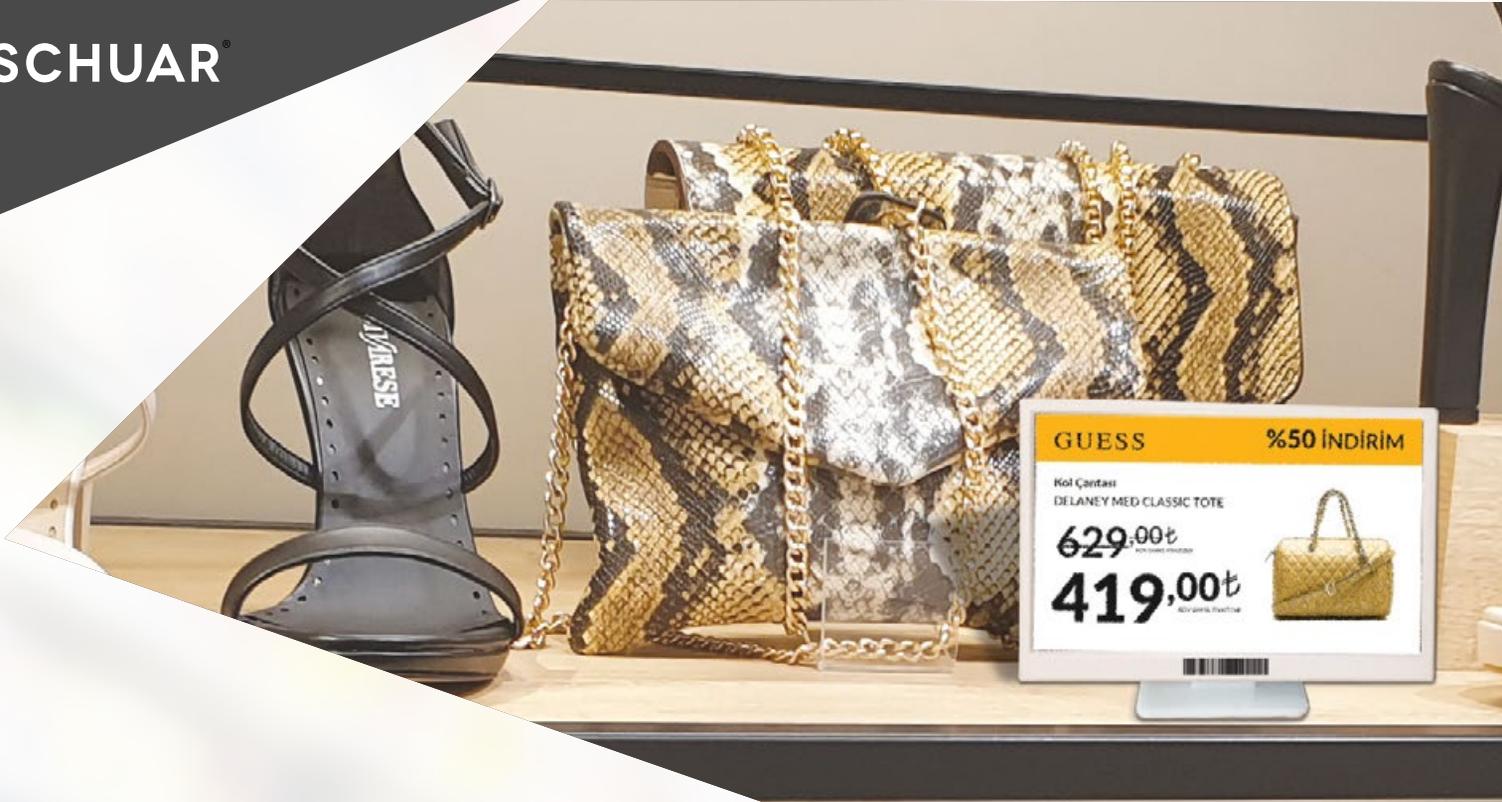
## Color & Design Alternatives





## General Properties

PARAMETER	PROPERTY
Coverage Area	50 Meters
Operating Frequency	2.4 Ghz
Angle of Visibility	175°
Contrast	8 : 1
Transmission Power	Max4dbm
Operating Temperature Range	0-45 °C
Battery Type	Lityum CR2450
Battery Life	5 Years (Change Once a Day)



7.5 Inch Label

## Technical Properties

Device Dimension



175 x 116 x 14 mm

Screen Dimension



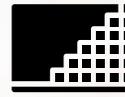
163 x 98 mm (7.5")

Resolution



640 x 380

DPI



100

Weight



185 gr

## Color & Design Alternatives





## General Properties

PARAMETER	PROPERTY
Coverage Area	50 Meters
Operating Frequency	2.4 Ghz
Angle of Visibility	175°
Contrast	8 : 1
Transmission Power	Max4dbm
Operating Temperature Range	0-45 °C
Battery Type	Lityum CR2450
Battery Life	5 Years (Change Once a Day)



## Benefits

- Say goodbye to labelling costs!
- Do not waste any time for stocktaking anymore!
- Keep pace with digital world!
- Do all the reporting in one click!
- Advance Security and Communication Protocols

## How Does the Electronic Label Work?



**Adapter With 50 Meters  
Coverage Area**

**By Means of its Remote Access Facility, All Price Updates Can Be Made Instantly and Easily on the Electronic Labels in the Rayons.**



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