

2.4G 4.2 inch Electronic Shelf Label SETRV3-0420-40 SPECIFICATION

BASED ON 2.4G COMMUNICATION CLOUD PLATFORM

DALIAN SERTAG TECHNOLOGY CO., LTD

| REV | DESCRIPTION | RELEASEDATE | EDITOR |
|-----|---------------------|-------------|--------|
| 3.0 | Preliminary Release | 2021/3/1 | |
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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 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 scenario. It supports text, promotion, QR code, or barcode and can be reused with no paper required. It can be used for different applications, such as another kind of logistics management.

2. Feature

- Black/white/Red colors are available for ESLs.
- Cloud or local Server based options.
- The communication band is 2.4GHz

3. Specification

3.1 Product appearance



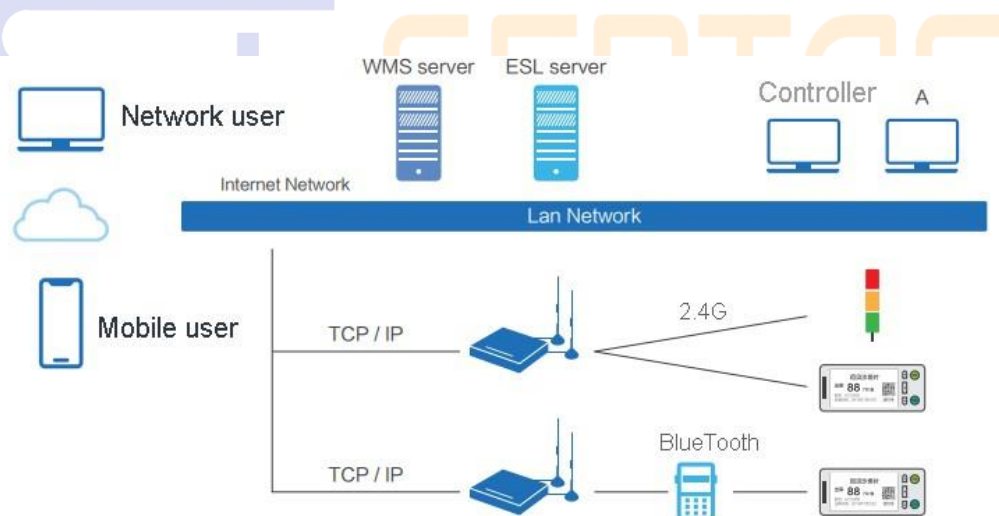
3.2 Feature

| 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 12~15m |
| 13 | Communication success rate | 100% |
| 14 | Operating temperature | 0~40°C |
| 15 | Storage temperature | 0~40°C |
| 16 | Operating humidity | 45%~70%RH |

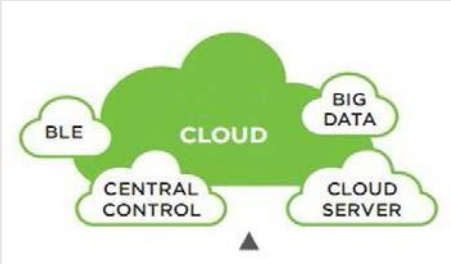




3.3 Function

| 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 the 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"> ● Support 3 color-independent control lights. ● Each light flashing frequency is 1 time per second. ● The flashing times of each lamp can be set by the user. |

4. Network Structure



5. Why Select SERTAG Label

| Advantages | Pictures |
|---|--|
| <p>ESL Cloud</p> <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 a cloud server. ● All data can be shared on the cloud. |  |
| <p>API interface</p> <ul style="list-style-type: none"> ● Provided API interface to the third-party, for embedding our ESL into their system, and providing a more powerful, flexible, and competitive solution to end customers. |  |
| <p>Superior readability</p> <ul style="list-style-type: none"> ● High Contrast: Use an E-paper display with black and red on a 'paper-white' background. ● Near 180° viewing angle with excellent readability. |  |
| <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 enables 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. |  |