

ELECTRONIC SHELF LABEL SYSTEM

PRICE ON THE SHELF.

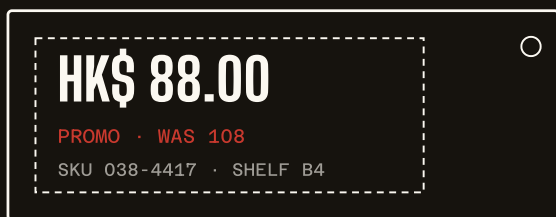
Your price, your promotion, your stock flag — on the shelf edge, updated from one place. No walking the floor to swap paper.

26 MODELS

2.4 GHZ

10-YEAR BATTERY

NO WIRES ON TAGS



88.4 mm

HK\$ 88.00

88.0

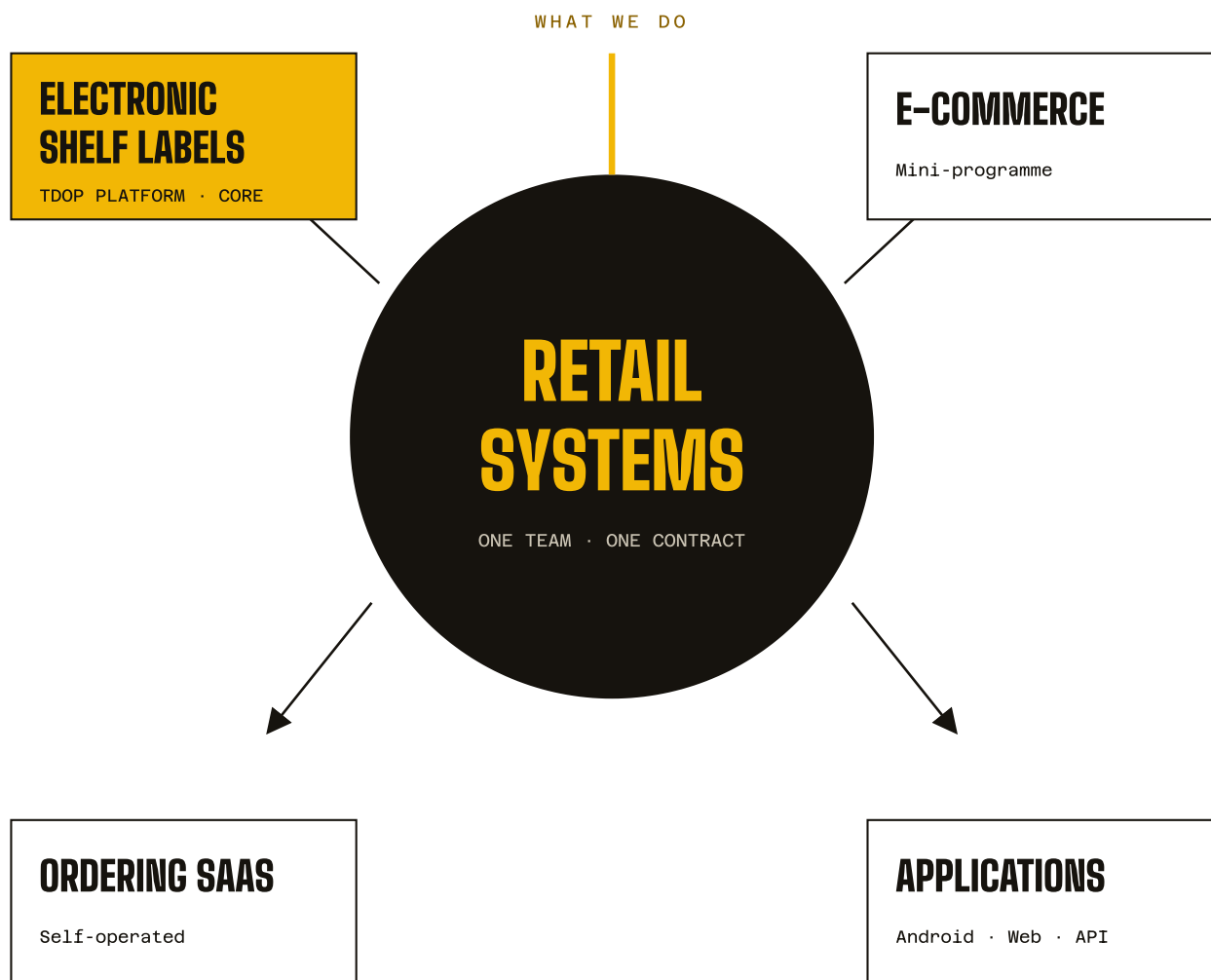
FIG. 01 — 2.9" TAG LS0290, DRAWN TO SCALE · 1.54" AND 4.2" SHOWN FOR PROPORTION

WHO WE ARE

One team, end to end.

FIG. 02 — CAPABILITY MAP

IN-HOUSE ENGINEERING — NOT A RESELLER



HARDWARE · PLATFORM · INTEGRATION · INSTALLATION · SUPPORT

We design the platform, build the integration, install the hardware and train your staff.

The same team answers after go-live.

WHY IT PAYS OFF

A price change should not need a walk.

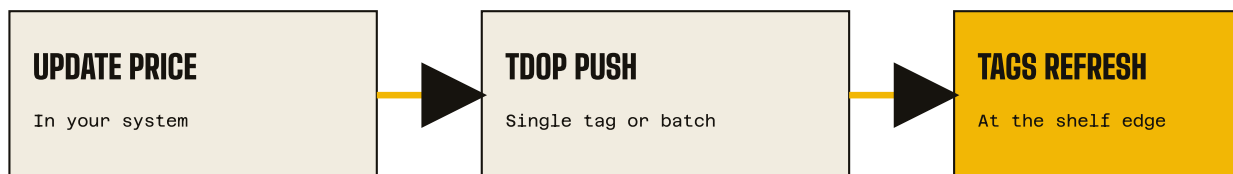
FIG. 03 — ONE PRICE CHANGE, TWO WAYS

A · PAPER PRICE TAG



5 TOUCHES · PAPER, INK, LABOUR · PRICE / TAG MISMATCH RISK

B · ELECTRONIC SHELF LABEL



2 TOUCHES · NOTHING TO PRINT, NOTHING TO BIN

WHAT ELSE MOVES WITH THE PRICE

PROMOTION

Red or yellow block on the tag

MEMBER PRICE

A second line, same tag

STOCK-OUT FLAG

SOLD OUT instead of a blank gap

NEW ARRIVAL

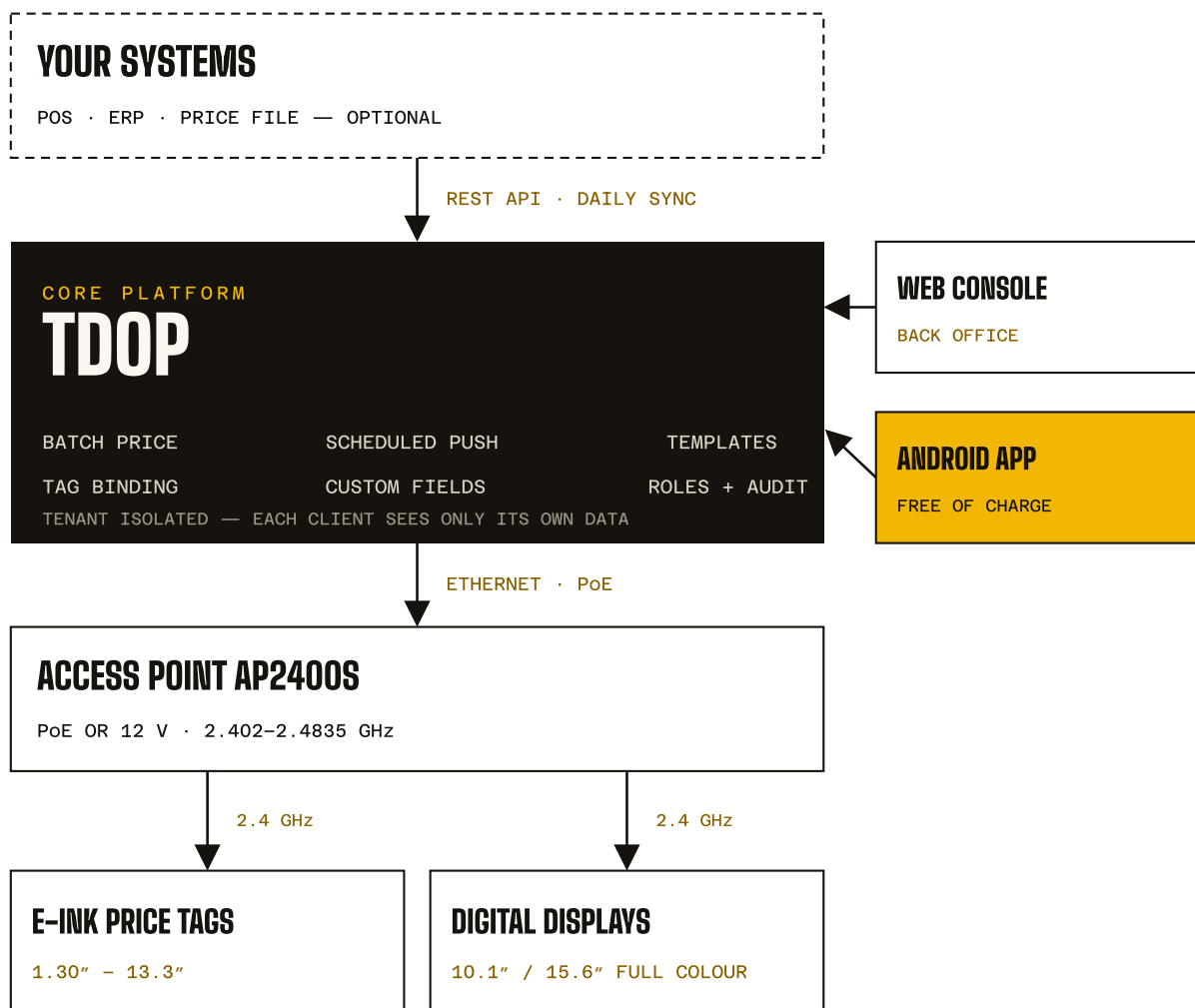
Marked the same day

ALL OF IT IS A DATA CHANGE — NOT A WALK TO THE SHELF

SOLUTION

How it fits together.

FIG. 04 — SYSTEM TOPOLOGY



TEAMOTTO SERVICE BAND — IN EVERY DEPLOYMENT

SURVEY **TEMPLATE** **INSTALL** **BINDING** **TRAINING** **SUPPORT**

ONE SUPPLIER FOR HARDWARE, PLATFORM AND LABOUR — NO FINGER-POINTING BETWEEN VENDORS

E-INK HOLDS THE LAST PRICE WHEN POWER OR NETWORK IS LOST.

A SHOP WITH NO CLOUD CONNECTION STILL SHOWS CORRECT PRICES ON EVERY TAG.

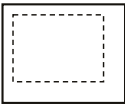
PRODUCT RANGE

Pick the size, not a compromise.

FIG. 05 — SHELF-EDGE RANGE, DRAWN TO SCALE

— TAG BODY, DRAWN TO SCALE ---- E-INK SCREEN AREA

1.54



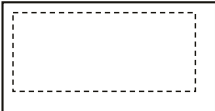
LS0154 · 200 × 200 px
188 DPI · B / W / R / Y

2.13



LS0213 · 250 × 122 px
130 DPI · B / W / R / Y

2.66



LS0266 · 296 × 152 px
125 DPI · B / W / R / Y

2.9



LS0290 · 296 × 128 px
112 DPI · B / W / R / Y

MOST SPECIFIED

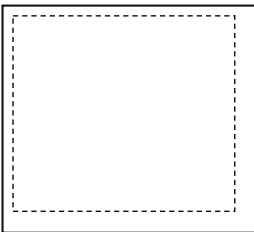
88.4 mm body

3.5



LS0350 · 384 × 184 px
122 DPI · B / W / R / Y

4.2



LS0420 · 400 × 300 px
120 DPI · B / W / R / Y

HOW TO CHOOSE

ONE LINE, TIGHT SHELF

1.30" – 2.13"

PRICE + PROMO BLOCK

2.66" – 2.9"

PROMO + COPY + QR

3.5" – 4.2"

BAY / END-CAP SIGN

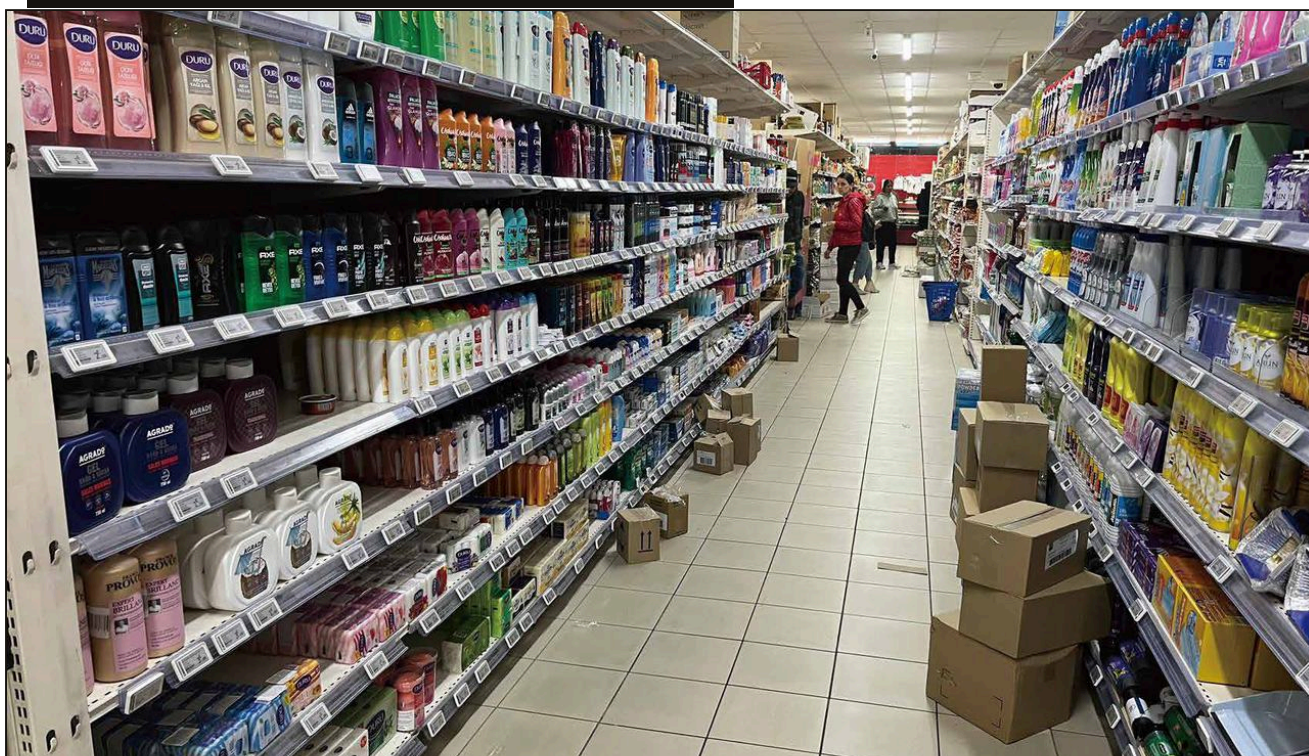
5.8" – 13.3"

IN THE FIELD

On the shelf, in daylight.

The sizes on the next pages, photographed in stores that run them every day.

FIG. 06 — WHAT IT LOOKS LIKE ON THE SHELF



GROCERY AISLE — HUNDREDS OF FACING PRICES, ONE PLATFORM



SHELF-EDGE RAIL — THE TAG CLIPS INTO THE STANDARD STRIP



FRESH AND PACKAGED — PRICE AND PROMO, SIDE BY SIDE



HEALTH AND BEAUTY — SMALL FORMATS, DENSE SHELF EDGE

REFERENCE FIELD PHOTOGRAPHY — NOT CLIENT PREMISES · SIZES AND LAYOUTS SHOWN ARE NOT A SPECIFICATION

FORMATS

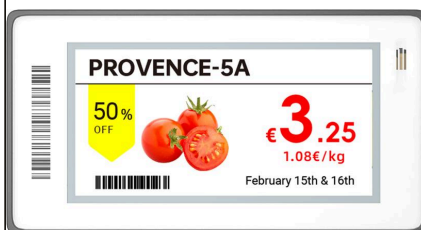
Formats, in real pictures.

The six sizes we quote most, plus the 10.1" colour display — real devices, sample content.

FIG. 07 — MAINSTREAM SIZES · REAL PRODUCT IMAGES



1.54 · LS0154 — 200 × 200 px
· B / W / R / Y



2.13 · LS0213 — 250 × 122 px
· B / W / R / Y



2.66 · LS0266 — 296 × 152 px
· B / W / R / Y



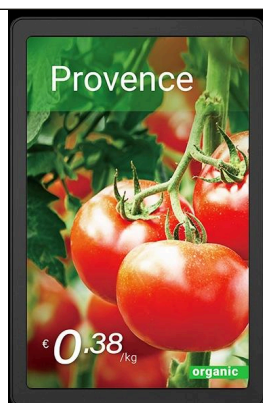
2.9 · LS0290 — 296 × 128 px
· B / W / R / Y



4.2 · LS0420 — 400 × 300 px
· B / W / R / Y



7.5 · LS0750 — 800 × 480 px
· B / W / R / Y



10.1" · DS1010 —
DIGITAL DISPLAY ON THE
SAME PLATFORM

10.1" DIGITAL DISPLAY · DS1010

SCREEN 135.4 × 216.6 mm · IPS FULL COLOUR

RESOLUTION 800 × 1280 px · PORTRAIT

WI-FI · RAIL POWER DC 12 V — NO BATTERY

SINGLE OR DOUBLE-SIDED · LIFE > 5 YEARS · -10 to 50 °C

ALSO IN THE RANGE — 15.6" · 1920 × 1080 px

DEPARTMENT AND BAY SIGNAGE, NOT PRICE FACES · RADIO AND WIRING
ON FIG. 11

REAL PRODUCT IMAGES — SAMPLE CONTENT SHOWN · SIZES NOT TO SCALE · NOT CLIENT STORES

SPECIFICATIONS I

Small formats.

1.30" – 2.13" · single-line price, narrow facings, small promo

FIG. 08 — SPECIFICATION SHEET

1.30

LSF130

LANSON GRAPHIC LABEL

51.9 × 26.4 mm

SCREEN	19.44 × 27 mm
RESOLUTION	200(H) × 144(V) px
DENSITY	188 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	6 yr @ 2 updates/day
CELL	CR2430 × 1pc / 300mAh
NFC	None
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

1.54

LS0154

LANSON GRAPHIC LABEL

46.69 × 37.57 mm

SCREEN	27 × 27 mm
RESOLUTION	200 × 200 px
DENSITY	188 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	6 yr @ 2 updates/day
CELL	CR2450 × 1pc / 600mAh
NFC	Optional
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

2.13

LS0213

LANSON GRAPHIC LABEL

68.57 × 36.48 mm

SCREEN	48.5 × 23.7 mm
RESOLUTION	250 × 122 px
DENSITY	130 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	10 yr @ 2 updates/day
CELL	CR2450 × 2pc / 1200mAh
NFC	Optional
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

SPECIFICATIONS II

The working sizes.

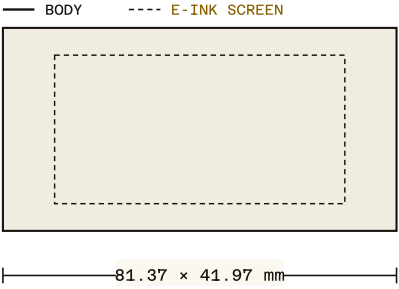
2.66" – 3.5" · price, promotion and copy on one tag

FIG. 09 — SPECIFICATION SHEET

2.66

LS0266

LANSON GRAPHIC LABEL



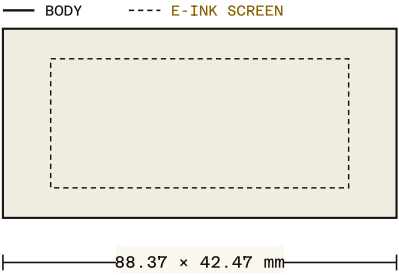
SCREEN	60 × 30.7 mm
RESOLUTION	296 × 152 px
DENSITY	125 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	10 yr @ 2 updates/day
CELL	CR2450 × 2pc / 1200mAh
NFC	Optional
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

2.9

LS0290

LANSON GRAPHIC LABEL

POPULAR

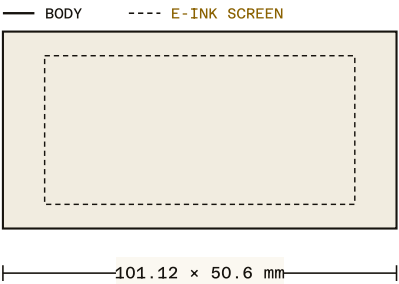


SCREEN	66.9 × 29 mm
RESOLUTION	296 × 128 px
DENSITY	112 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	10 yr @ 2 updates/day
CELL	CR2450 × 2pc / 1200mAh
NFC	Optional
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

3.5

LS0350

LANSON GRAPHIC LABEL



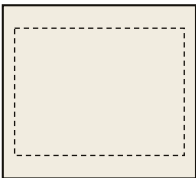
SCREEN	79.68 × 38.18 mm
RESOLUTION	384 × 184 px
DENSITY	122 DPI
COLOURS	B / W / R / Y
BATTERY LIFE	10 yr @ 2 updates/day
CELL	CR2450 × 2pc / 1200mAh
NFC	Optional
OPERATING	0 to 40 °C
RADIO	2.402–2.4835 GHz
CERTS	CE · RoHS · FCC

SPECIFICATIONS III

Shelf-top and aisle signage.

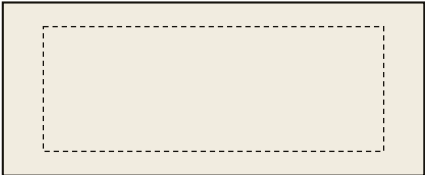
4.2" – 13.3" · bay signs, end-caps, department headers

FIG. 10 — LARGE FORMAT, DRAWN TO SCALE · SOLID BODY / DASHED E-INK SCREEN



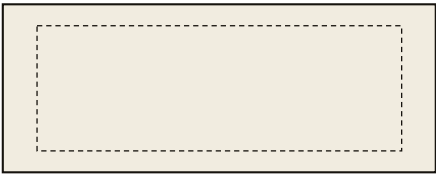
4.2 LS0420

SCREEN 84.8 × 63.6 mm · 400 × 300 px · 120 DPI
BODY 96.56 × 86.56 mm · B / W / R / Y
10 yr @ 2 updates/day · 0 to 40 °C



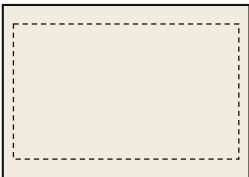
4.37 LS0437

SCREEN 104.16 × 38.19 mm · 480 × 176 px · 117 DPI
BODY 129 × 53 mm · B / W / R / Y
10 yr @ 2 updates/day · 0 to 40 °C



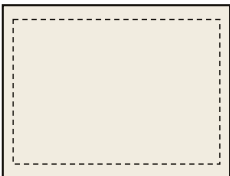
5.79 LS0579

SCREEN 139 × 47.74 mm · 792 × 272 px · 144 DPI
BODY 165.06 × 64.06 mm · B / W / R / Y
10 yr @ 2 updates/day · 0 to 40 °C



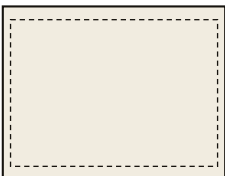
7.5 LS0750

SCREEN 163.2 × 97.9 mm · 800 × 480 px · 124 DPI
BODY 178.63 × 125.42 mm · B / W / R / Y
10 yr @ 2 updates/day · 0 to 40 °C



9.7 LS0970

SCREEN 201.6 × 141.12 mm · 960 × 672 px · 121 DPI
BODY 221.8 × 169 mm · B / W / R / Y
10 yr @ 2 updates/day · 0 to 40 °C



13.3 LS1330

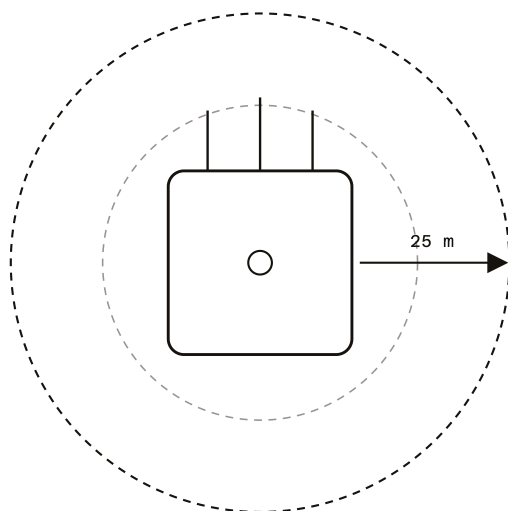
SCREEN 275.52 × 195.16 mm · 960 × 680 px · 88 DPI
BODY 296 × 230.5 mm · B / W / R
10 yr @ 2 updates/day · 0 to 40 °C

INFRASTRUCTURE

Power, radio and reach.

FIG. 11 — RADIO, POWER AND DISPLAYS

A · ACCESS POINT AND RADIO REACH



RADIUS 25 m
UP TO 2,000 m² OPEN SPACE

**OPEN-SPACE FIGURE.
FLOOR SLABS AND METAL
RACKING REDUCE IT.**

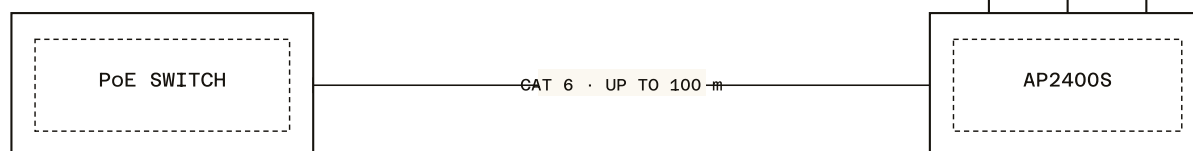
SO WE PLAN ONE ACCESS POINT PER FLOOR,
PLUS ONE ON THE LARGEST FLOORS.

POSITIONS ARE MEASURED ON SITE.

AP2400S · 190 × 190 × 35 mm

4 OMNI ANTENNAS · 2 MHz BANDWIDTH

B · WIRING — ONE CABLE TO THE AP

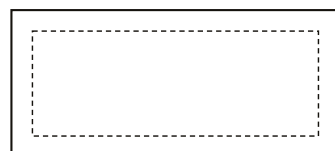


PoE — POWER AND DATA IN ONE CABLE, NO ADAPTER AT THE AP

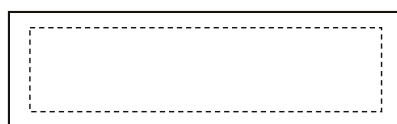
DC 12 V ADAPTER OPTION WHERE NO PoE PORT IS FREE

IN-STORE NETWORK WORKS ARE QUOTED SEPARATELY — WE CAN DO THEM, OR YOUR CONTRACTOR CAN

D · DIGITAL DISPLAYS — FULL COLOUR, WI-FI



10.1" · 800 × 1280 px
SINGLE OR DOUBLE SIDED



15.6" · 388 × 220 mm
PORTRAIT OR LANDSCAPE

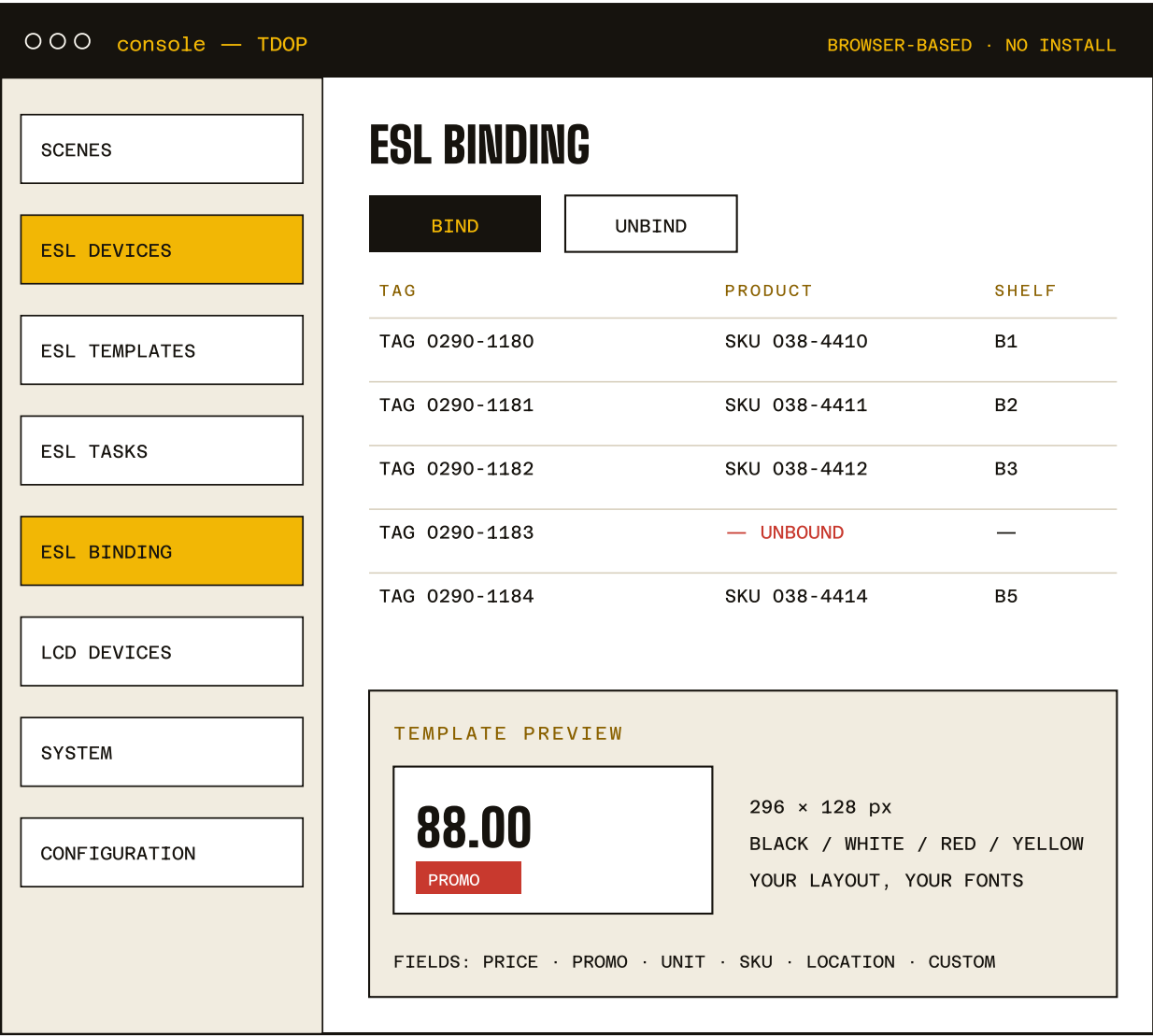
RAIL POWER DC 12 V
WOOD-GRAIN FINISH OPTION
LIFE > 5 YEARS · -10 to 50 °C

DISPLAYS SIT BESIDE THE TAGS — DEPARTMENT AND BAY SIGNAGE, NOT PRICE FACES.

TDOP PLATFORM

Where the day is run.

FIG. 12 — TDOP CONSOLE, WIREFRAME



WHAT THE CONSOLE DOES

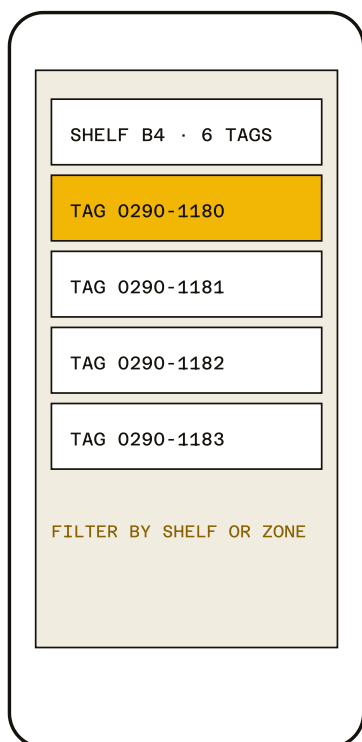
- 01 STORES, FLOORS AND SHELVES
- 02 TAG / SKU BINDING
- 03 TEMPLATES + CUSTOM FIELDS
- 04 BATCH AND SCHEDULED PUSH
- 05 STOCK-OUT / NEW / PROMO FLAGS
- 06 ROLES, PERMISSIONS, AUDIT LOG
- 07 TENANT ISOLATION PER CLIENT

FIELD APP

Change a tag from the aisle.

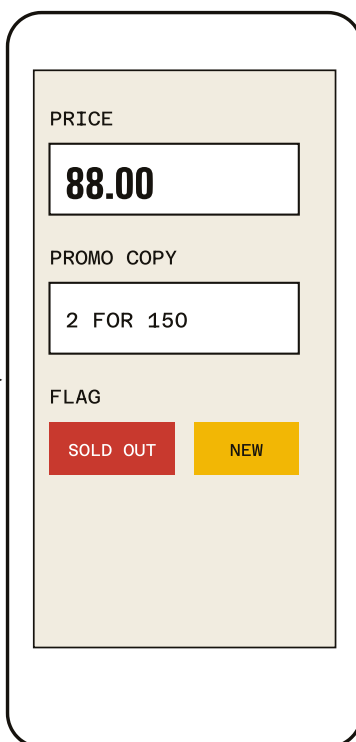
FIG. 13 — FIELD APP, THREE TAPS

01 · PICK THE TAG



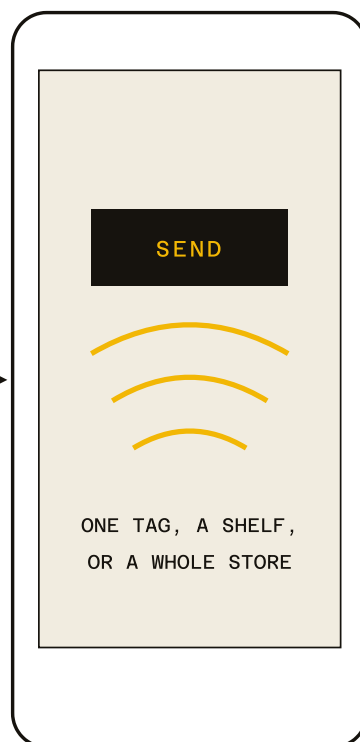
Stand at the shelf, find the tag.

02 · EDIT CONTENT



Price, promo text, colour flag.

03 · PUSH



No walk back to the office.

INCLUDED IN EVERY DEPLOYMENT

NO LICENCE FEE.
NO PER-DEVICE CHARGE.

ANDROID · REPLACES THE HANDHELD SCANNER YOU WOULD OTHERWISE BUY

WORKS OFF THE SAME DATA

SAME PERMISSIONS AS THE CONSOLE

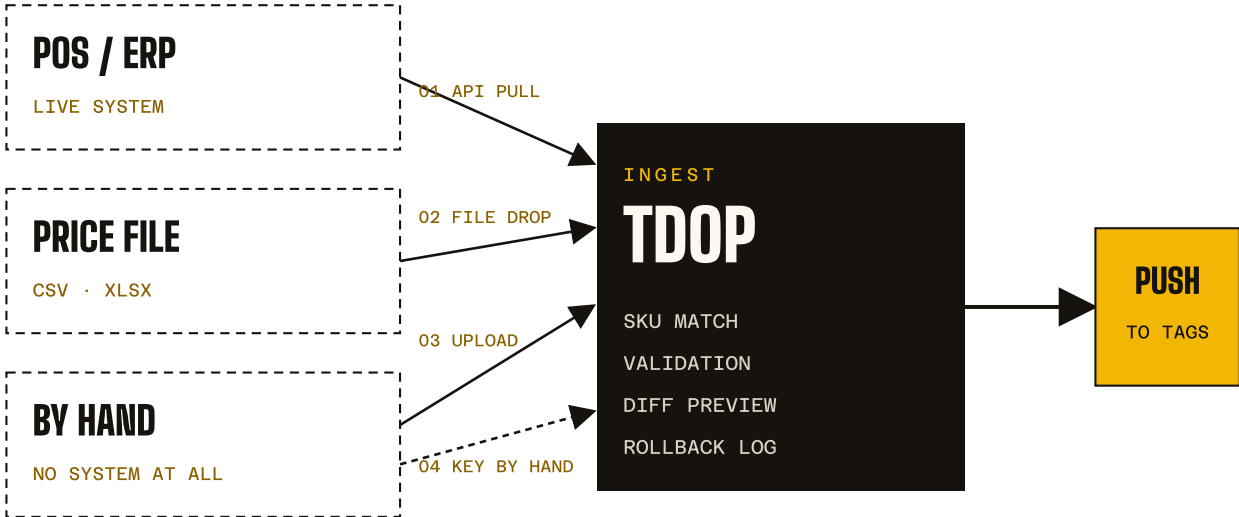
TRAINING TAKES HALF A DAY

INTEGRATION

Connect what you already have.

FIG. 14 — INTEGRATION PATHS

YOUR PRICE DATA CAN ARRIVE FOUR WAYS — PICK ONE, CHANGE LATER



01 WE READ YOUR API — NOTHING IS WRITTEN BACK · 02 YOU EXPORT CSV/XLSX, WE IMPORT ON A SCHEDULE
03 YOU UPLOAD IN TDOP · 04 KEYED IN THE AISLE — NONE OF THE FOUR CHANGES YOUR POS

WHAT WE NEED FROM YOUR SIDE

READ ACCESS

API key or a view

IP ALLOW-LIST

we give you our IPs

CADENCE

once a day is normal

FIELDS

price, promo, unit

NO API? NO PROBLEM.

Run TDOP standalone and import a price file. Plenty of stores start there and connect later.

DEVELOPMENT SCOPE IS QUOTED PER SYSTEM.

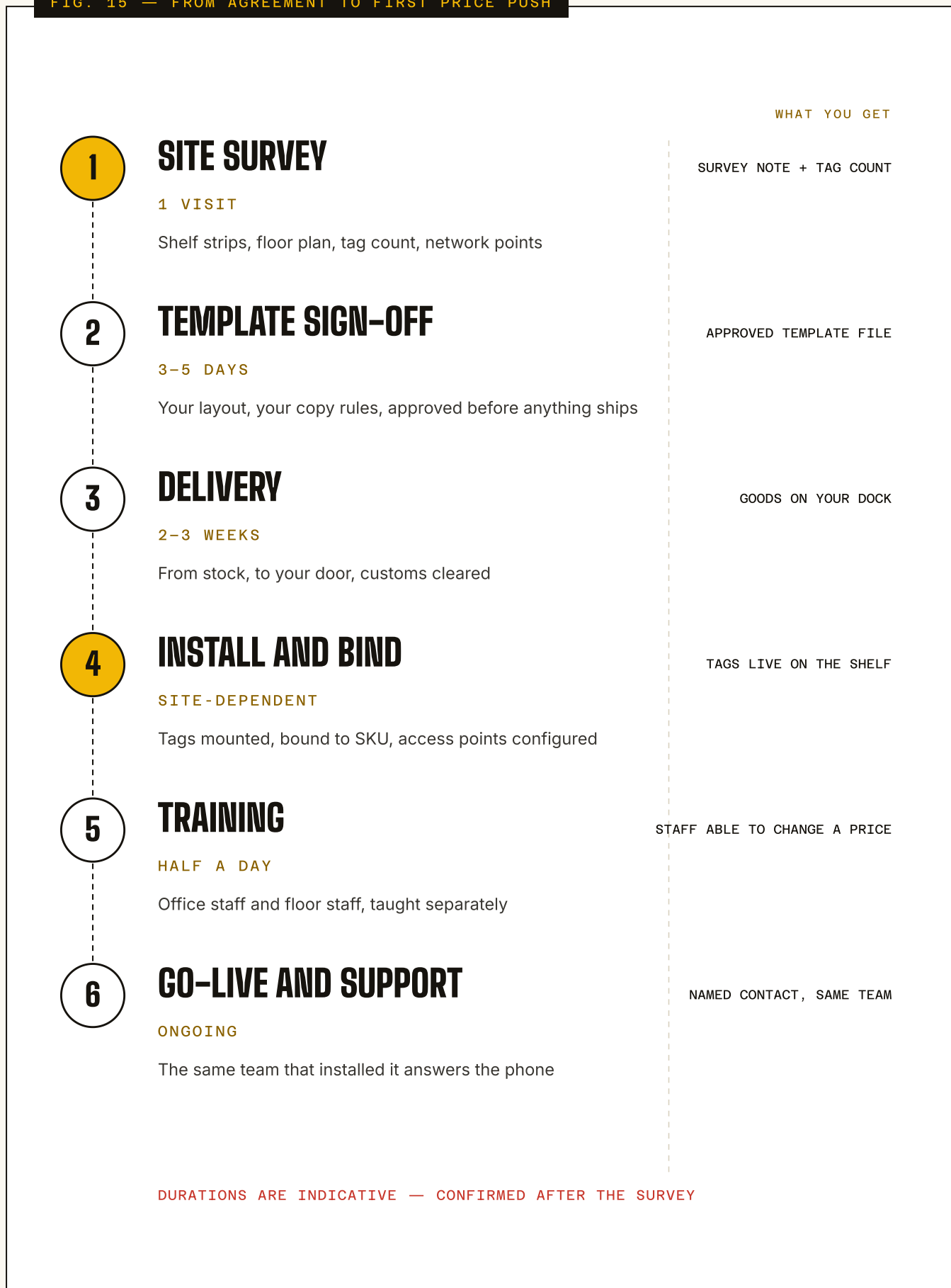
WE DO NOT ASSUME YOUR POS, YOUR ERP OR YOUR DATA SHAPE — WE SURVEY IT FIRST.

AFTER SURVEY YOU GET ONE DOCUMENT: WHAT CONNECTS, HOW OFTEN, WHAT IT COSTS.

DELIVERY

What happens after you say yes.

FIG. 15 — FROM AGREEMENT TO FIRST PRICE PUSH



USE CASES

Same system, different shelf.

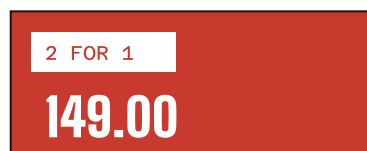
FIG. 16 — WHERE EACH FORMAT LANDS



SHELF EDGE

Price, unit and promo on one strip

TYPICAL SIZE 2.13 – 2.9"



PROMOTION BAY

Red and yellow, changed daily

TYPICAL SIZE 2.9 – 3.5"



SMALL ITEMS

Blister packs, tiny facings

TYPICAL SIZE 1.30 – 1.54"



PHARMACY

Promo lines, member price, stock flag

TYPICAL SIZE 2.13 – 2.9"



TOYS & COLLECTIBLES

Frequent promo, bundle copy

TYPICAL SIZE 2.9 – 3.5"



AISLE AND BAY SIGN

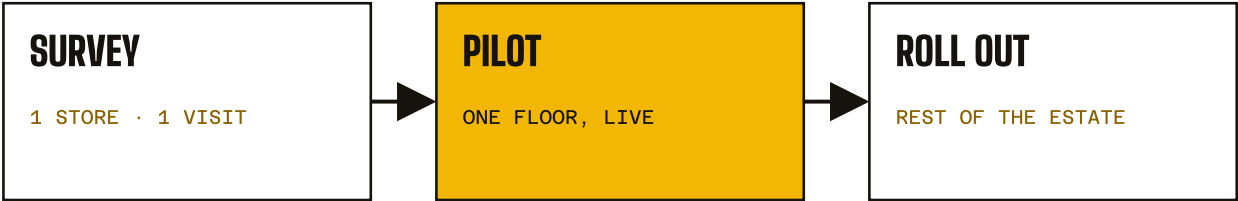
Department header, aisle number

TYPICAL SIZE 5.8 – 13.3"

HOW TO START

One store, then the estate.

FIG. 17 — START WITH ONE STORE



YOU SEE IT WORKING BEFORE COMMITTING THE WHOLE ESTATE

WHAT TO BRING TO THE SURVEY

FLOOR PLAN

or we measure it

SKU COUNT

how many price faces

PRICE SOURCE

system, file, manual

NETWORK POINTS

per floor, if known

DECIDED AT SURVEY, NOT BEFORE

Whether your racks carry a standard price strip.

IF NOT, THE STRIP IS NOT INCLUDED — SEE SHEET 16

Tag count per floor — counted shelf by shelf.

NOT ESTIMATED FROM A DRAWING

Access-point positions, measured on site.

RATHER THAN GUESSED FROM A FLOOR AREA

A SURVEY COSTS LITTLE AND PREVENTS THE EXPENSIVE MISTAKE.

WE WOULD RATHER MEASURE TWICE THAN SHIP THE WRONG SIZE TWICE.

SCOPE

The price, and its edges.

FIG. 18 — WHAT IS AND IS NOT IN THE PRICE

QUOTATION INCLUDES

- ✓ Site survey and RF check
- ✓ Template design with your copy rules
- ✓ Labels, displays and access points
- ✓ Installation, binding and network setup
- ✓ Training for office and floor staff
- ✓ TDOP platform subscription
- ✓ Android field app — no licence fee
- ✓ Import, customs and local delivery
- ✓ One supplier, one point of contact

QUOTATION EXCLUDES

- ✗ Mounting accessories — brackets, clips, holders
- ✗ Shelf price strip (track) if your rack has none
- ✗ In-store network works — PoE switch, cabling
- ✗ Extra labour for non-standard racking
- ✗ ERP / POS work beyond the agreed scope

PRICE BANDS

1,000 – 4,999

STANDARD BAND



5,000 +

BETTER UNIT RATE



UNIT PRICES ARE QUOTED PER PROJECT.

VOLUME, SIZE MIX AND INTEGRATION SCOPE MOVE THEM — WE DO NOT PUBLISH A PRICE LIST.

NEXT STEP

BOOK THE SURVEY

CALL OR WRITE

+852 3111 2577

HI@TEAMOTTO.NET · ELECTRONICSHELFLABEL.CC