



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.

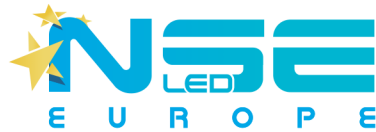
The headquarters in Italy allows us to provide customers with a superior quality customer experience, thanks to consultancy services, installation, after-sales assistance, etc.

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

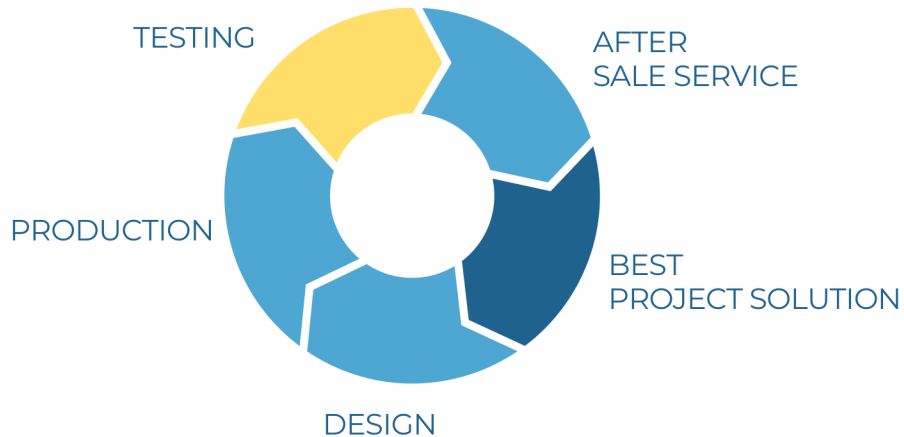
NSELED develops digital communication solutions that are, at the meantime, highly technological and user-friendly, satisfying the leading trends in coordinated multi-channel communication.

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.



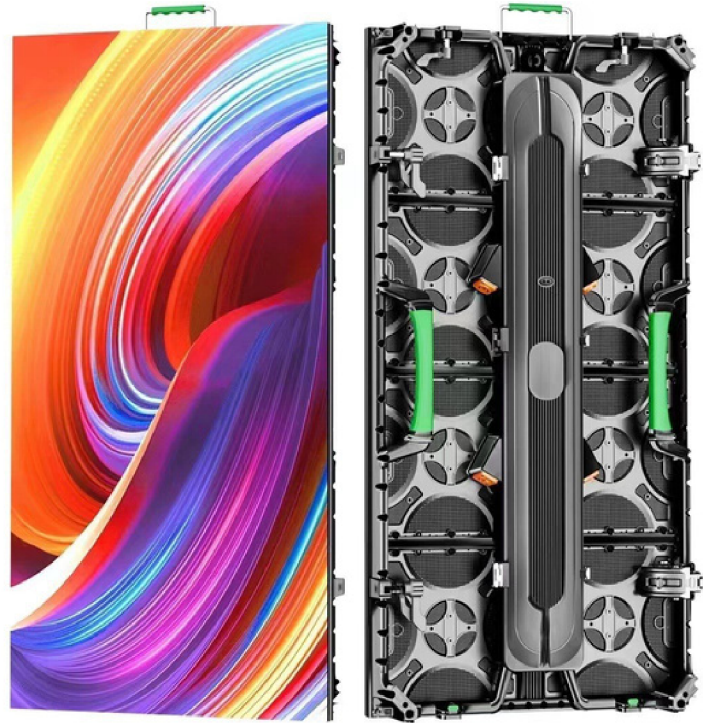
THE PHILOSOPHY

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 COLLECTION

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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.



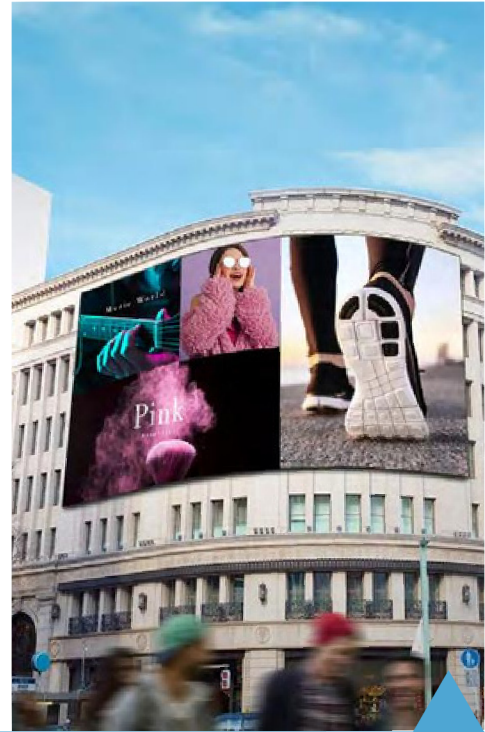
Products

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

RENTAL LED DISPLAY

Stages, concerts, events: Rental Series LED displays are designed for those occasions where you need to deliver high-impact visual experiences in no time. Easy to transport and assemble, they allow you to set up LED walls of any size in no time.



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.





DOOH
INSTALLATIONS

COMPANY
PROFILE

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Some installations

OUTDOOR LED DISPLAY

COLORFUL

LOCATION: Singapore
PRODUCT: OTV Series - Size: 22x4m
PP: 3.91 mm

HUAWEI

Some installations

OUTDOOR LED DISPLAY

LOCATION: Guatemala
PRODUCT: OF Series - Size: 19.2x5.76m
PP: 8 mm



Some installations

OUTDOOR LED DISPLAY



LOCATION: Ecuador
PRODUCT: OF Series - Size: 11.52x3.84 m
PP: 10 mm



Some installations

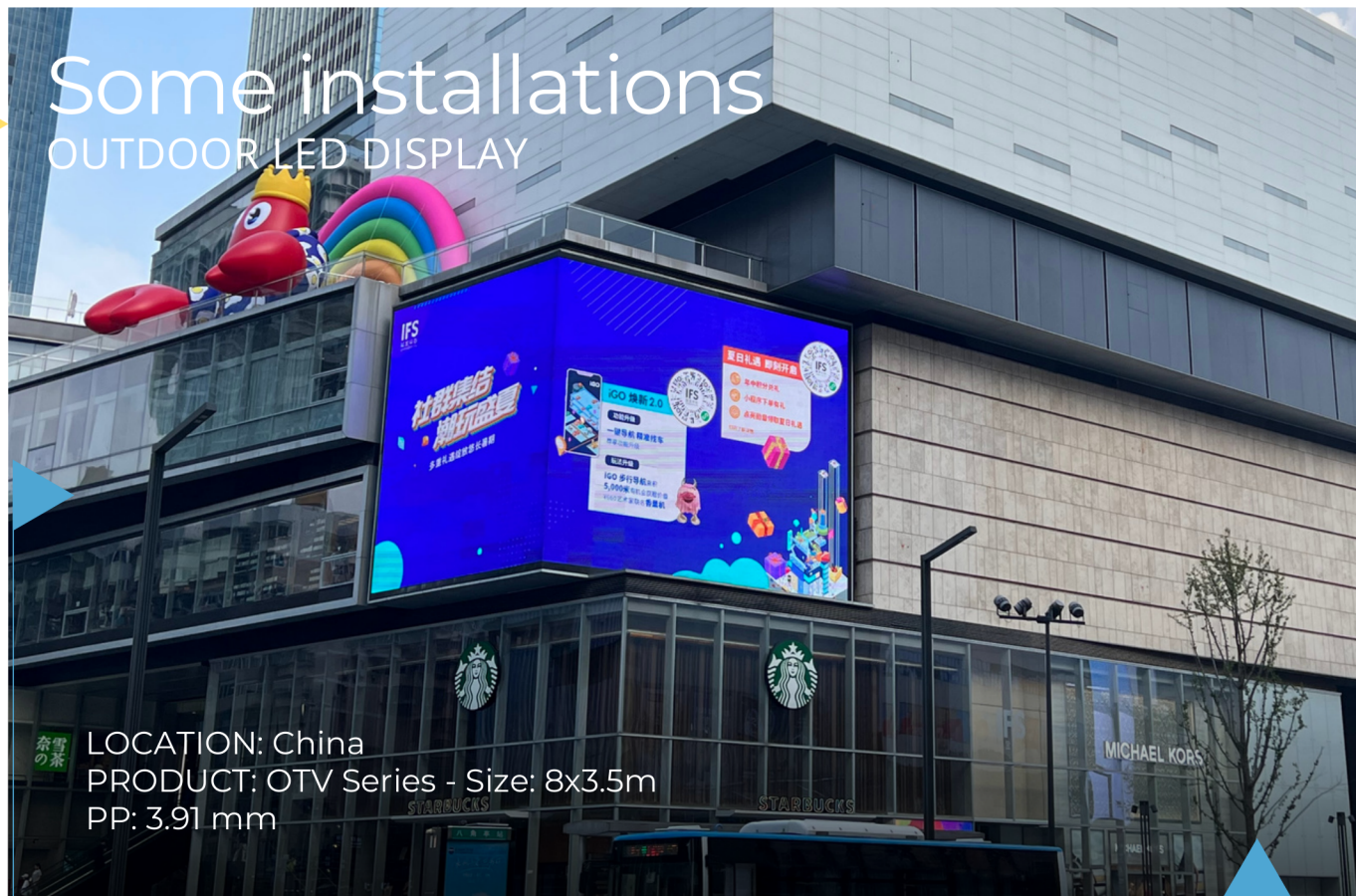
OUTDOOR LED DISPLAY



LOCATION: Malaysia
PRODUCT: OTV Series - Size: 14x6m
PP: 6.67 mm

Some installations

OUTDOOR LED DISPLAY



LOCATION: China
PRODUCT: OTV Series - Size: 8x3.5m
PP: 3.91 mm

Some installations

OUTDOOR LED DISPLAY



LOCATION: USA

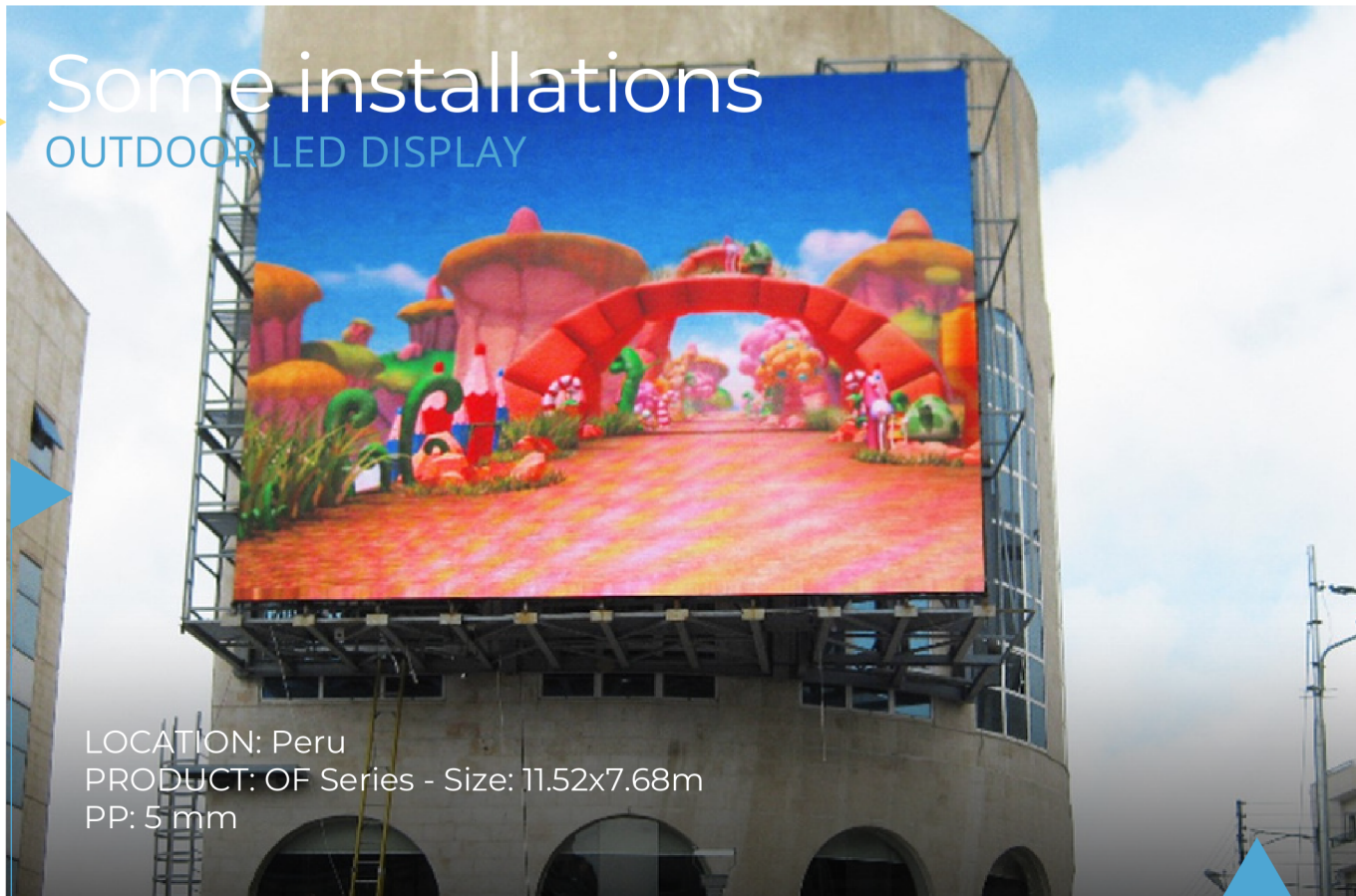
PRODUCT: OTV Series - Size: 9x5m

PP: 3.91 mm

Some installations

OUTDOOR LED DISPLAY

LOCATION: Peru
PRODUCT: OF Series - Size: 11.52x7.68m
PP: 5 mm



Some installations

OUTDOOR LED DISPLAY



LOCATION: Mexico
PRODUCT: OTV Series - Size: 15x6m
PP: 3.91 mm

Some installations

OUTDOOR LED DISPLAY



LOCATION: Philippines
PRODUCT: OF Series - Size: 9.6x5.76m
PP: 10 mm

Some installations

OUTDOOR LED DISPLAY

LOCATION: UK
PRODUCT: OTV Series - Size: 15.36x5.76m
PP: 6.67 mm





SERVICES AND
ASSISTANCE

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





MARKET AND OPPORTUNITIES

THE MARKET

The global digital signage market was estimated at USD 16.3 billion in 2021 and likely reached around USD 26.76 billion in 2023.

Looking ahead, analysts forecast a compound annual growth rate (CAGR) of around 5.8% to 8.1% from 2024 to 2030/2033. This growth is fueled by the rising demand for engaging and creative ways to promote products and services in a digital format.

Asia, particularly China, Japan, and South Korea, remains a key driver with its strong and established market. This regional dominance has spurred rapid technological advancements, ultimately leading to lower production costs.

North America and Europe are expected to follow suit, with significant market growth anticipated in the coming years.



OPPORTUNITIES

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

- Rapid digitization: Accelerated digital transformation across industries and sectors.
- Investment in digital infrastructure in emerging countries: Increased funding for digital infrastructure development in regions such as Asia-Pacific, Latin America, and Africa.
- Increasing adoption of digital signage in diverse environments: Expanded use in retail, public spaces, healthcare, transportation, entertainment, and corporate settings.
- Continuous technological advances in display technology: Innovations offer higher resolution, better color accuracy, and energy efficiency.
- Increasing demand for bright and energy-efficient displays: Growing preference for displays that are not only vibrant but also consume less power.
- Decline in demand for traditional billboards: Shift towards more dynamic, interactive, and measurable advertising solutions.

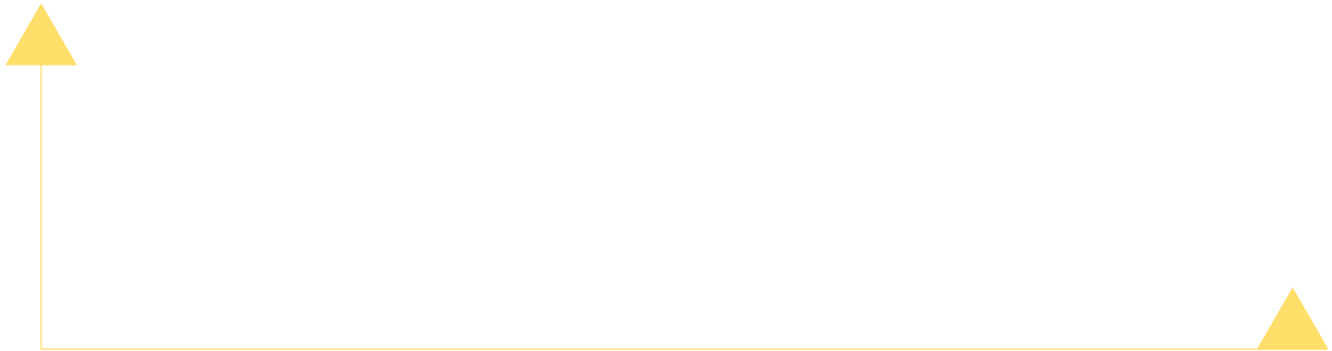
Advertising companies are increasingly targeting a broad audience base through integrated online communication strategies. Internet advertising significantly contributes to overall advertising spending and encourages investment in technological innovation.

Online communication campaigns can be displayed on advanced LED screens, enhancing the return on investment in digital communication strategies.

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"



BUSINESS GOALS

The company's key business goals in the short and medium term include:

Expanding its product portfolio: NSELED is committed to continuously developing new LED display solutions that offer advanced technology and enhanced usability at an affordable cost. This includes expanding its range of commercial LED displays to cater to the evolving needs of its customers.

Enhancing customer experience: NSELED places a strong emphasis on providing a seamless customer experience, guiding clients through every step of the process from design to installation.

Strengthening its market presence: With its European headquarters, warehouse, and showroom located in Milan, NSELED is focused on solidifying its position as a leading provider of LED display solutions in the European market.

Maintaining quality: Upholding these standards will remain a key priority for the company in the short and medium term.





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