

---

Electronic Shelf Label

## SPECIFICATION

Product Name: Electronic Shelf Label(ESL)

---

Model: SETRV3-0420-40

---

Description: Based on Cloud Platform  
Communication band 2.4GHz

---

Dalian Sertag Technology Co., Ltd

E-mail: [sales@sertag.com](mailto:sales@sertag.com)

REV	DESCRIPTION	RELEASE DATE	EDITOR
3.0	Preliminary Release	2021/3/1	Leaker

SERTAG CONFIDENTIAL

# Contents

1. General Description .....	4
2. Feature .....	4
3. Specification .....	5
4. Network structure .....	6
5. Why Select SERTAG Label .....	7

SERTAG CONFIDENTIAL

## 1. General Description

SERTAG' s platform is a complete hardware–software system combining 2.4Ghz 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.

SETRV3 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 other kind of logistics management.

## 2. Feature

Black/white/Red colors are available for ESLs.

Cloud or local Server based options.

Communication band is 2.4GHz

### 3. Specification

#### 3.1 Product appearance



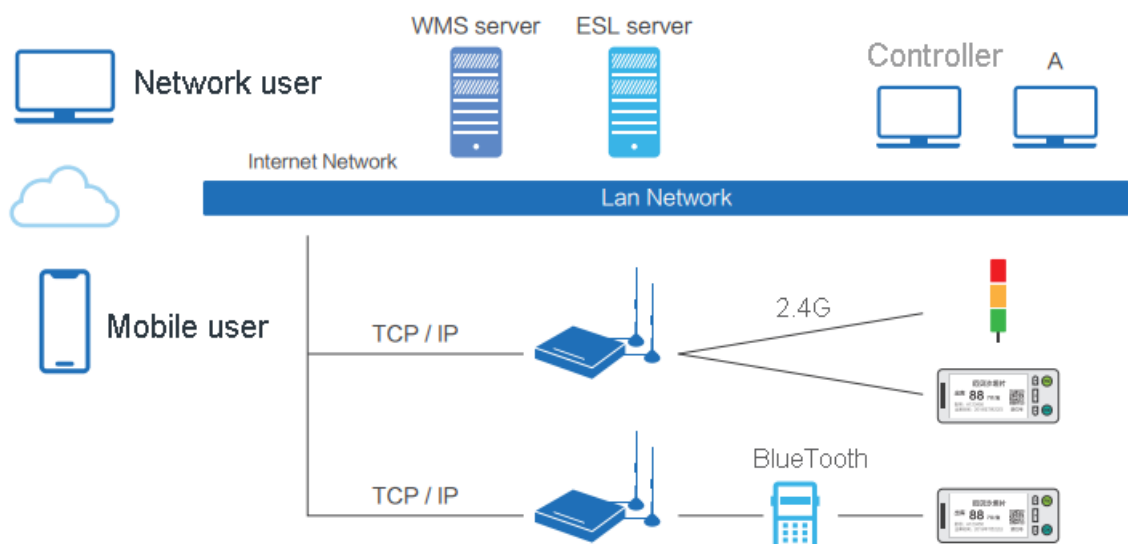
#### 3.2 Feature

NO.	ITEM	DATA
1	Part NO.	SETRV3-0420-40
2	Outline	99.2mm (H) × 89mm (V) × 12mm (D)
3	Weight	75g
4	Color Display	Black、White、Red
5	Display Size	4.2 inch
6	Display Resolution	400 (H) × 300 (V)
7	DPI	119
8	Active Area	84.8mm (H) × 63.6mm (V)
9	View Angle	>170°
10	Communication Band	2.4G
11	Communication Protocol	Private Protocol
12	Communication distance	Communication radius greater than 25m [open environment]
13	Communication success rate	100%
14	Operating temperature	0~40°C
15	Storage temperature	0~40°C
16	Operating humidity	45%~70%RH

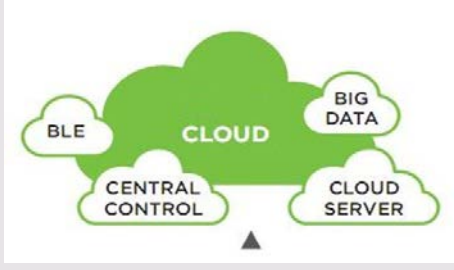

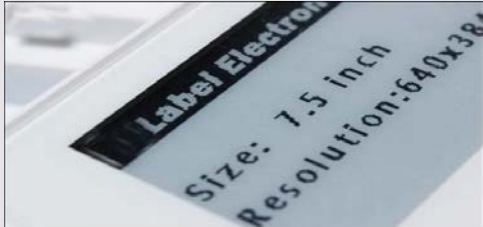

### 3.3 Function

NO.	ITEM	DESCRIBE
1	Data display	Support the transmission and display of other contents such as text, pictures, symbols and so on in any language.
2	NFC communication	Each tag can support NFC communication function. [optional]
3	Temperature detection	Each tag supports temperature sampling, and the system can be read.
4	Electric quantity detection	Each tag supports the power sampling function, which can be read by the system.
5	LED light flicker setting	<ul style="list-style-type: none"> <li>● Support 3 color independent control lights.</li> <li>● Each light flashing frequency is 1 time per second.</li> <li>● The flashing times of each lamp can be set by the user.</li> </ul>

### 4. Network structure



## 5. Why Select SERTAG Label

Advantages	Pictures
<p><b>ESL 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>• provided API interface to the third-party, for embedding our ESL into their own system, and providing more powerful, flexible and competitive solution to end customers.</li> </ul>	
<p><b>Superior readability</b></p> <ul style="list-style-type: none"> <li>• High Contrast: Use E-paper display with black and red on 'paper-white' background.</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, Barcode, logos, pictures, etc.</li> <li>• Negative explicit mode and special symbols are available.</li> </ul>	
<p><b>Versatility</b></p> <ul style="list-style-type: none"> <li>• ESLs available in a range of different sizes and specifications to suit all requirements across an entire retail estate.</li> <li>• It can be customized with many functions to enhance customers' experience.</li> </ul>	