

---

## Electronic Shelf Label

---

# SPECIFICATION

Product Name:	2.1 inch Electronic Shelf Label
Model:	SETB0213 series
Description:	212x104 Pixels
	Bluetooth 5.0
	Based on Cloud Platform(optional)

---

Dalian Sertag Technology Co., Ltd

E-mail: [sales@sertag.com](mailto:sales@sertag.com) Website: [www.eslmfg.com](http://www.eslmfg.com)

REV	DSCRIPTION	RELEASE DATE	EDITO R
2.0	Preliminary Release	2018/1/1	Ning

SERTAG CONFIDENTIAL

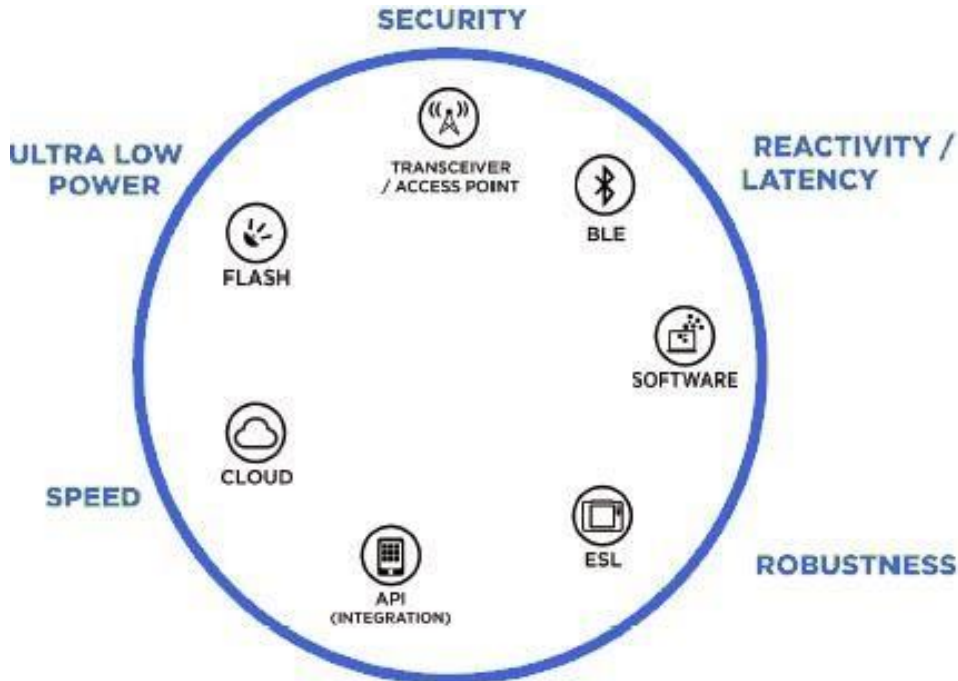
# Contents

1. General Description .....	4
2. Feature .....	4
3. Specification .....	5
4. Product Series .....	8
5. Why Select SERTAG Label? .....	8

SERTAG CONFIDENTIAL

## 1. General Description

SERTAG's platform is a complete hardware-software system combining Bluetooth5.0 wireless communication and ESL tags, in-store navigation, ultra-low power displays, merchandising supports and tools and server infrastructure (cloud, distributed or in- store). SERTAG's platform is open to the third-party technologies and enables interconnection with any situation software or system. It offers the flexibility you need to anticipate and overcome any challenge.



SETB0213 series ESL tags with high definition displays can be adapted to any sales scenarios. It supports text, promotion, QR code or barcode and can be reused with no paper required. It can be used for different application, such as the retails, warehouses and logistics management etc.

## 2. Feature

- Black/white color or Black/white/red or Black/white/yellow color available
- Cloud or local Server based options
- Bluetooth 5.0 wireless communication
- 212x104 pixels full graphic, E-Paper displays
- Perfect for the retails, warehouses and logistics management.

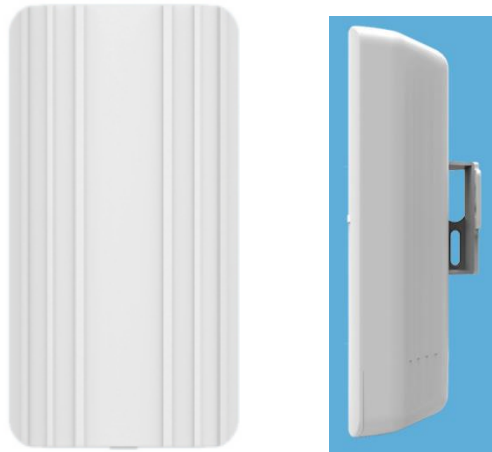
### 3. Specification

#### 3.1 2.13 inch Electronic Shelf Label



Item	Specification	
Model	SETB0213N	SETB0213R/Y
Screen Size	2.1 inch (diagonal)	
Dimension	74.0x40.0x12.0mm	
External (W x H x D)		
Visible screen area (W x H)	48.7 x 24.5mm	
Display		
Pixels	212 x 104 (22,048)	
Dots per inch (DPI)	95	
Display Type	Black and white Colors Bi-stable EPD(E-ink Display)	Black, white and Red/Yellow Colors Bi-stable EPD(E-ink Display)
Orientation	Landscape or Portrait	
Viewing angle	Near 180°	
Appearance	Standard unit available with white frame	
Unit identifier barcode	Recognized by Scanner or Labeling on back	
Operational		
Operating temperature Range	0°C to 50°C +32°F to 122°F	
Storage temperature range	-20°C to 70°C -4°F to 158°F	
Fittings	Supported by multiple fitting options – stands, adapters, individual long-length shelf-rails. Additional specialist fittings also available upon request.	
Weight	37g	
Communications	2.4G wireless	
Battery	2*CR2450 Battery	
Work time	3 ~ 5years(3 times refresh per day)	
Options		
Frameocolors available	Yes (MOQ applies)	

### 3.2 Access Point (AP)









Item	Specification
Model	Gateway01C
Communication	2.4G BLE5.0/BLE4.0 wireless
Number of EGateway1C Cover	Each covers 500 ESLs
Covered distance	30m (Radius)
Size	173.0 x 90.0 x 56.9mm
Working Temperature	-10°C ~ + 60°C
Power supply	DC +5.0V or POE
Port to Server	WIFI or Ethernet cable
Installation way	Screw
Waterproof/Dustproof	IP54

### 3.3 Shelf Rail and Dismounting tool

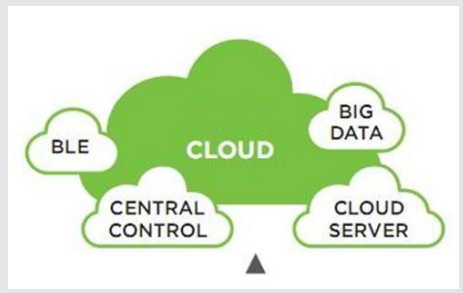


Item	Specification
Model	SETB-B
Appearance	Standard unit available with white shelf rails
Size	Width x 40mm The length of Rail is flexible, up to the customer
Weight	135g/m
Fixing hole pitch	22mm 0.87"
Theft proof function available	Yes
Dismounting tool available	Yes
Shelf Rails colours available	Yes (MOQ applies)

## 4. Product Series

Specification	Front Image	Back Image
<b>Model: SETB0213N</b>  Frame Color: White PixelColor: Black, White		
<b>Model: SETB0213R</b>  Frame Color: White Pixel Color: Black, White, Red		
<b>Model: SETB0213Y</b>  Frame Color: White Pixel Color: Black, White, Yellow		

## 5. Why Select SERTAG Label?

Advantages	Pictures
<b>ESL Cloud</b> <ul style="list-style-type: none"> <li>• ESL Cloud system is a cloud server based complete solution with hardware and auto-updating software.</li> <li>• All ESL tags can be controlled anytime and anywhere with cloudserver.</li> <li>• All data can be shared on the cloud.</li> </ul>	



**API interface**

- We can provide API interface to the third-party, whom can strengthen management ability by embedding our ESL into their own system, and providing more powerful, flexible and competitive solution to end customers.
- Combine ERP with ESL perfectly to make products more competitive.



**Bluetooth beacon function**

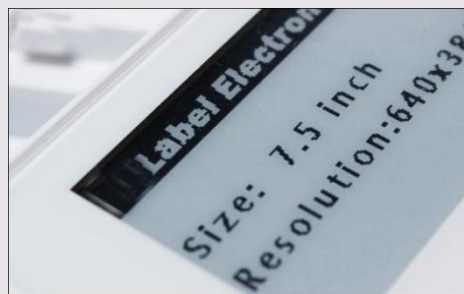
- It can set and record the location of different commodities to facilitate the management. Error is less than 1m.
- Can expand new functions by developing APP. For example, APP will choose the best way and guide customers to the commodities that they are searching for.



**Superior readability**

- High Contrast: Use E-paper display with black and red on 'paper-white' background.
- Near 180° viewing angle with excellent readability, compare to CH LCD ESL:

	SERTAG Label	CH-LCD ESL
Viewing angle	Near 180°	120°
Contrast Ratio	20:1	8:1



**Custom-made Template design**

- It's easy to edit and create display templates.
- You can use any font in your system. It also enable any combination of text and images including QR code, Barcode, logos, pictures, etc.
- Negative explicit mode and special symbols are available.



**Versatility**

- ESLs available in a range of different sizes and specifications to suit all requirements across an entire retail estate.
- It can be customized with many functions to enhance customers' experience.

