

2.4G 3.5 inch Electronic Shelf Label SETRV3-0350-55 SPECIFICATION

BASED ON 2.4G COMMUNICATION CLOUD PLATFORM

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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



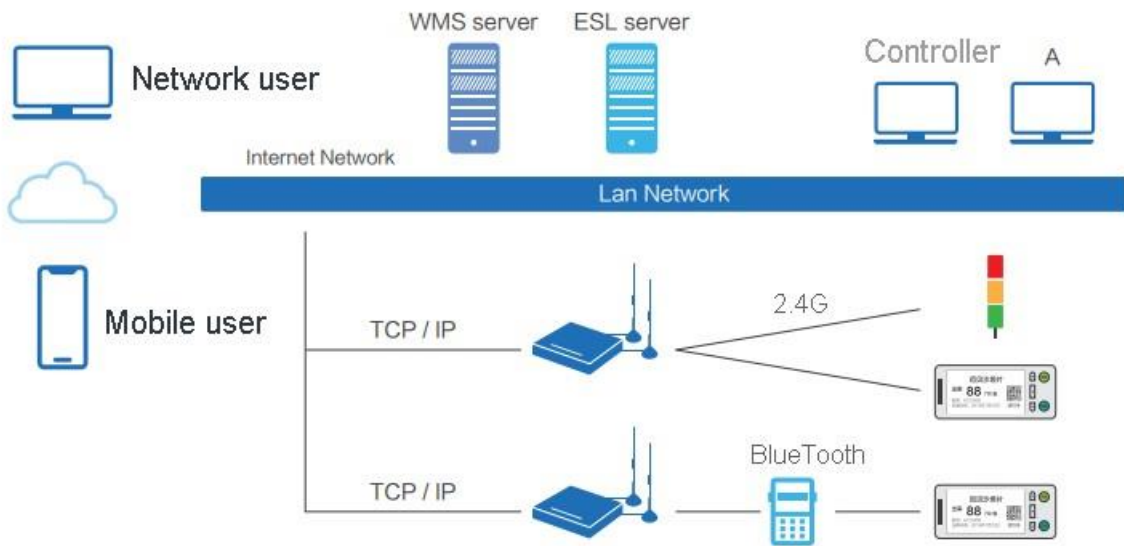
3.2 Feature

NO.	ITEM	DATA
1	Part NO.	SETRV3-0350-55
2	Outline	101mm(H) ×50mm(V)×12mm(D)
3	Weight	47g
4	Color Display	Black, White, Red
5	Display Size	3.50 inch
6	Display Resolution	384(H)×184(V)
7	DPI	122
8	Active Area	79.68mm(H)×38.18mm(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℃
15	Storage temperature	0~40℃
16	Operating humidity	45%~70%RH

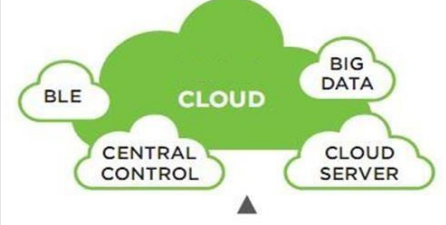

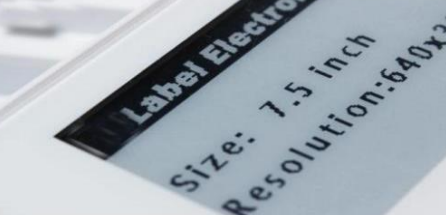

3.3 Function

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 1time 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 E-paper display with black and red on '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 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. 	