



Pioneering E-paper Signage
Solutions Provider



Effirox Product Catalogue

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COMPANY INTRODUCTION

30+
Trusted Brands

2000+
Stores

40+
Countries

Effirox Technology is a pioneering innovator in the electronic shelf label industry, the company was among the first in China to develop and manufacture electronic shelf labels. With a strong focus on research, development, and manufacturing, we provide high-performance, energy-efficient, and user-friendly ESL products that enhance efficiency and sustainability across multiple sectors.

Background

Established in 2015 under Dmall Technology (founded in 2004), Effirox leverages 20 years of retail tech expertise. We develop ultra-low-power E-Paper IoT devices with high visibility and wireless connectivity for diverse sectors.





End-to-End Solutions

As a full-service IoT provider, Effirox excels in:

Hardware & Software R&D: Proprietary firmware and cloud platforms for seamless control.

Manufacturing: Scalable OEM/ODM production with stringent quality standards.

Our solutions serve Smart Retail, Smart warehousing and logistics, Smart Manufacturing, Digital Office, Healthcare, Hospitality, and Consumer Electronics.

Multi-scenario Solution Provider and Manufacturer for E-paper Products

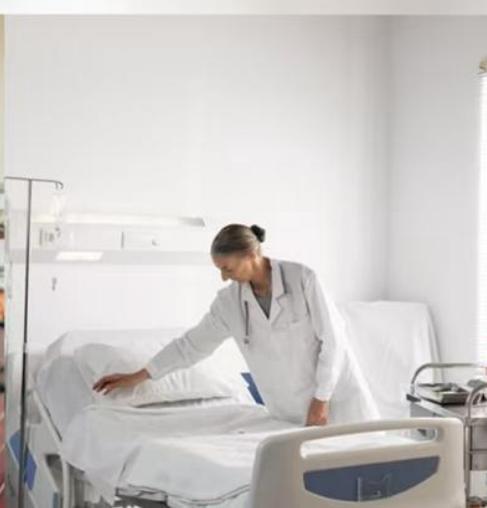
Leveraging our proven success in retail electronic shelf labels, we deliver solutions for varied customer demands.



Smart Retail



Paperless Office



Modern Hospitality

Smart Healthcare

PRODUCT PORTFOLIO

01 Electronic Shelf Labels(2.4G)

- For supermarket and chain stores

02 Bluetooth Digital Labels

- For small shops

03 WiFi E-ink Display

- Used as Digital Room Signage, Hospital bedside information card and many other scenarios

04 Enterprise-grade E-ink Badge

- Used as Work Badge, Exhibitor Badge



Electronic Shelf Labels

Top choice for small and medium-sized retail businesses

Effirox's Electronic Shelf Labels revolutionize retail by enabling smarter, more efficient operations. Our wireless electronic price tags combined with robust system support, help retailers cut costs, minimize errors, and elevate the customer experience.





Electronic Shelf Labels

1 Hardware Features



2.4G wireless communication



Multi-color e-ink display



Multi-device management



Fast Refresh



Ultra-long Life battery



Durable and anti-collision

Replaceable Battery

4 color E-ink Display



High Hardness Front Cover to Protect the Screen

Rapid Update Technology



Electronic Shelf Labels

2 ESL software solution

Support cloud solution and local deployment solution



With PC web dashboard and APP
Support Windows, Linux, Mac, Android and iOS

**More
efficient**

**More
flexibility**

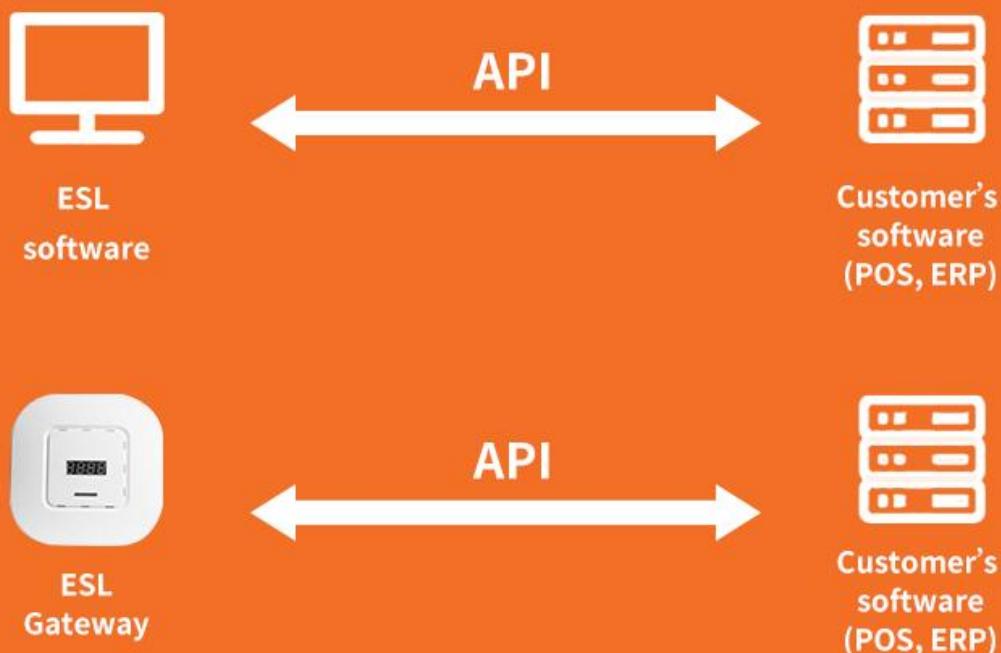
**More
secure**



Electronic Shelf Labels

3 Integration

Support software integration and hardware integration



More efficient

More flexibility

More possibilities



Electronic Shelf Labels

4 Product Lineup

1.54 inch



- Screen(mm): 27.51*27.51
- Display Resolution: 200*200 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

2.13 inch



- Screen(mm): 48.55*23.71
- Display Resolution: 250*122 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

2.13 inch Freezer



- Screen(mm): 48.55*23.71
- Display Resolution: 250*122 pixel
- Operate Temperature: -20°C--40°C
- Battery Life: 5-10 years
- Waterproof: IP67

2.66 inch



- Screen(mm): 60.09*30.70
- Display Resolution: 296*152 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

2.66 inch Freezer



- Screen(mm): 60.09*30.70
- Display Resolution: 296*152 pixel
- Operate Temperature: -20°C~40°C
- Battery Life: 5-10 years

2.9 inch



- Screen(mm): 66.90*29.06
- Display Resolution: 296*128 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years



Electronic Shelf Labels

4 Product Lineup

3.5 inch

4.2 inch

4.2 inch waterproof



- Screen(mm): 79.68*38.00
- Display Resolution: 384*184 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

- Screen(mm): 84.80*63.60
- Display Resolution: 400*300 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

- Screen(mm): 84.80*63.60
- Display Resolution: 400*300 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years
- Waterproof: IP68

4.3 inch

5.83 inch



- Dimension(mm): 129.0*42.0*12.0
- Screen(mm): 118.78*88.22
- Display Resolution: 648*480
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

- Dimension(mm): 134.5*114.0*9.0
- Screen(mm): 106.00*31.50
- Display Resolution: 522*152 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years



Electronic Shelf Labels

4 Product Lineup

7.5 inch



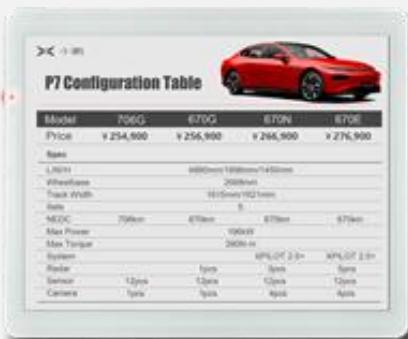
- Dimension(mm): 178.0*127.0*9.0
- Screen(mm): 163.2*97.92
- Display Resolution: 800*480 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

10.2 inch



- Dimension(mm): 233 x 170.9 x 9
- Screen(mm): 215*143
- Display Resolution (Pixel): 960 x 640
- Working temp.: 0~40°C
- Battery Life: 5-10 years

12.5 inch



- Dimension(mm): 269.8 x 225.7x 11.5
- Screen(mm): 252.98*190.90
- Display Resolution: 1304*984
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

13.3 inch



- Dimension(mm): 294*230*9 mm
- Screen(mm): 275*195
- Display Resolution: 960*680 pixel
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years



Electronic Shelf Labels

4

Product Lineup

ESL Gateway(base station)

**POE base station coverage
radius of 20 meters**

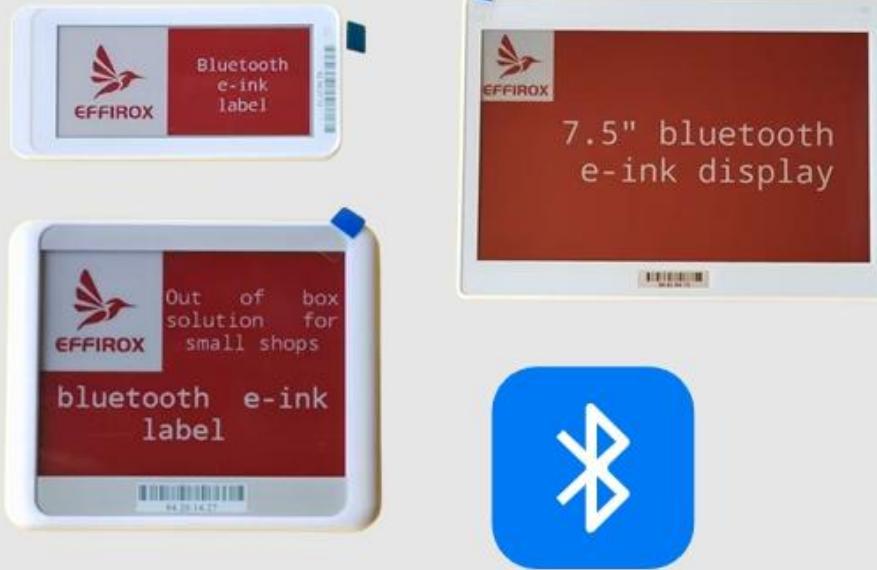


Specifications:

- Communication Distance: indoor 20 meters radius
- Recommended maximum ESLs per gateway: 2,000 units
- Communication: 2.4Ghz private protocol
- Working voltage: DC 4.8-5.2V
- Interface: DC-in port, POE, ethernet port

Bluetooth Digital Labels

1 Product Features

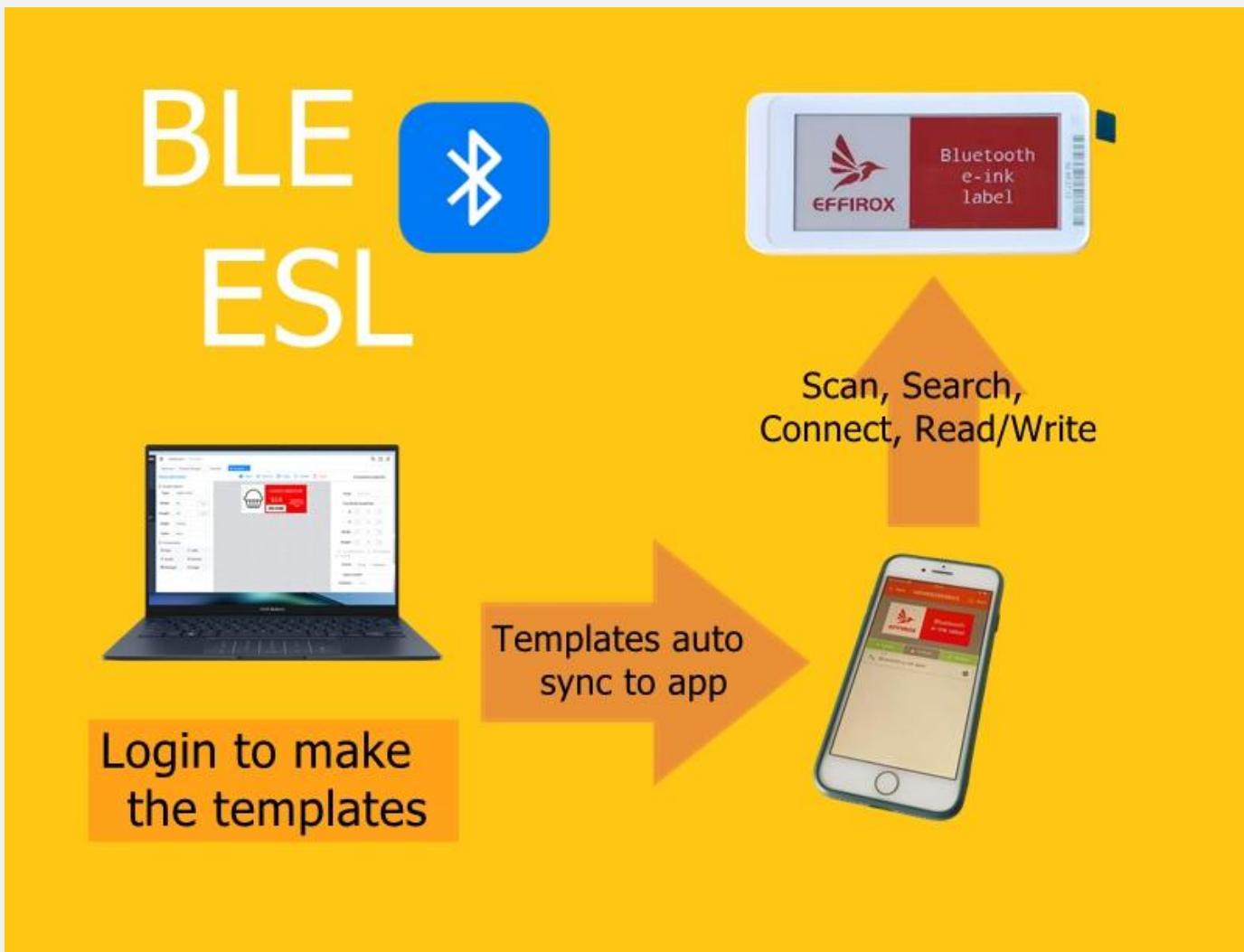


Bluetooth E-ink Labels

- Zero Base Stations - Direct phone-to-display control
- 5-Minute Setup - No technical skills required

*)) Bluetooth Digital Labels

2 How It Works



Design custom templates on our user-friendly PC web software, then access and edit them anytime through the app

Bluetooth Digital Labels

2 How It Works



The app supports batch refreshing on multiple devices

*) Bluetooth Digital Labels

3 Designed for small businesses



- ✓ Out-of-box solution
- ✓ Help you save investment in IT technicians and servers
- ✓ Designed for sustainability: fully recyclable, user-replaceable battery, and a 10-year durability guarantee

*)) Bluetooth Digital Labels

4 Product Lineup

2.13 inch



2.9 inch



- Screen(mm): 48.55*23.71
- Display Resolution: 250*122
- Display color: B/W/R
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

- Screen(mm): 66.90*29.06
- Display Resolution: 296*128
- Display color: B/W/R
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

4.2 inch



7.5 inch



- Screen(mm): 84.80*63.60
- Display Resolution: 400*300
- Display color: B/W/R
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

- Screen(mm): 163.2*97.92
- Display Resolution: 800*480
- Display color: B/W/R
- Operate Temperature: 0°C--40°C
- Battery Life: 5-10 years

*)) Bluetooth Digital Labels

4 Product Lineup

7.3 inch

10.2 inch

E Ink® Spectra 6 full color epaper screen



- Screen(mm): 48.55*23.71
- Display Resolution: 250*122
- Display color: Black/White/Red/Yellow/Blue/Green
- Operate Temperature: 0°C--40°C
- Endurance time: 1 year per charge(Updated 2 times a day)
- Battery type: Rechargeable battery 3600mAh

- Dimension(mm): 238*177*13.5
- Screen(mm): 215*143
- Display color: Black/White/Red
- Display Resolution (Pixel): 960 x 640
- Working temp.: 0~40°C
- Battery: rechargeable battery, 3000 mAh



WiFi E-ink Display

1 Product Features



7.5" E-ink Display with WiFi

Zero Infrastructure -
Works with existing
WiFi

Central Control - Update
100+ displays remotely

Cord-Free, easy to
set up

Comes with
rechargeable battery,
fully recyclable



WiFi E-ink Display

1 Product Features

How It Works?



Use our dedicated web-based software to update the device screens, which allows for customizing templates or uploading images

Zero Infrastructure - Works with existing WiFi

Central Control - Update 100+ displays remotely

Multiple sizes for multiple scenarios

Glare-Free - Perfect for bright environments



WiFi E-ink Display

2 Product Lineup

4.2 inch



7.5 inch



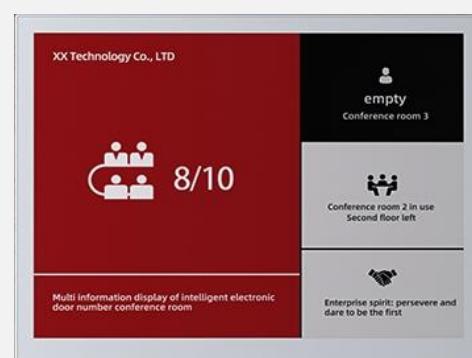
- Product dimension: 105*96*15 mm
- Screen(mm): 84.80*63.60
- Display Resolution: 400*300
- Operate Temperature: 0°C--40°C
- Battery: 4 × AA batteries

- Dimension(mm): 180*130*13
- Screen(mm): 163.2*97.92
- Display Resolution: 800*480 pixel
- Operate Temperature: 0°C--40°C
- Battery: rechargeable battery, 3000 mAh

10.2 inch



13.3 inch



- Dimension(mm): 238*177*13.5
- Screen(mm): 215*143
- Display Resolution (Pixel): 960 x 640
- Working temp.: 0~40°C
- Battery: rechargeable battery, 3000 mAh

- Dimension(mm): 298*232*13.5 mm
- Screen(mm): 275.52(H) * 195.16(V)
- Display Resolution: 960*680 pixel
- Operate Temperature: 0°C--40°C
- Battery: rechargeable battery, 4000 mAh



WiFi E-ink Display

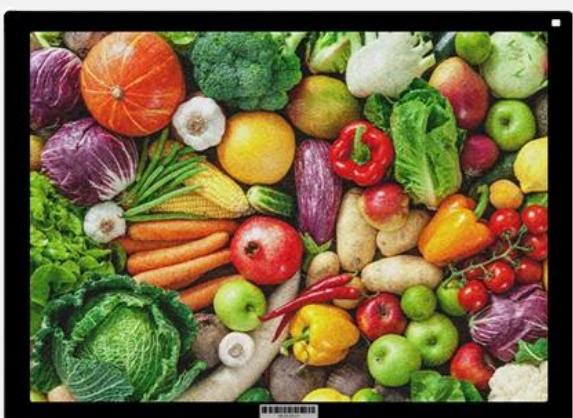
2 Product Lineup

E Ink® Spectra 6 full color epaper screen

7.3 inch



13.3 inch



- Screen(mm): 48.55*23.71
- Display Resolution: 250*122
- Display color:
Black/White/Red/Yellow/Blue/
Green
- Operate Temperature: 0°C--
40°C
- Endurance time: 1 year per
charge(Updated 2 times a day)
- Battery type: Rechargeable
battery 3600mAh

- Screen(mm): 275.52(H) *
195.16(V)
- Display Resolution: 960*680
- Display color:
Black/White/Red/Yellow/Blue/
Green
- Operate Temperature: 0°C--
40°C
- Endurance time: 1 year per
charge(Updated 2 times a day)
- Battery type: Rechargeable
battery 4000mAh



WiFi E-ink Display

3 Use Cases



Meeting room
scheduling displays



Hospital Digital
Bedside Card



Reception Digital
Information Display



Digital Schedule
Management Display



WiFi E-ink Display

4 Accessories for every situation

Wall
mount

desktop
bracket

clip

Custom
accessories
upon
request





Enterprise-grade Smart E-ink Badge

1 Product Features



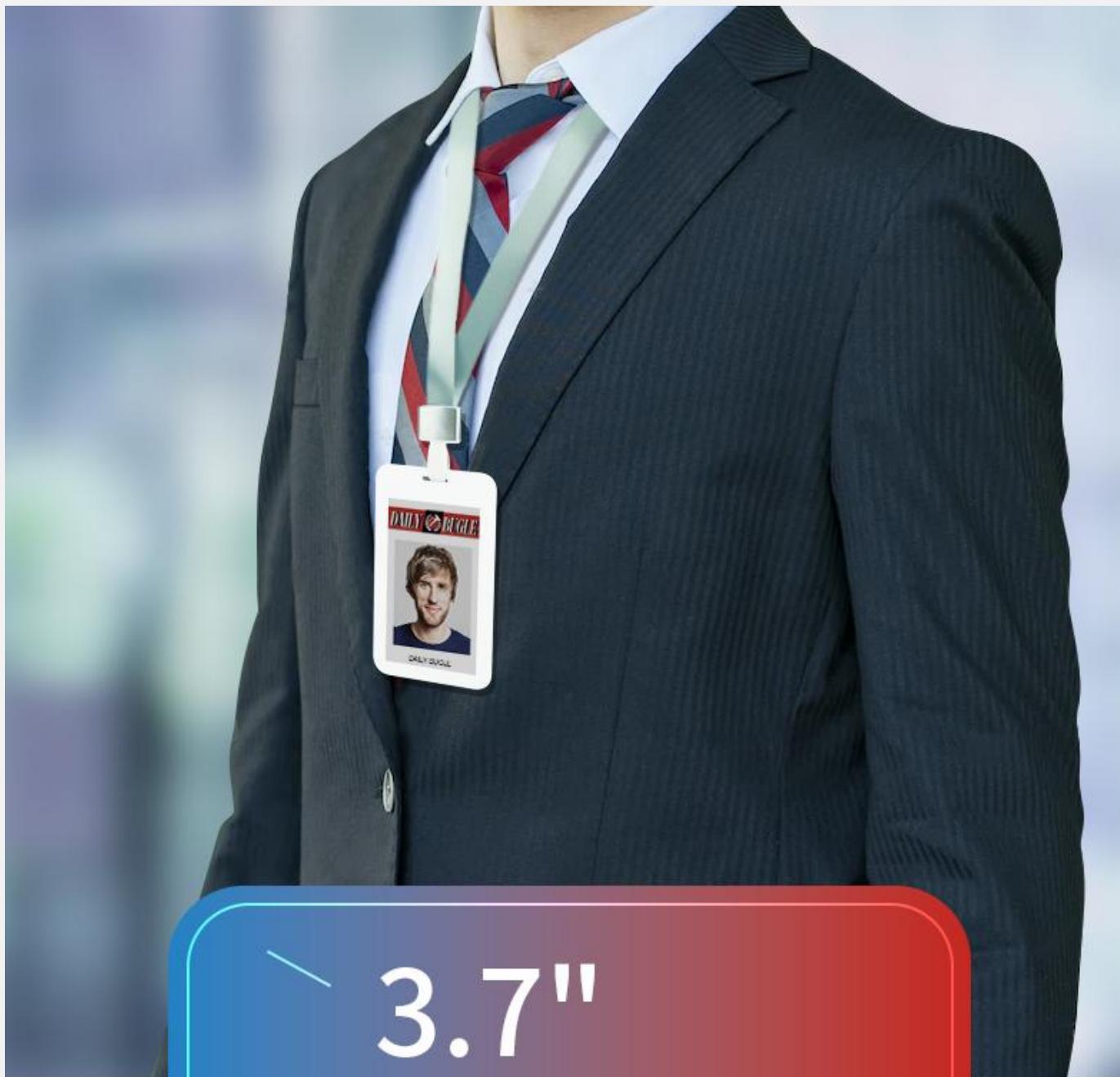
E-ink Display

NFC
Technology

Battery
Free



Enterprise-grade Smart E-ink Badge



3.7"

Powerless
Electronic Badge
with epaper display

Where can we use it?



Employee Badge



Visitor Badge



Exhibitor Badge



Conference Use



Campus Card



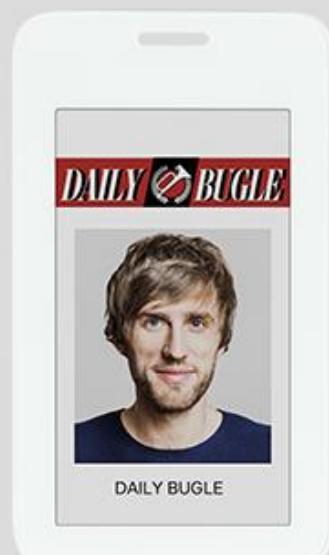
Consumption Card

With IC Card function

It is an IC Card for Access Control or Work Attendance



What is the value of the product?



- Replace the traditional disposable badge, saving material costs;
- Electronic badges can be recycled, which is not only environmentally friendly, but also saves a lot of material costs in the long run;
- Can be used for access control card, attendance card, visitor card, campus card etc.;
- Electronic badges are more efficient and time-saving when you need to make cards in batch.

2))

Enterprise-grade Smart E-ink Badge

2 Product Lineup3.7 inch
E-ink BadgeEnterprise-
grade Card
Reader

Screen type: Dot matrix e-ink screen
Display color: Black/White/Red
Product size: 110*65*5.2 mm
Screen size: 3.7 inches
Active display area(mm): 47*81.5
Resolution: 240*416

Dedicated NFC card reader provides enterprise-level reliability and stability, giving you efficient operation experience.

Batch update 100+ labels in 40 minutes.
Delivers 99.9% successful transfer rate.

Technology

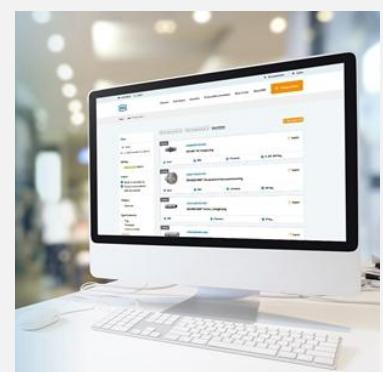
At the core of our innovation lies a suite of proprietary technologies designed to deliver unmatched performance and reliability. These cutting-edge solutions—developed through years of R&D—empower our products to excel in real-world applications. Below, we highlight the key technologies that set us apart and drive value for our customers.



New
Generation E-
paper Display
Technology



Ultralow Power
Wireless RF
Communication



Digital Media
Signaling
System



Internet of
Things gateway
technology



Internet of
Things cloud
platform
technology

Service

From custom software development and hardware solutions to flexible OEM/ODM manufacturing, we partner with you at every stage.

Software Services

Cloud Platform

Private Server Setup

System Integration

Technical Support

SDK

App Development

Hardware Services

ID design

PCBA design

Prototyping

Firmware

Accessories

Packaging

Why Choose Us

10 years of know-how

One stop service

Well-known brands choose us

10 years of focus on the R&D and production of low-power electronic paper display products.

With hardware and software R&D teams, we provide one-stop services from R&D, design, production to after-sales.

More than 30 well-known domestic and foreign brands choose our products.

Customized service from hardware and software



Housing
customize



Brand
customization



Software
customize



Accessories
customize

Customer Cases



Xiaomi

Sector: Electronic Stores

Year of installation: 2022



Panasonic

Sector: Home appliances

Year of installation: 2023



Hema Fresh

Sector: supermarket

chain

Year of installation: 2021



HUAWEI

Sector: Electronic Stores

Year of installation: 2022

Customer Cases



State Grid

Sector: power sector
Year of installation: 2024



Supercor

Sector: supermarket chain
Year of installation: 2023

Contact Us

Effirox Technology Co., Ltd

Website: <https://effirox.com>

Email: sales@effirox.com

WhatsApp: +86 17701969397

Wechat/Mobile: +86 16676315008



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