

Electronic Shelf Label

SPECIFICATION

Product Name: 2.9 inch Electronic Shelf Label

Model: SETB0290 series

296x128 Pixels

Description: Bluetooth 5.0
Based on Cloud Platform(Optional)
CE&RoHs Compliance

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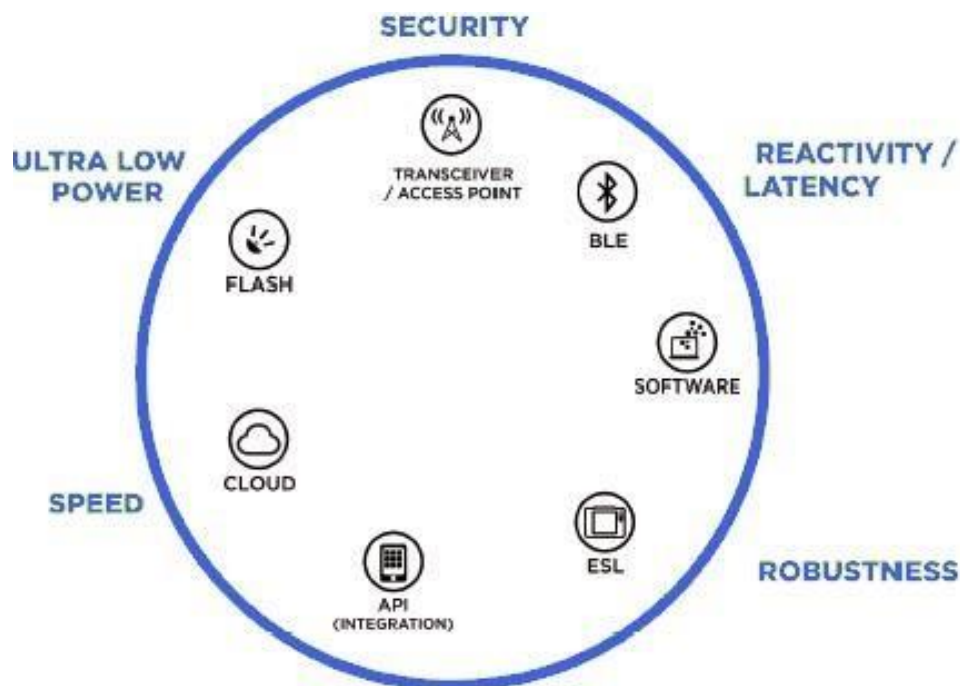
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2.0	Preliminary Release	2018/1/1	Ning

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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.



SETB0290 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 color available
- Cloud or local Server based options
- Bluetooth 5.0 wireless communication
- 296x128 pixels full graphic, E-Paper displays
- Perfect for the retails, warehouses and logistics management.

3. Specification

3.1 2.9 inch Electronic Shelf Label



Item	Specification	
Model	SETB0290N	SETB0290R
Screen Size	2.9 inch (diagonal)	
Dimension	93.0x44.0x12.3mm	
External (W x H x D)		
Visible screen area (W x H)	66.9 x 29.0mm	
Display		
Pixels	296 x 128 (37,888)	
Dots per inch (DPI)	112	
Display Type	Black and white Colors Bi-stable EPD(E-ink Display)	Black, white and Red 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	45g	
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

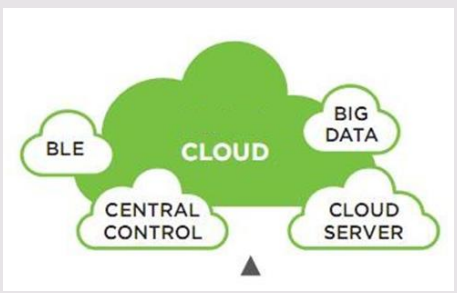






Item	Specification
Model	SERTAG-B
Appearance	Standard unit available with white shelf rails
Size	Width x 40mm The length of Rail is flexible, up to the customer
Weight	135g/m
Fixing hole pitch	22mm 0.87"
Theft proof function available	Yes
Dismounting tool available	Yes
Shelf Rails colours available	Yes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

4. Product Series

Specification	Front Image	Back Image
Model: SETB0290N Frame Color: White PixelColor: Black, White		
Model: SETB0290R Frame Color: White Pixel Color: Black, White, Red		

5. Why Select SERTAG Label

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

<p>Bluetooth beacon function</p> <ul style="list-style-type: none"> • It can set and record the location of different commodities to facilitate the management. <p>Error is less than 1m.</p> <ul style="list-style-type: none"> • 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. 										
<p>Superior readability</p> <ul style="list-style-type: none"> • 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: <table border="1" data-bbox="231 795 813 963"> <thead> <tr> <th></th> <th>SERTAG</th> <th>CH-LCD ESL</th> </tr> </thead> <tbody> <tr> <td>Viewing angle</td> <td>Near 180°</td> <td>120°</td> </tr> <tr> <td>Contrast Ratio</td> <td>20:1</td> <td>8:1</td> </tr> </tbody> </table>		SERTAG	CH-LCD ESL	Viewing angle	Near 180°	120°	Contrast Ratio	20:1	8:1	
	SERTAG	CH-LCD ESL								
Viewing angle	Near 180°	120°								
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<p>Custom-made Template design</p> <ul style="list-style-type: none"> • 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. 										
<p>Versatility</p> <ul style="list-style-type: none"> • 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. 	