

DIGITAL SHELF COMMUNICATION

DESIGNED FOR MODERN RETAIL

Real-time pricing. Zero manual updates.
Full control across every store.





Retail Pricing Is Still Manual.

- Time-consuming
 - Error-prone
 - Difficult to scale
 - Limits promotion execution
-

Manual shelf pricing is no longer sustainable at scale.

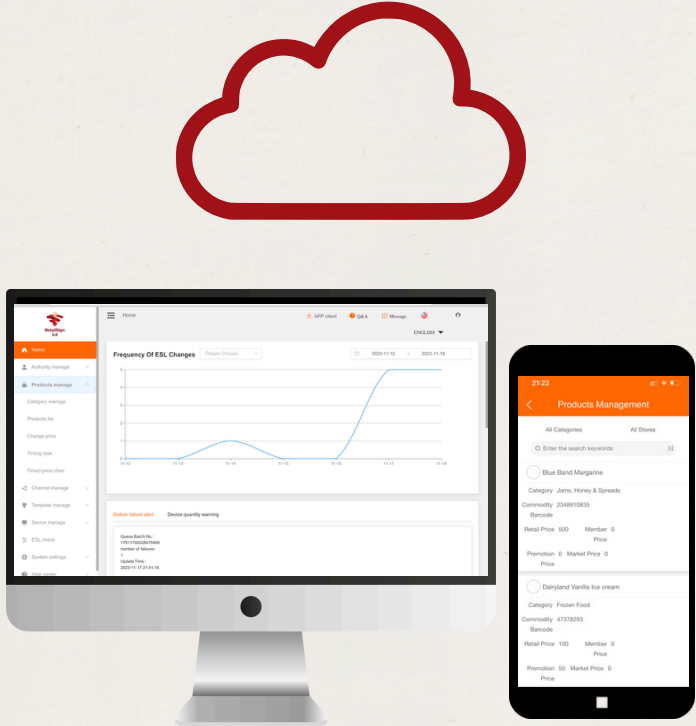
A COMPLETE DIGITAL SHELF ECOSYSTEM

ESL Hardware



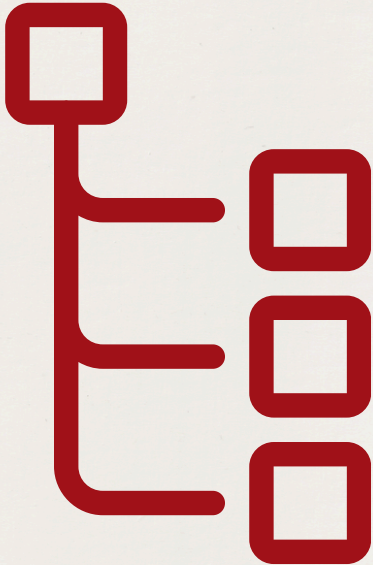
**Digital displays
across all shelf formats**

Central CMS

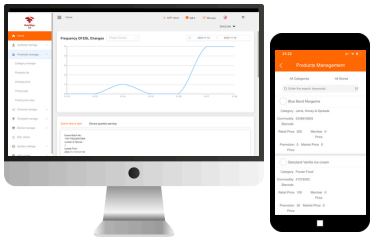


**Control pricing across
all stores**

Deployment Structuring



Ensure scalable rollout



System



Store

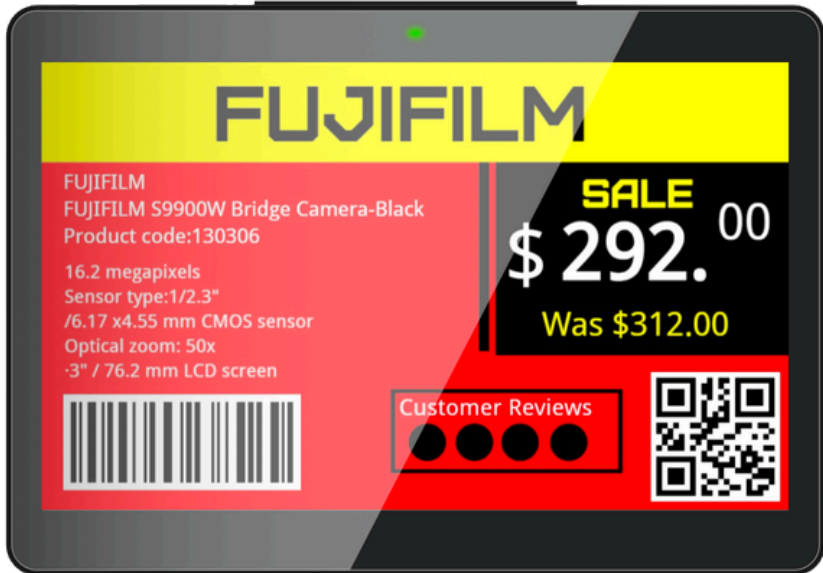
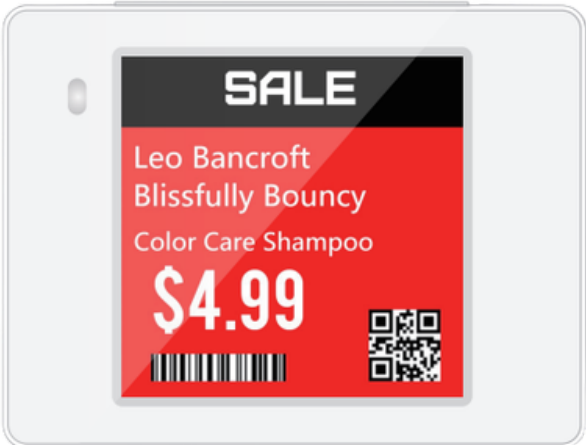


Shelf



Customer

Electronic Shelf Label Range



Electronic Shelf Label Range

Small Format ESL (High-Density Shelving)

Size	Use Case
1.54"	Ultra high-density / low-cost deployment
2.13"	Ultra high-density shelving
2.6"	Compact shelf edge (improved readability)
2.9"	Standard shelf edge
3.5"	Larger product labels / promo visibility

Mid-Size ESL (Core Retail Range)

Size	Use Case
4.2"	Core shelf communication
5.8"	Enhanced product visibility

Large Format ESL (Feature & Promotional Displays)

Size	Use Case
7.5"	Feature displays

ESL Network Communication Hub

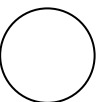
Access Point / Base Station	ESL Network Communication Hub
-----------------------------	-------------------------------



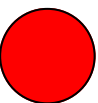
Electronic ink colours



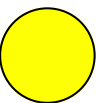
Black



White



Red



Yellow



Electronic Shelf Label Range

Small Format ESL (High-Density Shelving)

Size	Use Case
1.54"	Ultra high-density / low-cost deployment
2.13"	Ultra high-density shelving
2.6"	Compact shelf edge (improved readability)
2.9"	Standard shelf edge
3.5"	Larger product labels / promo visibility

Mid-Size ESL (Core Retail Range)

Size	Use Case
4.2"	Core shelf communication
5.8"	Enhanced product visibility

Large Format ESL (Feature & Promotional Displays)

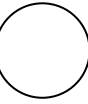
Size	Use Case
7.5"	Feature displays

ESL Network Communication Hub

Access Point / Base Station	ESL Network Communication Hub
-----------------------------	-------------------------------



Electronic ink colours

-  **Black**
-  **White**
-  **Red**



Mounting Solutions

Configured for Every Retail Environment

DEPLOYMENT SCENARIO	APPLICATION	MOUNTING SOLUTION INCLUDES (Includes)	VISUAL REFERENCE		
Flat Shelf Deployment	Standard supermarket shelving	Flat Shelf Mounting Kit: Mounting Rail, Rail End Cap			
Premium Shelf Display	Cosmetics, pharmacy, premium products requiring enhanced presentation	Premium Flat Mount: Clips, Stands, Adapters			
Peg Hook Deployment	Hanging products:snacks, accessories & small items on peg hooks	Peg Hook Mounting Kit: Hook clip, Adapter			
Flexible Mount Deployment	Wire baskets, discount bins and irregular fixtures	Adjustable Clip Kit: Universal adjustable clip, Adapter			
Display Stand Deployment	Promotional Zones, Premium Product Displays	Display Stand Kit: Table Stand, Adapter			
Maintenance Kit	Store operations and maintenance for easy removal and handling of ESLs	Maintenance Kit: ESL removal tol			

SOFTWARE

Apex Retail Platform

Powerful, Flexible, Scalable. Designed for modern retail

The ESL Management Platform gives retailers complete control of their electronic shelf label network through a single intuitive interface. Whether managing a single store or a global retail estate, the platform enables real-time pricing, centralised administration and seamless store-wide communication.



Cloud Hosted or Self-Hosted

Deploy on our cloud or install on your own server or cloud infrastructure.



Real-Time Price Updates

Update thousands of electronic shelf labels instantly from a central platform.



Multi-Store Management

Manage pricing, users and devices across multiple stores from one interface.



Scheduling & Automation

Schedule promotions, automate price changes and reduce manual intervention.



Reports & Analytics

Monitor system performance, deployment status and operational activity.



Secure & Reliable

Enterprise-grade communication with secure data transmission and robust system.



APEX RETAIL PLATFORM – INCLUDED WITH EVERY ESL DEPLOYMENT

- | | | |
|---------------------------|-----------------------------|--------------------------|
| ✓ ESL Management Platform | ✓ Price scheduling | ✓ API access |
| ✓ Real-time price updates | ✓ User management | ✓ Software updates |
| ✓ Multi-store management | ✓ Label template management | ✓ Standard documentation |

DEPLOYMENT OPTIONS



Cloud Hosted
by Apex Orient

OR



Self-Hosted
(Customer Server/Cloud)



APEX RETAIL SUCCESS

Ongoing expertise. Operational support. Retail success.

MANAGED PLATFORM

Ideal for single and multi-store retailers.



Platform Administration

Administrator account management, user roles and platform configuration guidance.



Technical Support

Priority email support, remote troubleshooting and inconfiguration assistance.



Software Assistance

Support during upgrades, feature guidance and best-practice recommendations.



Retail Operations Support

Promotion scheduling assistance, store rollout planning and performance optimisation.



Annual Platform Review

Annual health check, configuration review and improvement recommendations.



Response Target

Priority response during business hours.

Ideal for retailers who want ongoing technical assistance and operational support to maximise the value of their ESL investment.

ENTERPRISE MANAGED PLATFORM

Custom Quotation

Designed for regional and international retail chains.

Everything in Managed Platform, plus:



Dedicated Technical Account Manager

Your single point of contact.



Scheduled Platform Reviews

Quarterly review meetings and performance reports.



Deployment Planning

Support for new store rollouts, expansion and infrastructure planning.



Advanced Technical Assistance

ERP/POS integrations, API guidance and custom workflow support.



Administrator Training

Remote training sessions for administrators and store teams.



Priority Escalation

Highest support priority and faster resolution.



Strategic Consultancy

Advice on retail digitisation, ESL best practices and future growth.

Designed for large multi-site retailers who require a higher level of support, expertise and strategic partnership.

PROFESSIONAL SERVICES (OPTIONAL)



Additional Store Configuration



Administrator Training (Remote)



Remote Deployment Assistance



API / Integration Support



ERP / POS Integration Assistance

WHY APEX RETAIL SUCCESS?

- ✓ Expert guidance from ESL professionals
- ✓ Reduce downtime and resolve issues faster
- ✓ Optimise performance across all your stores
- ✓ Ensure long-term success and ROI



Secure. Reliable. Future Ready.

Built on secure infrastructure with continuous updates and best-in-class data protection.

Built for High-Density Retail Environments

- Thousands of SKUs
- Frequent price updates
- Promotion-driven sales

Execute pricing updates across entire stores **instantly**.

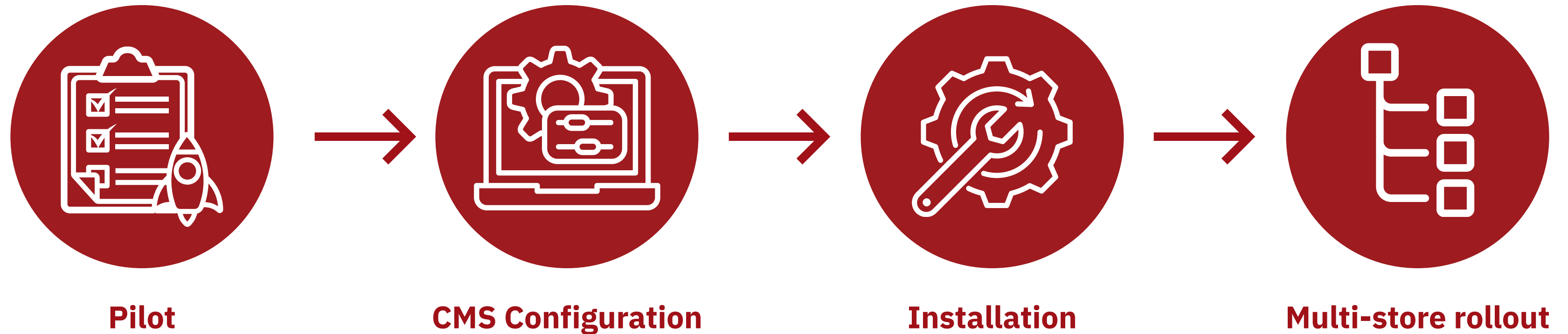
Real-Time Promotion Execution

- Flash promotions
- Time-based pricing
- Campaign synchronisation

Activate promotions instantly — no manual updates required.



Structured deployment for scalable operations



Most retailers install internally - we ensure it's done correctly.



Centralised control across all stores



- ✓ Real-time price updates
- ✓ Scheduling
- ✓ Multi-store management

Control every shelf from a single platform.

65%

↓ Labour Costs

99%

↓ Pricing Errors

4x

↑ Promotion Speed

Designed to deliver measurable improvements in retail execution.

Commercial Framework

- ✓ Preferential pilot pricing
- ✓ Pilot deductible from rollout
- ✓ Volume-based pricing
- ✓ Pricing secured for 12 months
- ✓ Deployment support available



Next Steps

We recommend starting with a pilot deployment.

Let's Digitise Your Shelf.

Apex Orient Technologies Limited

www.apexorient.com

Smart stores, Smart Ads, Redefining Retail