

ESL CATALOG

2026



INSIDE THIS CATALOGUE

01

ABOUT
DINYA DIGITAL



03

02

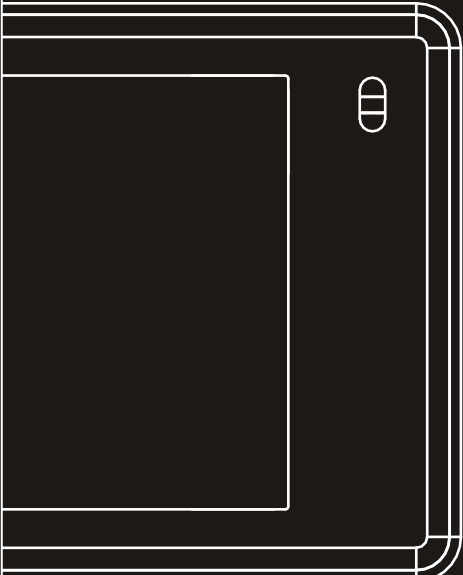
SMART
DIGITAL SOLUTION



05

03

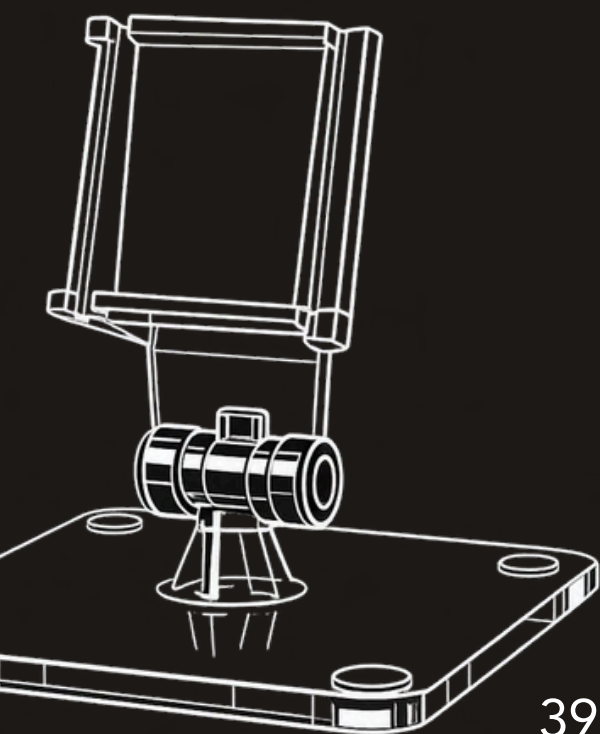
ESL
PRODUCT RANGE



15

04

FITTING &
ACCESSORIES



39

05

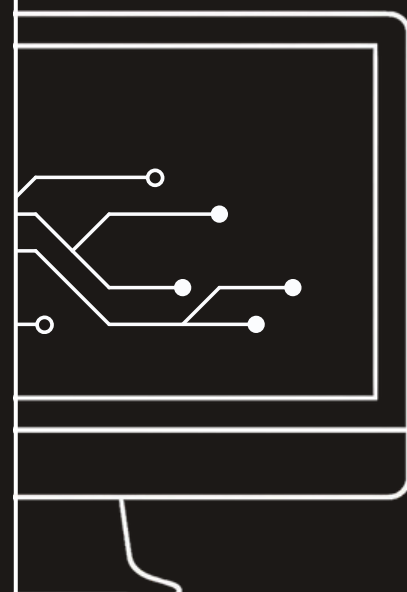
ESL
SYSTEM OVERVIEW



49

06

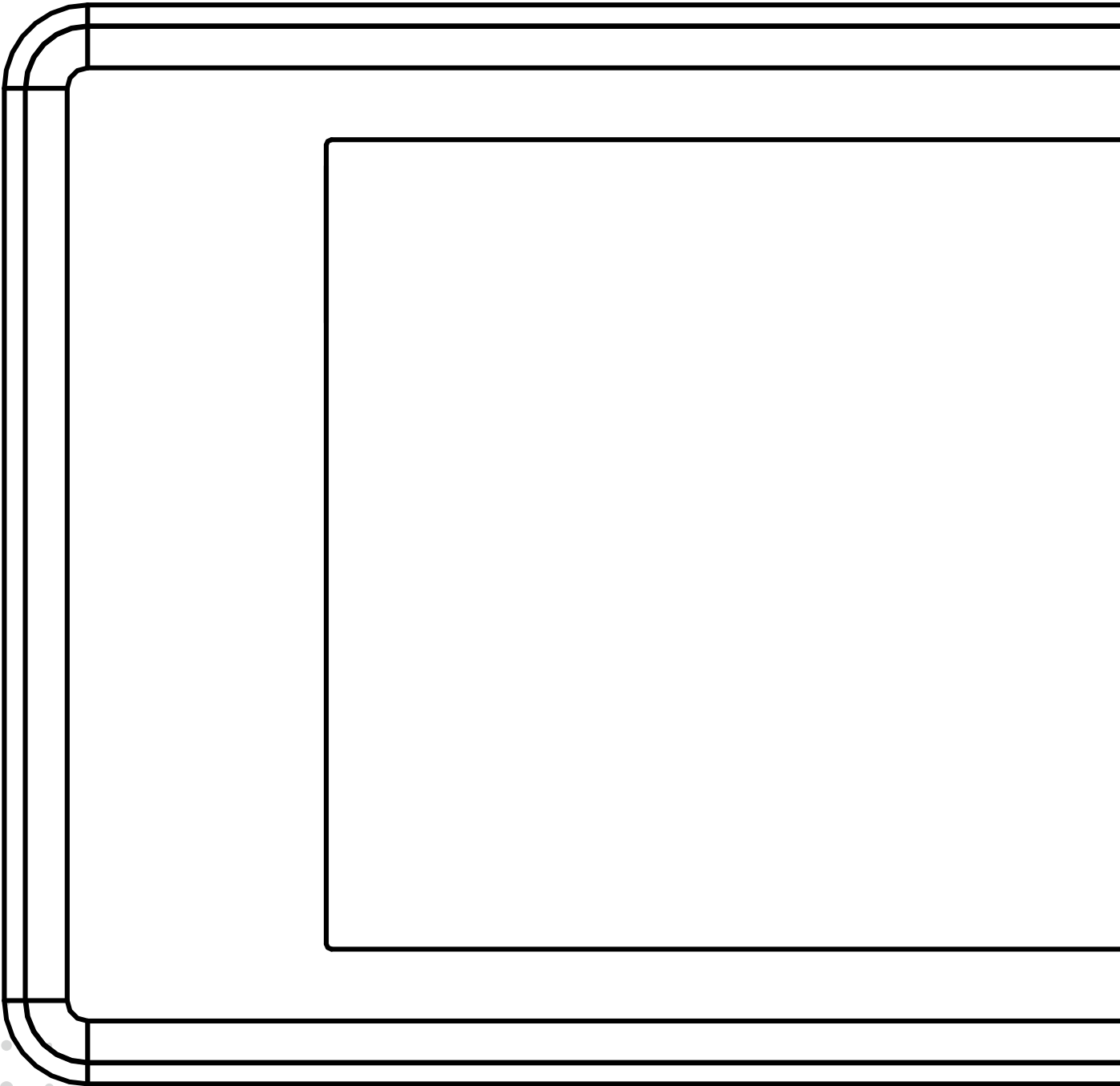
WHY
GO DIGITAL



55

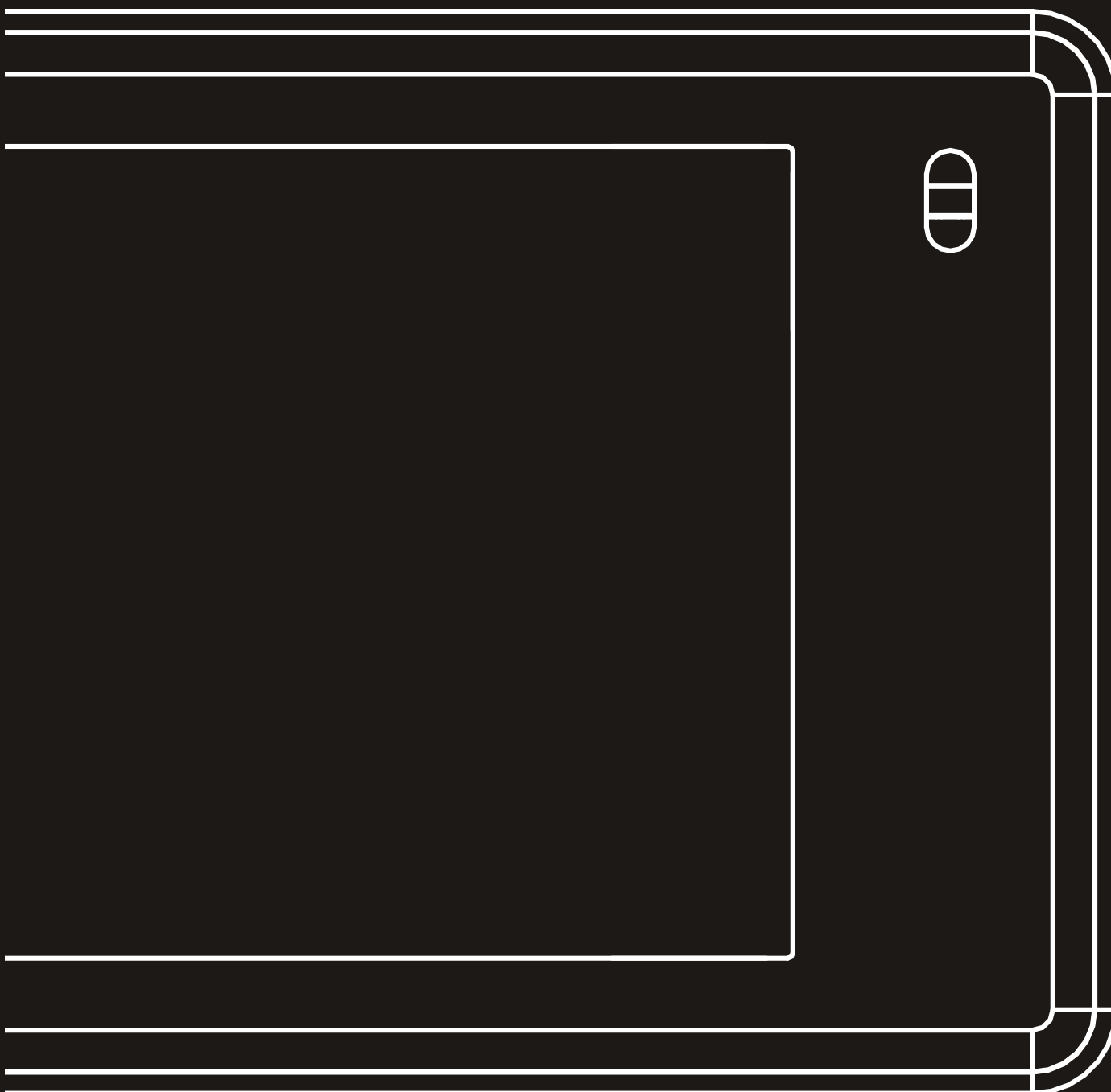
ABOUT

Dinya Digital is focused on modern Electronic Shelf Label solutions designed to help retailers move beyond traditional paper pricing and create smarter, more efficient store environments. Our ESL products support accurate pricing, faster product information updates, reduced manual workload, and a cleaner in-store presentation across supermarkets, convenience stores, pharmacies, cold storage areas, warehouses, and promotional displays.



VISION

Founded under the leadership of **Jehad Muhaidat**, Dinya Digital reflects a clear vision to bring smarter, more practical digital display solutions to modern retail environments. With a focus on reliability, usability, and real business needs, the brand is built to support retailers with Electronic Shelf Label solutions that make pricing, product updates, and store communication faster, and more efficient.



02

SMART DIGITAL SOLUTION



0/pack

alia
5g
p refrigerated

Vital



Mozzarella di Bufala



\$10.90/pack

Origin: Australia
Fruit size: 125g
Storage: Keep refrigerated



DIGITAL RETAIL SOLUTION

Modern ESL technology helps retailers manage pricing, product information, and promotions with speed and accuracy. Real-time updates eliminate manual price changes while creating a cleaner, more efficient, and consistent shopping experience across every aisle.



RETAIL ESL ECOSYSTEM



ESL DEPLOYMENT



WAREHOUSE ESL ECOSYSTEM



ESL DEPLOYMENT



DIGITAL WAREHOUSE SOLUTION

Improve warehouse efficiency with electronic shelf labels for racks, storage locations, and picking zones. Instantly update stock information, and simplify inventory management in fast-paced warehouse environments.

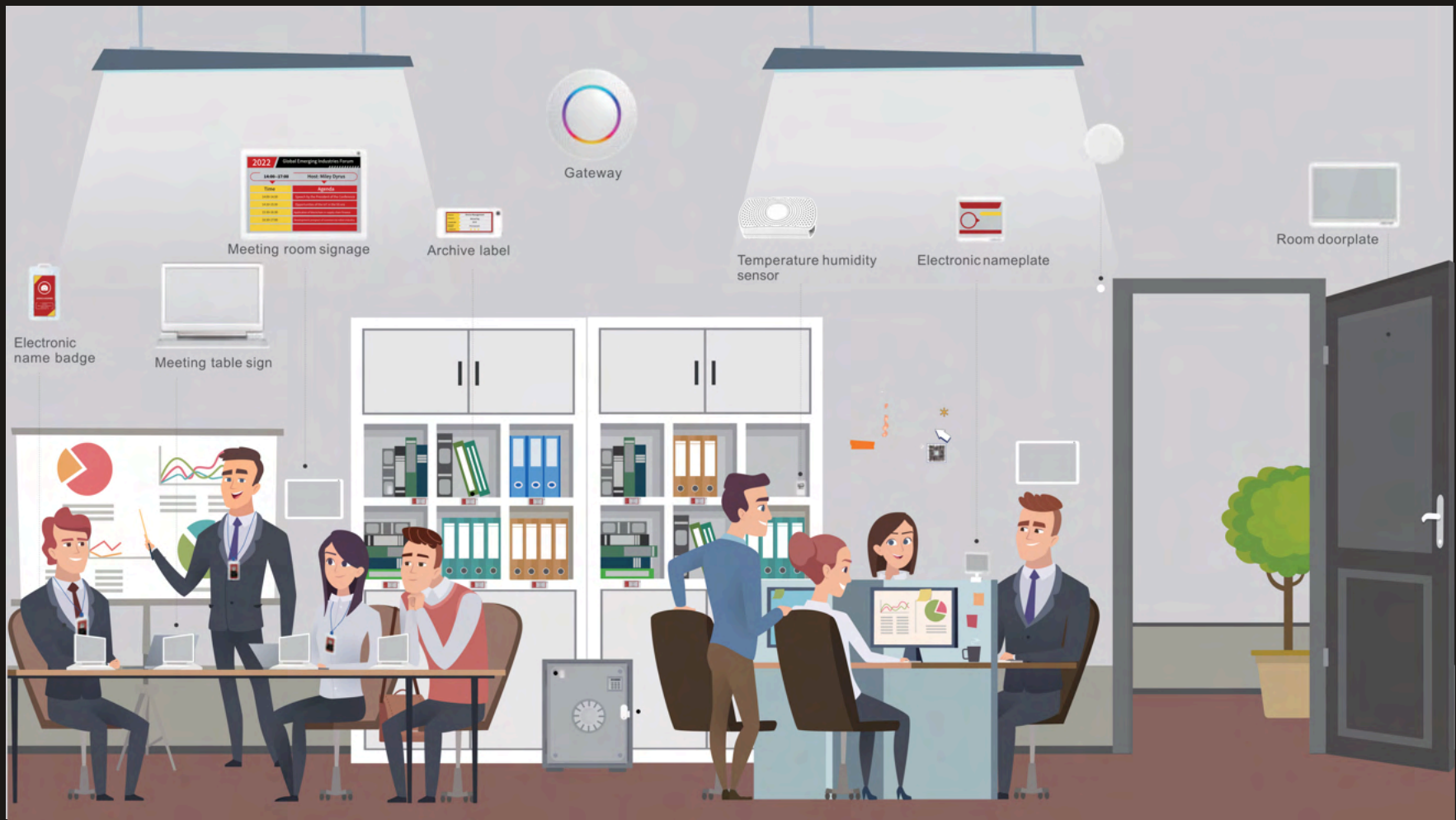


DIGITAL OFFICE SOLUTION

Transform office communication with smart digital displays for meeting rooms, hot desks, lockers, departments, and wayfinding. Keep workplace information accurate, organised, and easy to manage through real-time digital updates



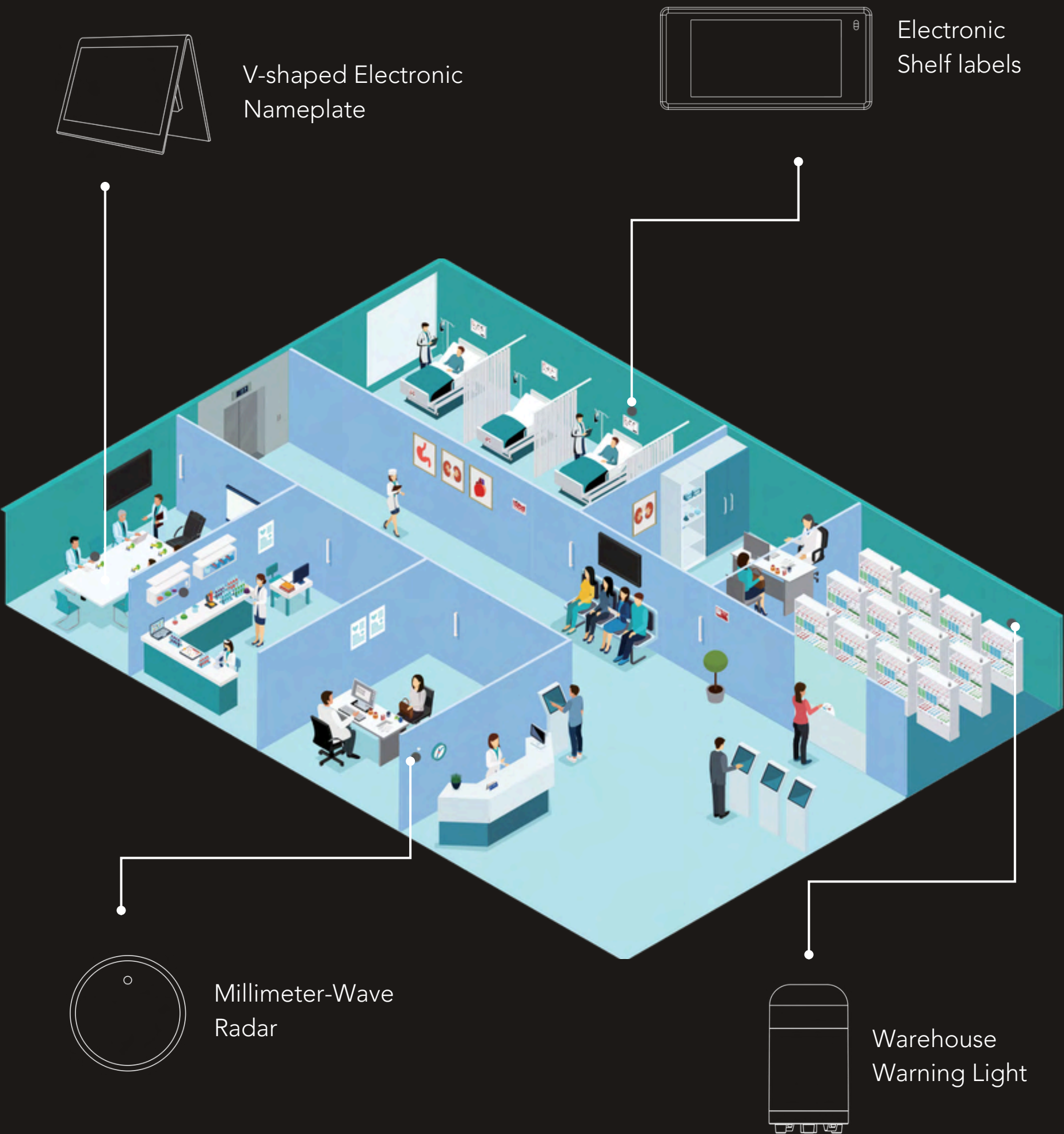
OFFICE ESL ECOSYSTEM



ESL DEPLOYMENT



RETAIL ESL ECOSYSTEM



DIGITAL BUSINESS SOLUTION

From retail stores and offices to warehouses and commercial spaces, Dinya Digital provides flexible ESL solutions for pricing, product information, asset management, and business communication. Built to support smarter operations across every business environment.

Production Management Board						
16/08/2020 14:40						
Line: B	Product No.: DP-0382	Order No.: KB001	Order Quantity: 500,000			
Personnel: 20	Actual Personnel: 15	Capacity: 50,000 pcs/h	Actual Capacity: 45,000			
Time	Input (pcs)	Output (pcs)	Fill Rate (%)	Rejected Qty (pcs)	Rej. %	FPY
08:00 – 10:00	10,000	8,000	80%	300	0.38%	80%
10:00 – 12:00	10,000	8,600	86%	280	0.33%	83%
12:00 – 14:00	10,000	9,000	90%	240	0.27%	86%
14:00 – 16:00	10,000	8,500	85%	300	0.35%	83%
16:00 – 18:00	10,000	8,200	82%	320	0.39%	81%
Reject Type	Visual	Incoming	QC	Test	Repair	Final
	100	100	100	100	100	100

03

ESL

PRODUCT RANGE







Artisan Sourdough bread 750g

20% OFF

\$6.90 AUD

Traditional sourdough with a crisp and soft ,
chewt centre



A L W A Y S F R E S H



CRISPY BUNS
CHEESE &
T
le

STANDARD



fresh Gus burger bun 500g

\$2.75 AUD

Soft Burger Buns 6 Pack



A L W A Y S F R E S H





01

Standard ESL 36mm x 46mm

SKU:	DE3646WS
Dimensions(mm) :	36 * 46 * 14.2
Active Screen Area(mm) :	27 * 27
Resolution(px) :	152*152
Screen Size :	1.54-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (1 update / day)



03

Standard ESL 86mm x 42mm

SKU:	DE8642WS
Dimensions(mm) :	86.9 * 42.9 * 12.9
Active Screen Area(mm) :	60.1 * 30.7
Resolution(px) :	296 * 152
Screen Size :	2.66-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



05

Standard ESL 104mm x 94mm

SKU:	DE10494WS
Dimensions(mm) :	104.9 * 93.9 * 13.7
Active Screen Area(mm) :	84.8 * 63.6
Resolution(px) :	400 * 300
Screen Size :	4.2-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



STANDARD

Designed for greater visibility and everyday retail flexibility, standard ESL labels deliver clear digital pricing and product information with a refined paper-like display. Their balanced size, reliable wireless performance, and efficient power use make them ideal for stores seeking smarter, cleaner, and more accurate shelf communication.

02

Standard ESL 72mm x 35mm

SKU	DE7235WS
Dimensions(mm) :	72.8 * 35.8 * 13.7
Active Screen Area(mm) :	48.6 * 23.7
Resolution(px) :	250 * 122
Screen Size :	2.13-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



04

Standard ESL 94mm x 43mm

SKU:	DE9443WS
Dimensions(mm) :	91.5 * 41 * 9.8
Active Screen Area(mm) :	66.6 * 28.8
Resolution(px) :	296 * 128
Screen Size :	2.9-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



06

Standard ESL 139mm x 119mm

SKU:	DE139119WS
Dimensions(mm) :	139.9 * 119.5 * 14.3
Active Screen Area(mm) :	118.8 * 88.3
Resolution(px) :	648 * 480
Screen Size :	5.83-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



07

Standard ESL 183mm x 129mm

SKU: DE183129WS

SKU:Dimensions(mm) : 182.5 * 128.9 * 16.3

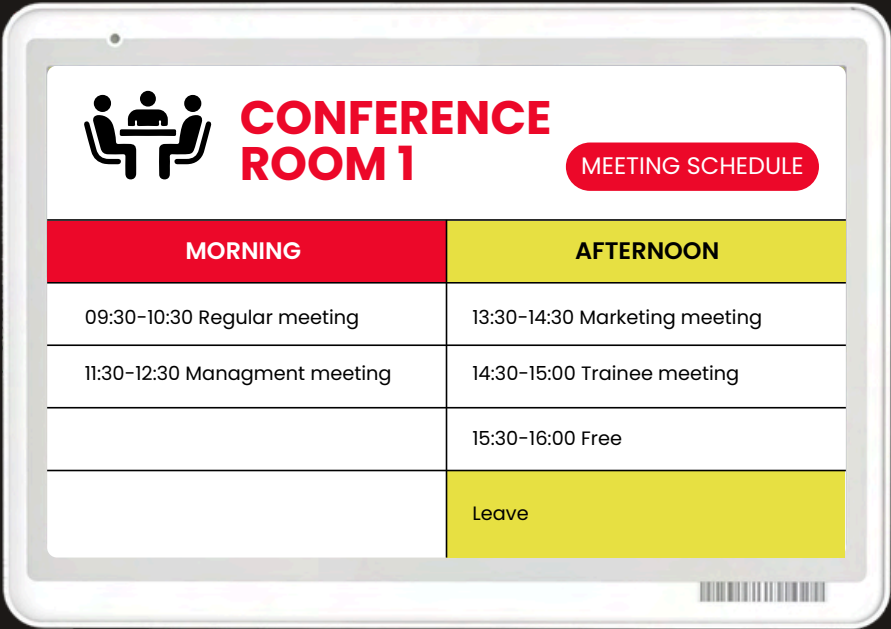
Active Screen Area(mm) : 163.2 * 97.9

Resolution(px) : 800 * 480

Screen Size : 7.5-inch

Display Colour : BWRY

Battery Life : 5 Years (5 updates / day)



08

Standard ESL 263mm x 193mm

SKU:	DE263193WS
Dimensions(mm) :	263.8 * 193.8 * 8.2
Active Screen Area(mm) :	243.9 * 162.4
Resolution(px) :	960 * 640
Screen Size :	11.6-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



GALLERY



CHOCOLATE
CHUNK

BISCUITS

SLIMLINE



BLUEBERRY
MUFFINS

NET WT. 14 OZ (397g)



OATMEAL
RAISIN
COOKIES

BAKED FRESH
NET WT. 8 OZ (227g)



APPLE
DANISH

NET WT. 10 OZ (283g)



01

Slimline ESL 71mm x 34mm

SKU:	DE7134WS
Dimensions(mm) :	70.9 * 34.6 * 9.4
Active Screen Area(mm) :	48.1 * 23.2
Resolution(px) :	250 * 122
Screen Size :	2.13-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



03

Slimline ESL 91mm x 41mm

SKU:	DE9141WS
Dimensions(mm) :	91.5 * 41 * 9.8
Active Screen Area(mm) :	66.6 * 28.8
Resolution(px) :	296 * 128
Screen Size :	2.9-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



05

Slimline ESL 99mm x 49mm

SKU:	DE9949WS
Dimensions(mm) :	99.5 * 49.5 * 9.8
Active Screen Area(mm) :	79.4 * 37.9
Resolution(px) :	384 * 184
Screen Size :	3.5-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



SLIMLINE

Our slimline electronic shelf labels combine cutting-edge digital pricing technology with an ultra-thin, stylish design that enhance the appearance of modern retail environments. Ideal for supermarkets, specialty retailers and premium stores, they deliver real-time pricing updates while maintaining a clean and professional shelf presentation.

02

Slimline ESL 82mm x 41mm.

SKU:	DE8241WS
Dimensions(mm) :	82.4*41.5*9.9
Active Screen Area(mm) :	60.1 * 31.3
Resolution(px) :	384*200
Screen Size :	2.67-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



04

Slimline ESL 98mm x 88mm

SKU:	DE9888WS
Dimensions(mm) :	98 * 88 * 9.9
Active Screen Area(mm) :	84 * 62.8
Resolution(px) :	400 * 300
Screen Size :	4.2-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



06

Slimline ESL 129mm x 41mm

SKU:	DE12941WS
Dimensions(mm) :	129.9 * 41.5 * 9.9
Active Screen Area(mm) :	105.4 * 30.7
Resolution(px) :	522 * 152
Screen Size :	4.3-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



07

Slimline ESL 164mm x 62mm

SKU:	DE16462WS
Dimensions(mm) :	163.6 * 61.7 * 9.9
Active Screen Area(mm) :	138.9 * 47.7
Resolution(px) :	792 * 272
Screen Size :	5.9-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)





GALLERY



PROMOTIONAL

FRESH & HEALTHY



Green Apple

\$13.9 /500g

Origin: New Zealand
Grade: A
Storage: Refrigerator

New Arrival



Fruit Festival Sale





01

Standard ESL 263mm x 193mm

SKU:	DE263193WS
Dimensions(mm) :	263.8 * 193.8 * 8.2
Active Screen Area(mm) :	243.9 * 162.4
Resolution(px) :	960 * 640
Screen Size :	11.6-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



03

Standard ESL 182mm x 128mm

SKU:	DE182128WS
Dimensions(mm) :	182.5 * 128.9 * 17.1
Active Screen Area(mm) :	160 * 96
Resolution(px) :	800 * 480
Screen Size :	7.3-inch
Display Colour :	Black / White / Red / Yellow / Blue / Green
Battery Life :	5 Years (5 updates / day)



PROMOTIONAL

The Promotional ESL is designed for eye-catching offers, campaigns, and digital signage. With a vibrant 6-colour E-ink display, wireless real-time updates, and low power use, it helps retailers highlight promotions clearly and manage content efficiently across multiple displays.

02

Slimline ESL 164mm x 62mm

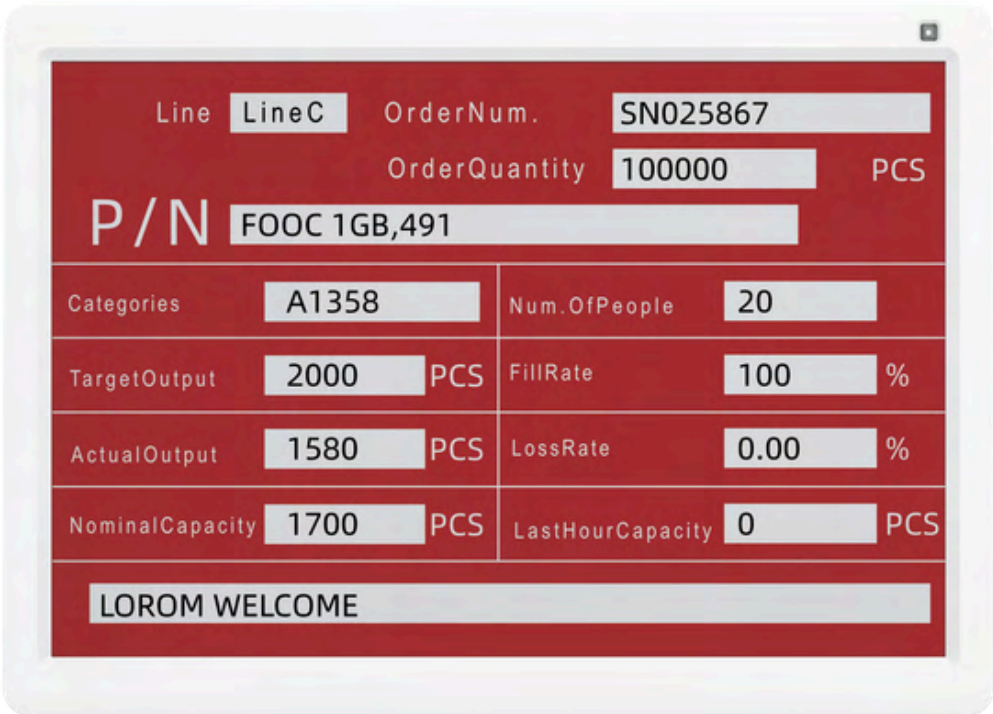
SKU:	DE16462WS
Dimensions(mm) :	163.6 * 61.7 * 9.9
Active Screen Area(mm) :	138.9 * 47.7
Resolution(px) :	792 * 272
Screen Size :	5.9-inch
Display Colour :	BWRY
Battery Life :	5 Years (5 updates / day)



04

Standard ESL 272mm x 196mm

SKU:	DE272196WS
Dimensions(mm) :	271.8 * 196.2 * 14.2
Active Screen Area(mm) :	244.5 * 163
Resolution(px) :	960 * 640
Screen Size :	11.6-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



05

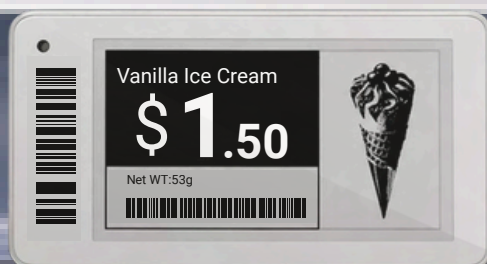
Standard ESL 304mm x 233mm

SKU:	DE304233WS
Dimensions(mm) :	304 * 233 * 10.3
Active Screen Area(mm) :	268.8 * 201.2
Resolution(px) :	1600 * 1200
Screen Size :	13.3-inch
Display Colour :	Black / White / Red / Yellow / Blue / Green
Battery Life :	1 Year (3 updates / day)





GALLERY



COLD



Vanilla Ice Cream

\$1.50

Net WT: 53g





01

Slimline ESL 99mm x 49mm

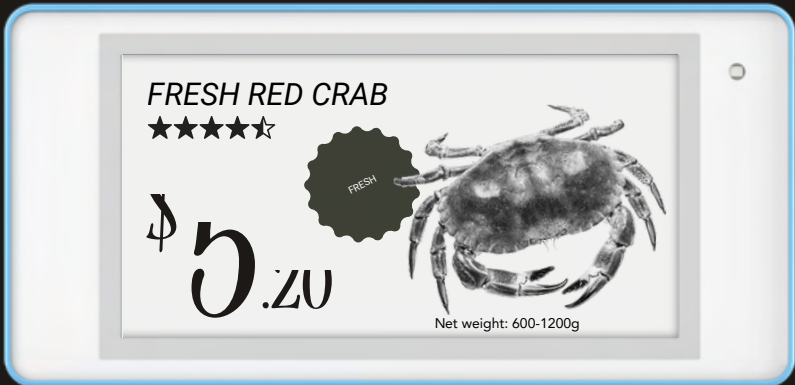
SKU:	DE9949WS
Dimensions(mm) :	99.5 * 49.5 * 9.8
Active Screen Area(mm) :	79.4 * 37.9
Resolution(px) :	384 * 184
Screen Size :	3.5-inch
Display Colour :	BWR / BWRY
Battery Life :	5 Years (5 updates / day)



03

Cold Storage ESL 85mm x 41mm

SKU:	DE8541WC
Dimensions(mm) :	84.6 * 40.9 * 7.8
Active Screen Area(mm) :	60.1 * 30.7
Resolution(px) :	296 * 152
Screen Size :	2.66-inch
Display Colour :	BW
Battery Life :	5 Years (5 updates / day)



COLD

Cold Storage ESL labels are built for refrigerated and frozen retail displays, operating from -20°C to 0°C with IP67 waterproof protection under specified conditions. With clear E-ink pricing, real-time wireless updates, and reliable low-temperature performance, they are ideal for freezer shelves, grocery stores, and cold-chain applications.

02

Cold Storage ESL 72mm x 39mm

SKU:	DE7239WC
Dimensions(mm) :	71.5 * 38.5 * 15.2
Active Screen Area(mm) :	48.6 * 23.7
Resolution(px) :	250 * 122
Screen Size :	2.13-inch
Display Colour :	BW
Battery Life :	5 Years (5 updates / day)



04

Cold Storage ESL 98mm x 88mm

SKU:	DE9888WC
Dimensions(mm) :	98 * 88 * 9.9
Active Screen Area(mm) :	84.8 * 63.6
Resolution(px) :	400 * 300
Screen Size :	4.2-inch
Display Colour :	BW
Battery Life :	5 Years (5 updates / day)



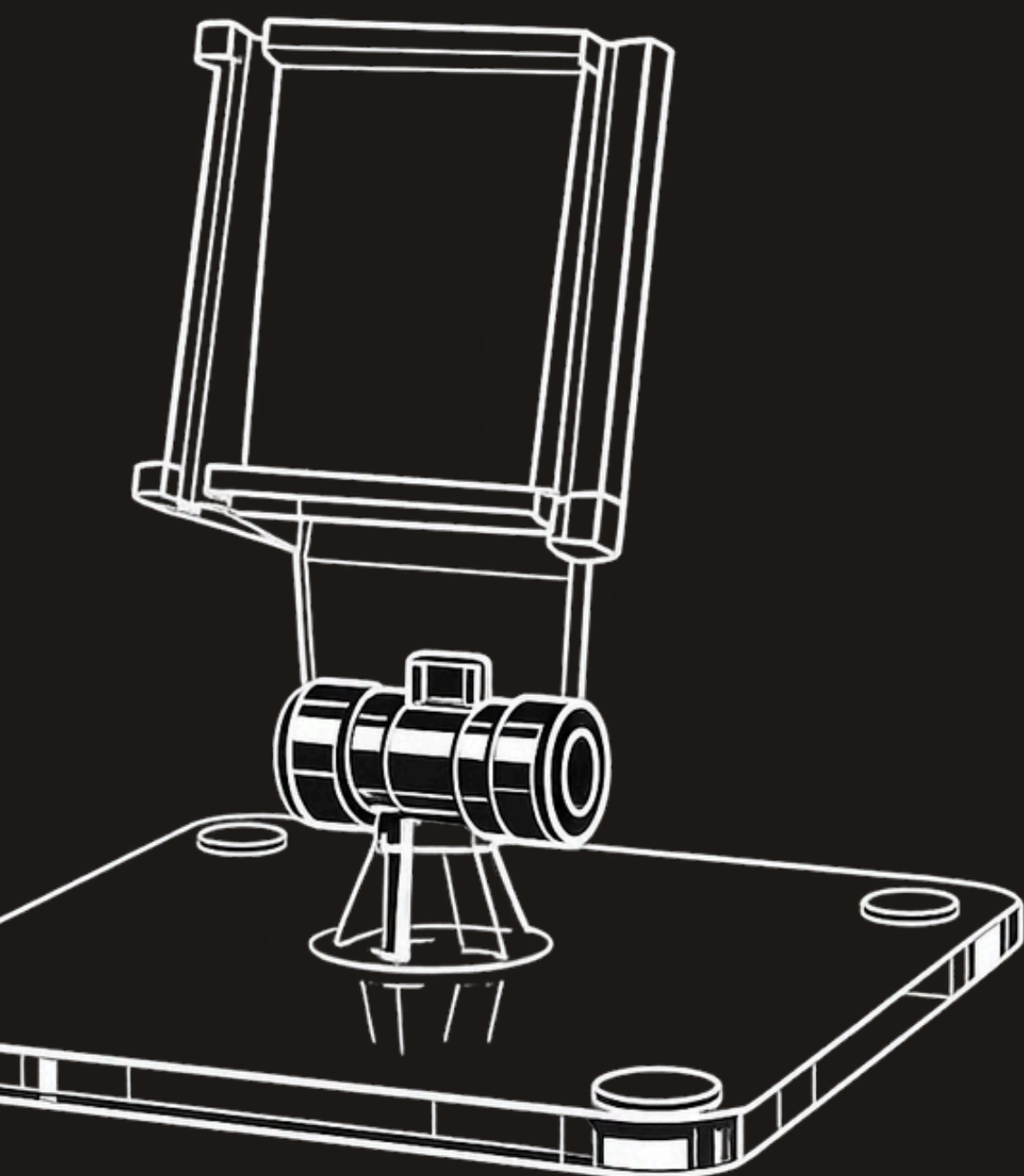


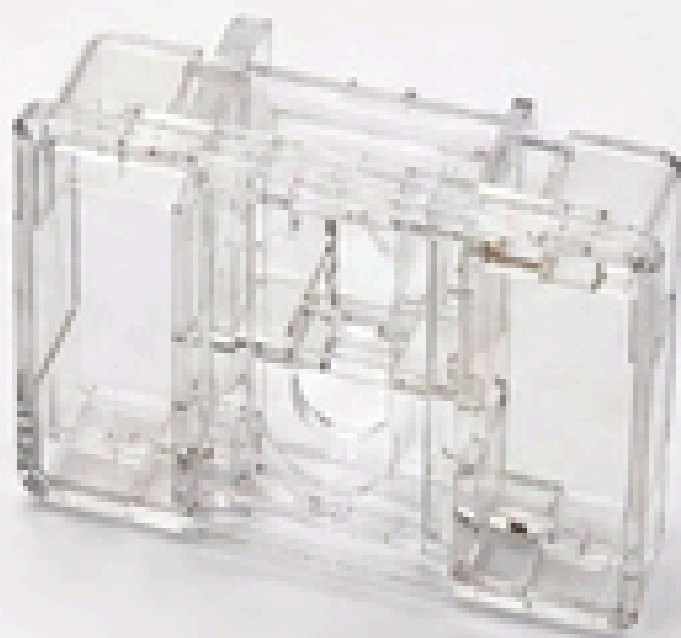


GALLERY

04

FITTING & ACCESSORIES





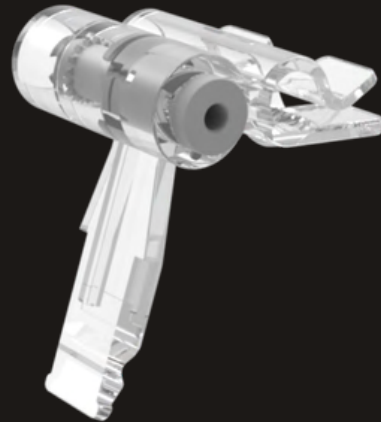


HANGING RING

SKU : DEAHRCL

Category : Hook

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs



T-SHAPE HOOK B

SKU : DEATSHB

Category : Hook

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2" ESLs



L-SHAPE HOOK

SKU : DEALSH

Category : Hook

Suitable For : 2.13"/2.66"/ 2.9"/3.5"/4.2" ESLs

FITTING & ACCESSORIES

Dinya Digital offers a flexible range of ESL fittings and accessories, including rails, table stands, hooks, clips, floor stands, protective covers, and mounting solutions. Designed for different display environments, these accessories help electronic shelf labels fit securely and professionally across shelves, counters, product displays, and promotional areas.



U-HOOK KIT

SKU : DEAUHK1/DEAUHK2

Category : Hook

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs



9-SHAPE LARGE HOOK KIT

SKU : DEA9SLHK1/DEA9SLHK2

Category : Hook

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs

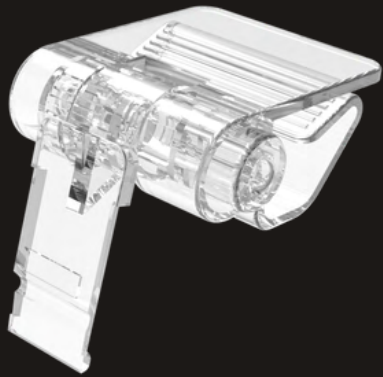


T-SHAPE HOOK D

SKU : DEAHTDCL

Category : Hook

Suitable For : 2.13"/2.66"/ 2.9"/3.5" ESLs



GLASS CLAMP (HORIZONTAL)

SKU : DEAGCHCL

Category : Clip

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs



VERTICAL BOARD CLIP

SKU : DEABCVCL

Category : Clip

Suitable For : 2.13"/2.66"/2.9"/3.5" ESLs

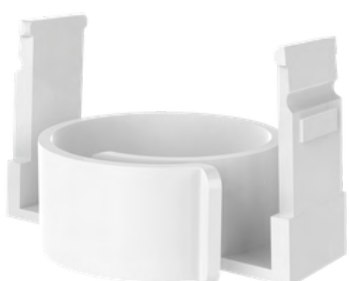


MTA-11 ROTATING STAND

SKU : DEAMTA11TCL

Category : Adapter board

Suitable For : 4.2" ESLs



ROUND ROD FASTENER KIT

SKU : DEARRFK2

Category : Clip

Suitable For : 2.13"/2.66"/2.9"/ 3.5"/4.2" ESLs



HORIZONTAL BOARD CLIP

SKU : DEABCHCL

Category : Clip

Suitable For : 2.13"/2.66"/2.9"/3.5" ESLs



CLIP 1 GREY

SKU : DEAC1G

Category : Clip

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs



ADAPTER

SKU : DEAABBCL

Category : Adapter board

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs

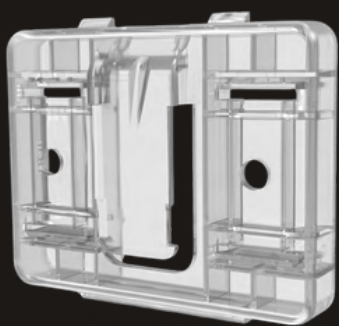


FLAT RAIL 001/002

SKU : DEAFR1CL/DEAFR2CL

Category : Rail

Suitable For : 1.54"/2.13"/2.66"/ 2.9"/3.5" ESLs



RAIL EXPANSION ACCESSORY

SKU : DEAREA

Category : Rail

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83" ESLs

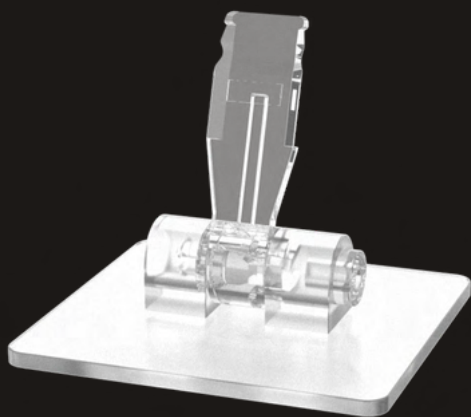


ANTI SCRATCH PLUG FOR RAILS

SKU : DEARP

Category : Rail

Suitable For : Only attach with rail



T-SHAPE STAND B

SKU : DEATSBCL

Category : Table Stands

Suitable For : 2.13"/2.66"/2.9"/3.5"/ 4.2"/5.83"/7.3"/7.5" ESLs



L-SHAPE TABLE STAND

SKU : DEATSLCL

Category : Table Stands

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2"/5.9" ESLs



ESL REMOVAL TOOL

SKU : DEARTBC

Category : Tool

Used For : Removing labels from rails, and shells and batteries from labels

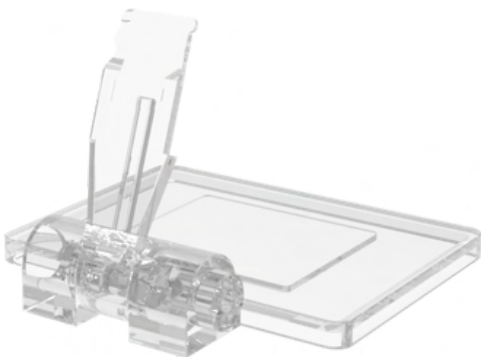


T-SHAPE STAND A

SKU : DEATSACL

Category : Table Stands

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2"/5.83"/7.3"/7.5" ESLs



T-SHAPE STAND C

SKU : DEATSTCCL

Category : Table Stands

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2"/5.83"/7.3"/7.5" ESLs

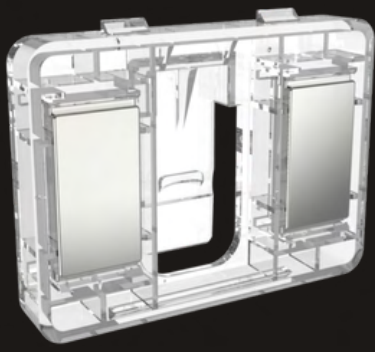


MINI TABLE STAND 001/002

SKU : DEAMTS1CL/DEAMTS2CL

Category : Table Stands

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2" ESLs



MAGNETIC BACK PANEL KIT 01/02

SKU : DEAMBPS

Category : Magnetic Mounting Accessories

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2" ESLs



NAME TAG CLASP

SKU : DEANTCS

Category : Magnetic Mounting Accessories

Suitable For : 2.13"/2.67"/2.9"/3.5" ESLs

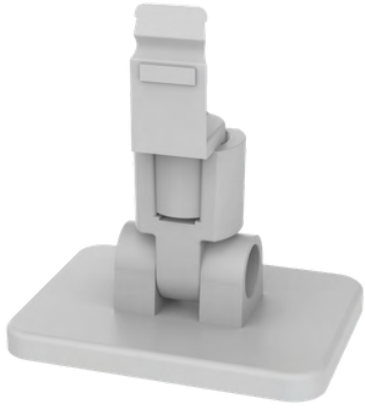


DISPLAY PROTECT CASING

SKU : DEADPCCL

Category : Protective Accessories

Suitable For : 2.13"/2.67"/2.9"/3.5" ESLs

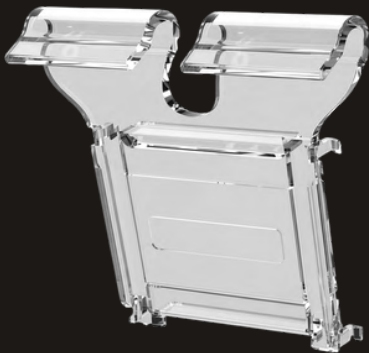


T SHAPE MAGNETIC SWING TABLE

SKU : DEATSMSTG

Category : Magnetic Mounting Accessories

Suitable For : 2.13"/2.66"/2.9"/3.5"/4.2"/5.83" ESLs



MTA HOOK

SKU : DEAMTAHCL

Category : Stand

Suitable For : 2.13"/2.66"/2.9"



PDA HANDHELD TERMINAL

SKU : DEAPDA

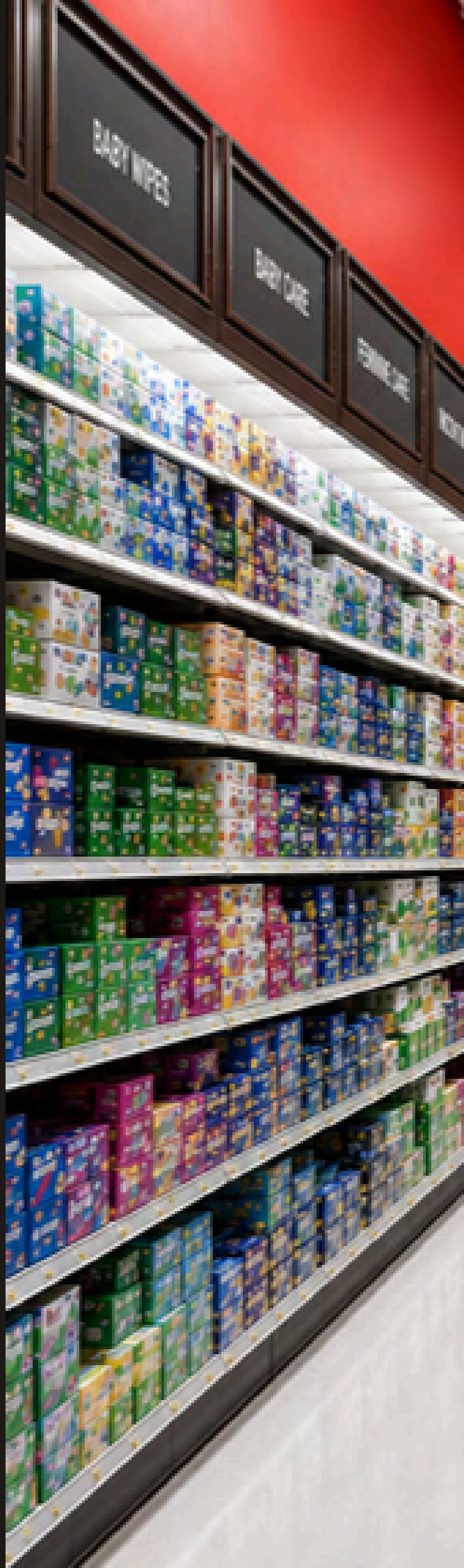
Category : System Accessories

For : Achieve rapid connection between ESL and products Alter the displayed content of the ESL

05

ESL

SYSTEM OVERVIEW



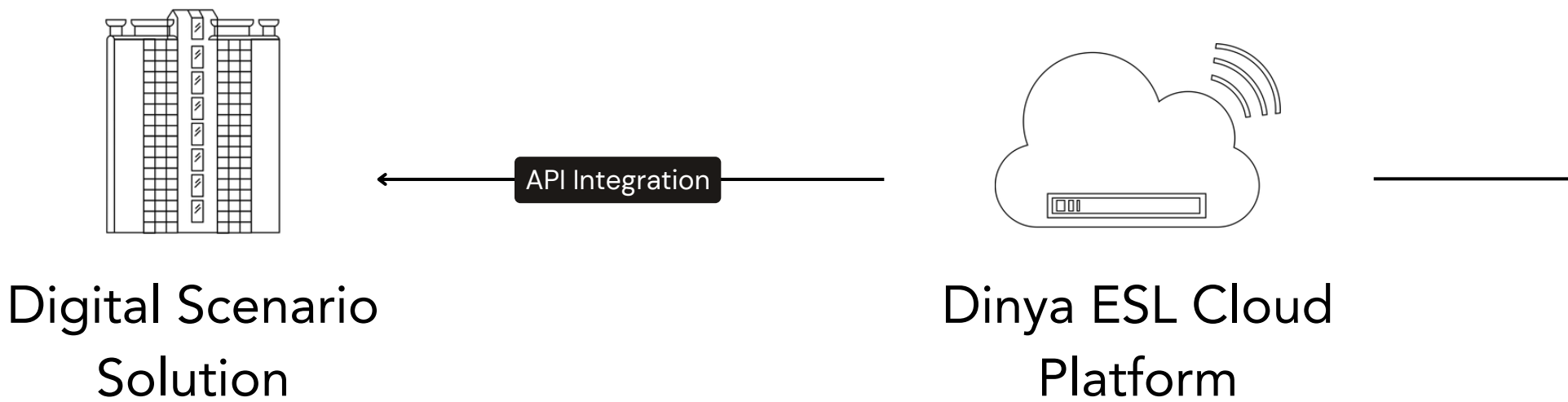


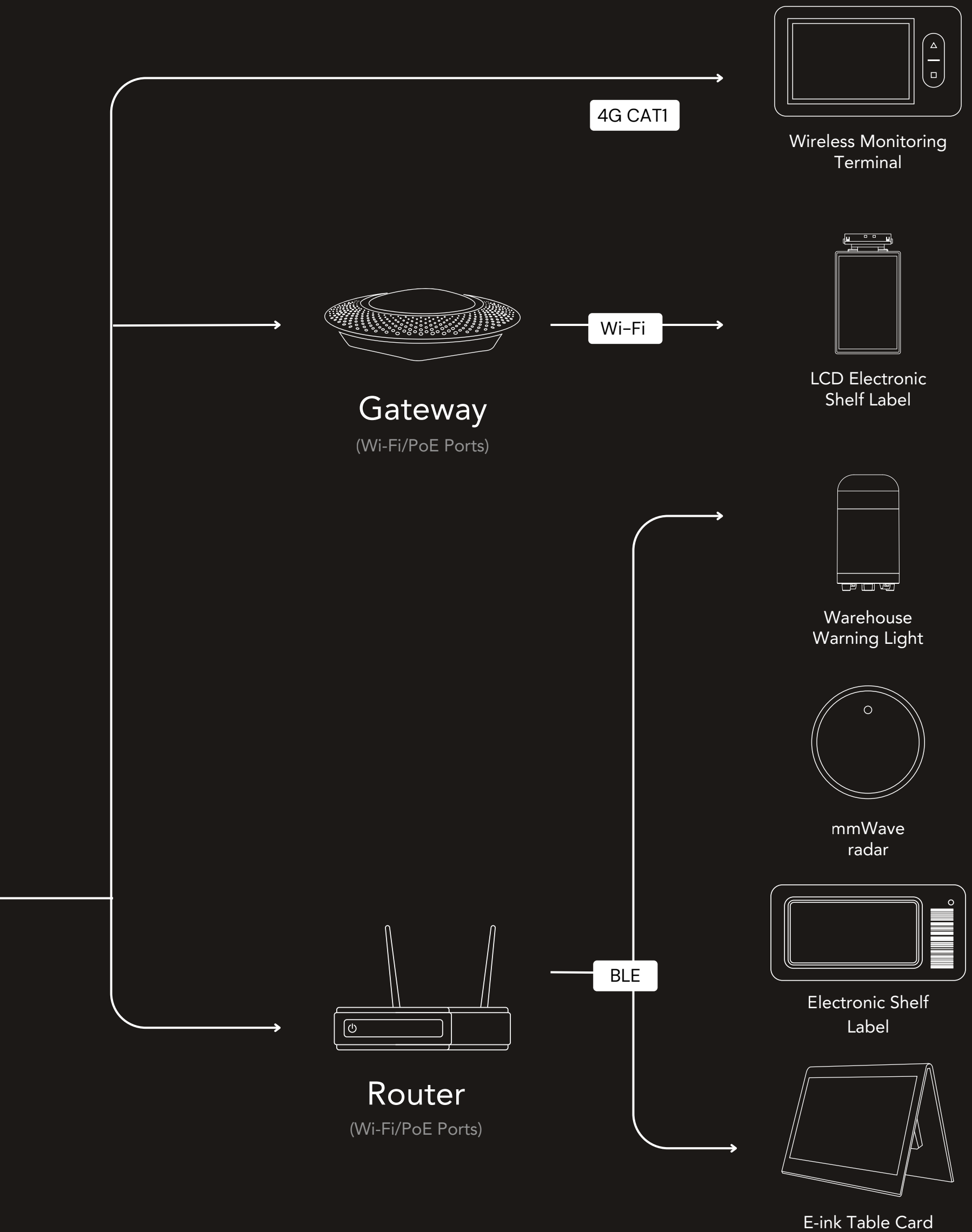
LOGICAL ARCHITECTURE

Dinya Digital's ESL platform connects your business systems, cloud management, gateways, and electronic shelf labels into a single intelligent ecosystem. The architecture enables real-time communication, centralized management, and reliable wireless data transmission across multiple retail environments.

System Integration

- Integrate seamlessly with your existing ERP, POS, inventory, or business management system through standard APIs.
- Synchronise pricing, product information, promotions, and inventory updates in real time across all ESL devices.
- Centrally manage gateways, Electronic Shelf Labels, and connected devices from a secure cloud-based platform.
- Support scalable deployment for supermarkets, warehouses, offices, pharmacies, and commercial environments.





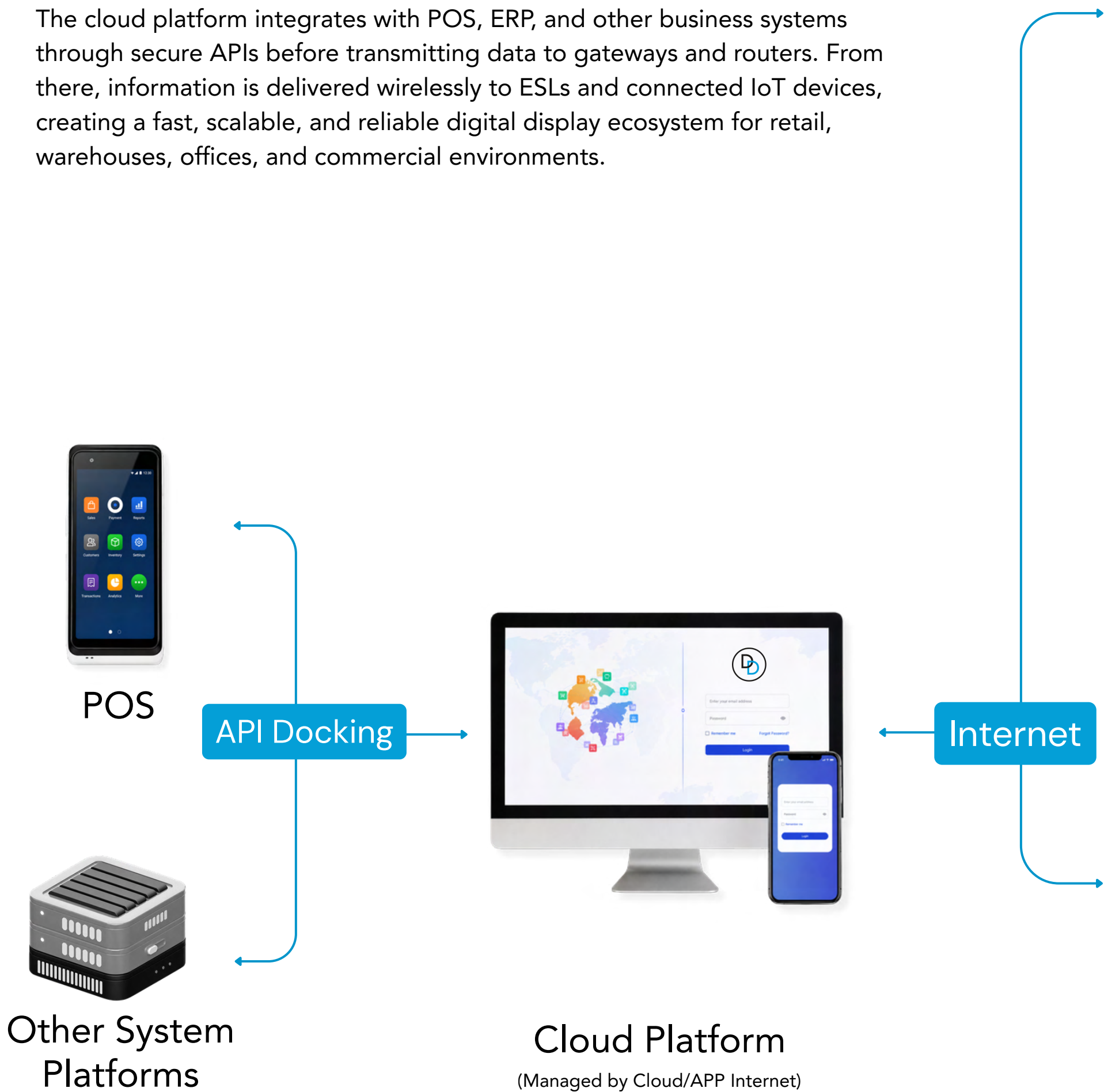
DATA TRANSMISSION

PERCEPTION LAYER

SYSTEM ARCHITECTURE DIAGRAM

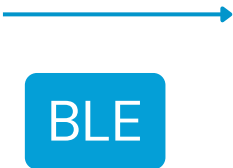
Dinya Digital's system architecture enables real-time communication between your business systems, cloud platform, gateways, and Electronic Shelf Labels. Product information, pricing, promotions, and inventory updates are synchronised instantly, ensuring every connected display remains accurate and up to date.

The cloud platform integrates with POS, ERP, and other business systems through secure APIs before transmitting data to gateways and routers. From there, information is delivered wirelessly to ESLs and connected IoT devices, creating a fast, scalable, and reliable digital display ecosystem for retail, warehouses, offices, and commercial environments.





Gateway
(Wi-Fi/PoE port)



Electronic Shelf Label



Temperature Humidity Sensor



Warehouse Warning Light



mmWave Radar



Router
(Wi-Fi/PoE port)

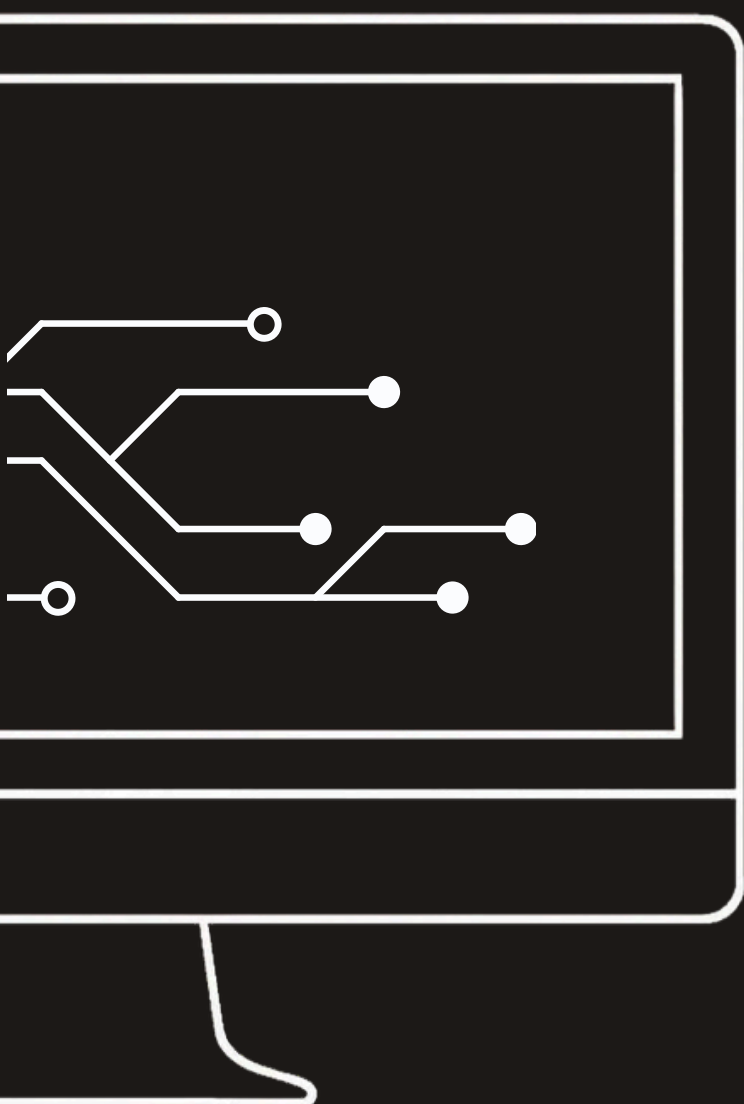


LCD Electronic Shelf Label

05

WHY

GO DIGITAL





WHY GO DIGITAL?

Move beyond paper labels with a smarter ESL ecosystem designed for modern retail, warehouse, office, and commercial environments. Dinya Digital brings together Electronic Shelf Labels, gateways, cloud control, and flexible fittings to make product communication faster, cleaner, and more accurate.



OLD WAY



Bluetooth® 5.0 LE



Updating in
Seconds



Upto 6-colored
E-ink Display



Upto 5+ Years
of Battery Life



Customized
Templates



IP65/IP67 Water &
Dust Resistant



NFC
Function



E-paper
Display



Replaceable
Battery



Thin Design



LED location
Indicator



Managed by
Cloud/APP

VISIT OUR SHOWROOM

VICTORIA

4/56 Chiltern Street, Broadmeadows, Victoria 3047

VISIT OUR WEBSITE

URL

www.dinyashopfittings.com.au

CONTACT US

+611300 758 925

sales@dinyadesigns.com.au