



COMPANY  
PROFILE  
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# The history

Shenzhen NSE Electronics co. Ltd

Founded in 2011 in Shenzhen, the beating heart of China's electronics industry, NSELED provides LED solutions for commercial, promotional, decorative and creative globally.

NSELED integrates R&D, design, production, sales and after-sales service in a single coordinated supply chain.


Embracing the “customer first” philosophy, NSELED continues to launch products with increasingly innovative, cost-effective and market-oriented LED displays.

These first ten years of activity have made NSELED a leading company in production and marketing of motion LED displays and commercial LED displays.

NSELED boasts a high-profile international clientele:

- More than 120 countries
- Over 30,000 installations

The meticulous attention to the customer has been a driving force of turnover: the word of mouth has been the most effective form of promotion for NSELED.





# The history

## NSELED Europe

NSELED Europe is the subsidiary of NSELED in Europe.


NSELED Europe was born from the lucky encounter between Simon Lan and Daniele Rocca. Rocca, entrepreneur in the digital printing sector, first customer of NSELED China, checks the commercial value of the products and evaluates their possible success on the European market.

NSELED Europe is created with the intention of serving customers more efficiently in Europe, thanks to a large warehouse that guarantees fast and safe delivery times at low costs.

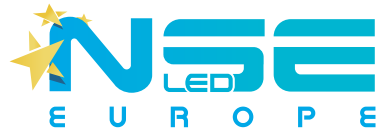
The headquarters in Italy allows us to provide customers with a superior quality customer experience, thanks to consultancy services, installation, after-sales assistance, etc.

The NSELED Europe team offers the Parent Company's technical expertise with the ease of access on the territory of a local office.

NSELED Europe also acts as a Sample Center for the European market: in the two NSELED showrooms present on Italian soil, the customer can come into contact with the products and test their quality before purchasing.



# The name



NSE stands for New Signage Evolution

## THE MISSION

To provide our customers with innovative, high-performance, easy-to-use and cost-effective digital signage and LED display solutions.

## THE OFFICES

Located in Italy, NSELED Europe has two offices:

- the headquarters in Milan, with an operating space of 800 sqm, houses the showroom, the maintenance and after-sales assistance centre;
- the Palermo office, in charge of following customers in Central and Southern Italy.

## THE QUALITY

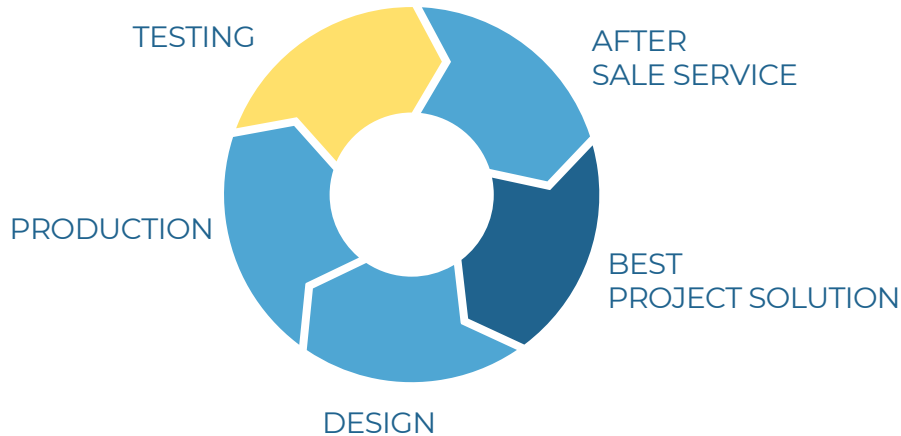
NSELED develops digital communication solutions that are, at the meantime, highly technological and user-friendly, satisfying the leading trends in coordinated multi-channel communication.

The integration of research and development, production, marketing consultancy e after-sales assistance constitutes the reason for the success of NSELED in a highly competitive and fast moving market like that of high-tech.



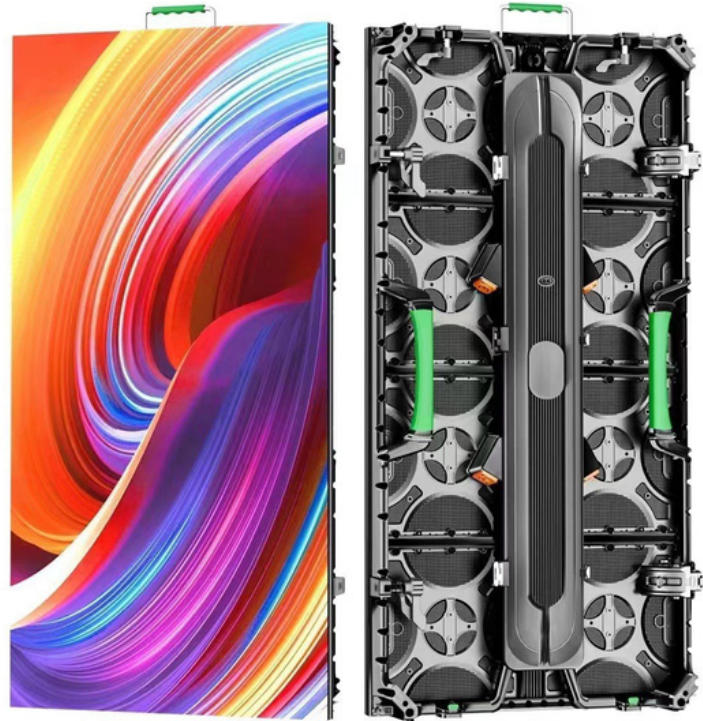
## THE PHILOSOPHY

A circular system in which listening to customer requests is converted into design and production of increasingly optimized products in terms of performance, usability and consume.



## THE QUALITY

NSELED embraces the customer-driven strategy. The portfolio of indoor and outdoor digital screen solutions is constantly expanding. To meet the needs of an attentive clientele like the European one, NSELED Europe has developed a product proposal that fit the purpose, with scrupulous attention to detail."



# Products

## TOTEM OUTDOOR

The showpiece of NSELED's R&D department.

The Totem LED combines the most advanced technology with an essential and elegant design suitable for dialogue with any context. A slim aluminum frame ensures aesthetic lightness and an extraordinary ease of movement.

Connectivity via LAN, USB, HDMI, WIFI and CLOUD.

It can be equipped with an external light sensor to optimize brightness."





# Products

## TOTEM INDOOR

NSELED's best seller

Plug&Play: the Totem only needs an electrical outlet to work and a smartphone to charge graphics remotely.

It has a “synchronous and asynchronous dual-mode media player”. The Totem LED is equipped with 8GB of internal memory and supports USB expansion.

For an even more immersive experience, it can be connected to audio speakers.



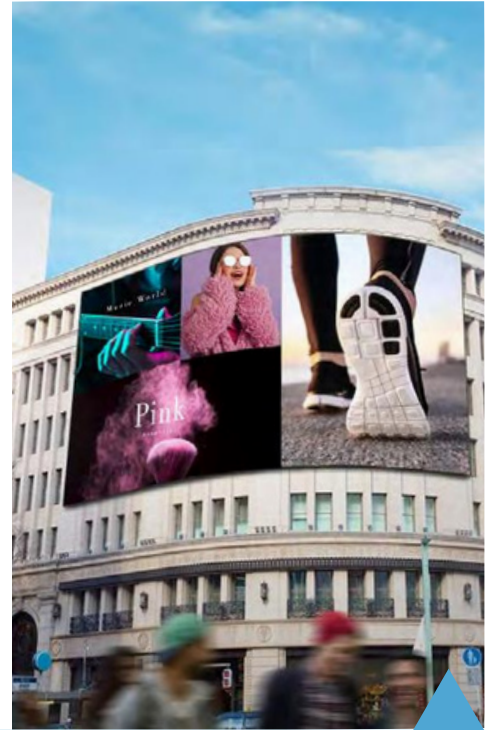
# Products

## OUTDOOR LED SIGNAGE

Our modular digital LED signs are ideal for street advertising and outdoor communication.

The unrivaled brightness of NSELED's Modular LED Signage makes it perfectly suited to external environments. Furthermore, thanks to a recent innovation, LED displays have become even more resistant to climatic stresses, thus offering excellent durability of the product even in tough environment.

Remote connectivity completes the ductility and practicality of use sought by NSELED.



# Products

## INDOOR LEDWALL

Composed of modules without any perceptible solution of continuity and connected to an external player, NSELED LEDwalls allow you to cover any space making it immediately a communication and entertainment tool for customers and passers-by. The ease of updating the graphics excludes the obsolescence process that printed advertising graphics go through.

More than 100,000 operating hours guaranteed.



# Products

## FLEXIBLE LED DISPLAY

For a seamless viewing experience, NSELED has conceived the flexible LED displays. The lighter display (-20%) accompanies the shapes of any surface and allows for any project that the imagination can imagine, guaranteeing the NSELED image quality level.



# Products

## TRANSPARENT LED SHOPWINDOW

With an incredible brightness, the transparent LED displays are visible 24/7, even in bright sunlight, in perfect integration with the surrounding environment. Our modular digital LED signs are ideal for advertising.



# Products

## MAGIC CUBE

The digital LED display becomes 3D to attract attention at 360° and to increase the in-store customer traffic.

Magic Cube is an intelligent advertising tool, capable of strengthening the identity and the brand recognition.



## THE CERTIFICATIONS

NSELED products meet the standards of the most stringent international regulations.



NSELED owns a state-of-the-art Product Testing Laboratory in Shenzhen where the products are tested in every detail. Each stage of production complies with ISO 9001:2000 International Quality Control Process.

## THE PATENTS

NSELED believes in continuous research and innovation. The R&D team recorded innumerable product design patents and 2 product invention patents.



## THE ASSISTANCE

NSELED Europe offers itself as a partner right from the design stage: together they analyze needs and intentions, creating a layout suitable for the context and objectives of the customer. NSELED Europe remains a constant reference throughout the aftermarket experience.

### TAILORED ADVICE

The NSELED team is available to design solutions to suit every need.

### CREATIVE STUDIO

For the production of creative graphics and videos to make the most of the Customer's communication potential.

### TRAINING

NSELED training allows the customer to take full advantage of the investment independently.

### AFTER SALES ASSISTANCE

Technical and commercial support responds quickly and solves any problems you encounter."





## SERVICES

- Short-term rental (for events, fairs, temporary shops, etc. or to evaluate the commercial effectiveness of our products before purchasing)
- Sale

We also offer financial benefits:

- Operational rental
- Leasing

## THE PARTNERS

**GRENKE®**

**dLL** financial solutions  
partner

## THE MARKET

The global digital signage market was estimated at USD 16.3 billion in 2021, grew to USD 24.86 billion in 2022 and is forecasted to expand at a compound annual growth rate (CAGR) of 8.0% from 2023 to 2030.

This market growth is accredited to the increasing demand for the digitized promotion of products and services to attract the attention of the target audience in an effective and creative manner.

Asia, especially China, Japan and South Korea, are driving the market with a strong and mature demand.

The Asian market has driven a rapid technological evolution which has consequently lowered production prices.

North America and Europe follow the trend with a lag: the market will see blooming in next two years.

## OPPORTUNITIES

Key factors driving the growth of the digital signage market include:

- rapid digitisation,
- investment in digital infrastructure in emerging countries;
- the increasing adoption of digital signage in shops, public spaces and services, entertainment, etc.
- the continuous technological advances of display technology.
- increasing demand for bright and energy efficient displays
- the decline in demand for traditional billboards.

The number of people using the Internet globally is growing rapidly, thanks to a further push to computerization given by the advent of covid.

Advertising companies target a broad audience base through integrated online communication. Internet advertising contributes to significant growth in advertising spending and stimulates investment in technological innovation.

Online communication campaigns can be played on LED displays, increasing the return on investment in digital communication.

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## COMMERCIAL ADVANTAGES

The use of digital signage allows companies to:

- reach customers and interact efficiently and effectively
- attract new business opportunities
- increase brand awareness
- inform prospects and customers about the product offer
- improve the operational efficiency of companies, capturing the attention of passers-by
- promote new products on the market and channel the dynamics of choice
- improve and expand the customers' in-store experience"





Ready to disPLAY

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