

## Electronic Shelf Label

# SPECIFICATION

Product Name: 4.2 inch Electronic Shelf Label

Model: SETB0420 Series

400\*300 Pixels

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Description: Bluetooth 5.0 wireless communication

Based on Cloud Platform(Optional)

For the retail, hospital and work position card etc

RoHS compliance

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REV	DSCRIPTION	RELEASE DATE	EDITOR
2.1	Updating	2018-1-2	Ning

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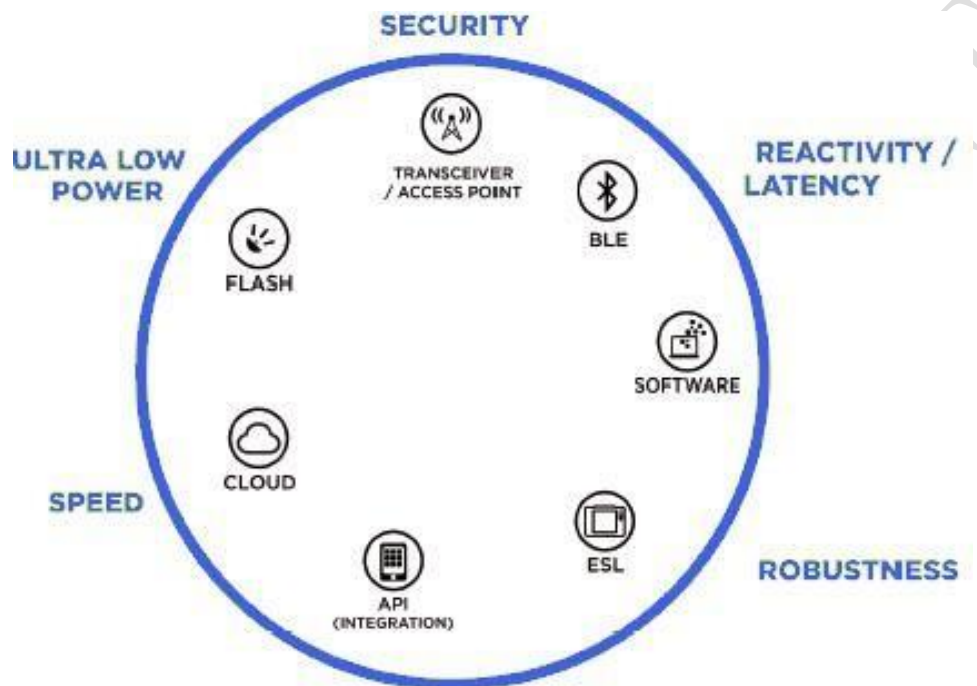
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## 1. General Description

SERTAG's platform is a complete hardware-software system combining Bluetooth4.0 wireless communication and ESL tags, in-store navigation, ultra-low power displays, merchandising supports and tools and server infrastructure (cloud, chain-store 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.



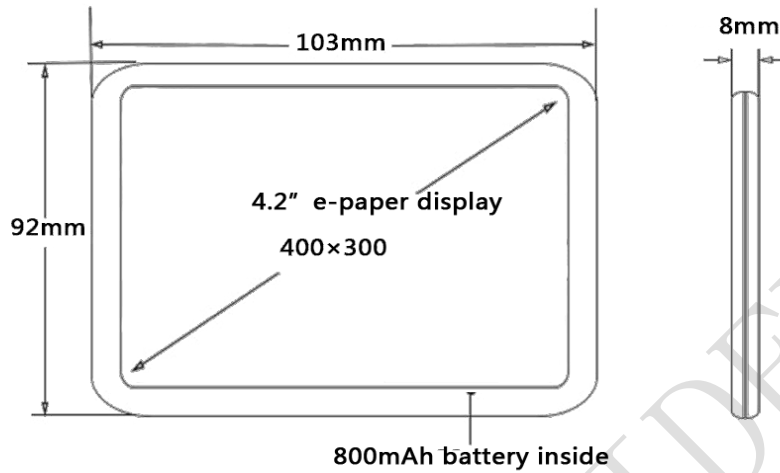
SETB0420 series ESL tags with large high definition displays can be adapted to any sales scenarios. It supports extra large text, promotion, QR code or bar code and can be reused with no paper required. It can be used for different application, such as the retails, fruits & vegetable, hospital and work position card etc.

## 2. Feature

- No light pollution
- Black, White, Red, Yellow color available
- Li-Ion Batteries
- Bluetooth 4.0/5.0 wireless communication
- 400x300 pixels full graphic, E-Paper displays

Cloud or local Server based options

### 3. Specification



#### 3.1 4.2 inch Electronic Shelf Label

Item	Specification	
Model	SETB0420N	SETB0420R
Screen Size	4.2 inch (diagonal)	
Dimensions	103.0x92.0x8.0mm	
External (W x H x D)	4.05 x 3.62 x 0.31"	
Visible screen area (W x H)	83.0 x 62.0mm 3.27" x 2.44"	
Display		
Pixels	400 x 300 (120,000)	
Display Type	Black , White Bistable EPD(E-ink Display)	Black, White and Red Bistable EPD (E-ink Display)
Orientation	Landscape or Portrait	
Viewing angle	Near 180°	
Appearance	White color	
Unit identifier Mac ID	Labeling on back	
Operational		
Operating temperature	0°C to 50°C +32°F to 122°F	

Storage temperature	-20°C to 70°C -4°F to 158°F
Power Supply	Li-Ion Battery 850mAh, 3.0V replaceable
Work time	2~3years for one battery
Weight	45g
Communications	2.4G Bluetooth 5.0 wireless

### 3.2 Access Point (AP)



Item	Specification
Model	Gateway01C
Communication	2.4G BLE5.0/BLE4.0 wireless
Number of KGateway1C 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/Bulletproof	IP54

### 3.3 Desk Stent



Model	E100195
Appearance	Standard unit available with white, blue, pink and orange
Size	65.0 x 75.0 x 75.0mm
Weight	45g

### 3.4 Crystal Stent




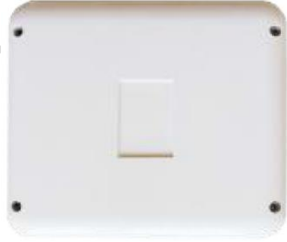


Model	E100196
Size	64 x 65x90mm
Weight	59g

### 3.5 NdFeB Magnet



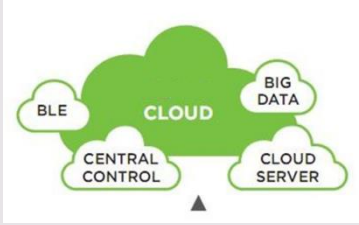



Item	Specification
Model	E100203
Size	30x20mm
Weight	3g

### 4. Product Series

Specification	Front Image	Back Image
<b>Model: SETB0420N</b>  Frame Color: White Display: Single Side Pixel Color: Black, White		
<b>Model: SETB0420R</b>  Frame Color: White Display: Single Side Pixel Color: Black, White and red		



## 5. Why Select SERTAG Label

Advantages	Pictures
<p><b>Cloud</b></p> <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 cloud server.</li> <li>• All data can be shared on the cloud.</li> </ul>	
<p><b>API interface</b></p> <ul style="list-style-type: none"> <li>• 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 endcustomers.</li> <li>• Combine ERP with ESL perfectly to make products more competitive.</li> </ul>	
<p><b>Superior readability</b></p> <ul style="list-style-type: none"> <li>• Black on 'paper-white' electrophoretic E-Paper display (EPD) without any light pollution.</li> <li>• Near 180° viewing angle with excellent readability.</li> </ul>	
<p><b>Custom-made Template design</b></p> <ul style="list-style-type: none"> <li>• It's easy to edit and create display templates.</li> <li>• You can use any font in your system. It also enable any combination of text and images including QR code, Bar code, logos, pictures, etc.</li> <li>• Negative explicit mode and special symbols are available.</li> </ul>	

### 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.



### Bluetooth beacon function(Extensible)

- 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.



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