

2.4G 3.5 inch 4-Colors Electronic Label SETRV3-0350-86 Specification

DALIAN SERTAG TECHNOLOGY CO., LTD

■ Product Appearance



■ Product Introduction

The 3.5-inch four-color electronic label SETV3-0350-86 uses advanced E-Ink electronic paper technology and supports black, white, red and yellow four-color display, providing a more flexible price management solution for the retail industry. The electronic shelf label has ultra-low power consumption, high-definition visualization, remote wireless update and other features, enabling merchants to achieve fast and accurate product information adjustments and improve operational efficiency.

This electronic paper display label is suitable for multiple application scenarios such as supermarkets, convenience stores, warehouse management and medical care, helping digital upgrades. It supports text, pictures, QR codes or barcodes, and is reusable without paper.

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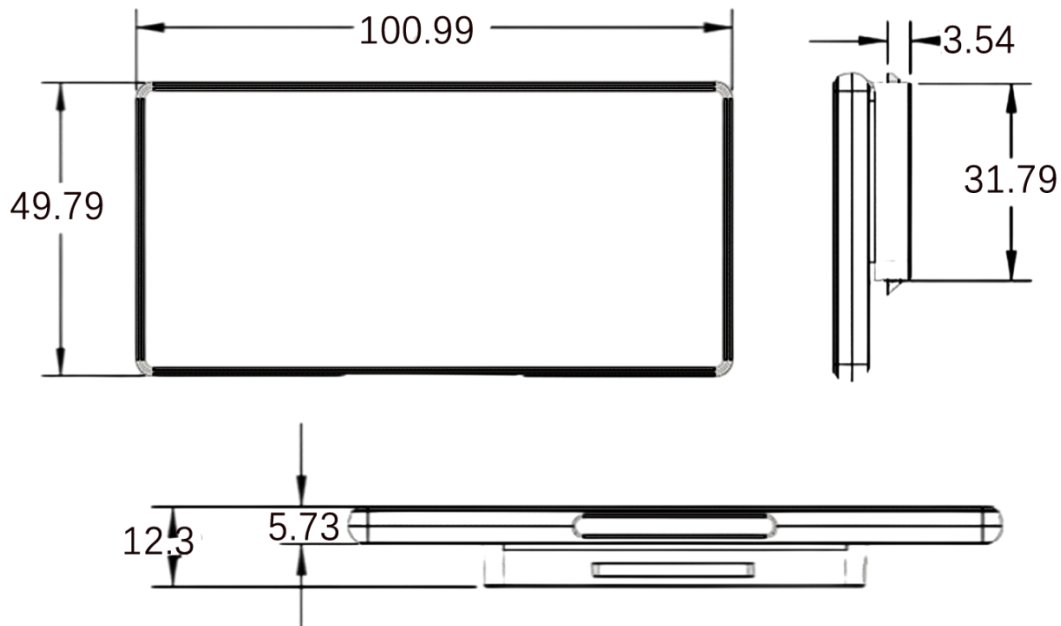
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■ Product Parameters

Item	Parameters
Model	SETV3-0350-86
Dimensions(mm)	100.99 x 49.79 x 12.3
Weight	46g
Display Technology	Full graphic E-ink display
Pixel Color	Black, white, red, yellow
Display Size	3.5 inch
Active Area(mm)	79.68 x 38.18
Resolution(Pixel)	384 x 184
DPI	122
Viewing Angle	>170°
Operating Temperature	0~40℃
Storage Temperature	0~40℃
Operating Humidity	45%~70%RH
Protection Grade	IP65
Battery	2 x CR2450
Wireless Connectivity	Private Protocol
ESL Operating Frequency	2.400~2.480GHz, Maximum EIRP≤10mW
Communication Mode	AP
Communication Distance	Within 30m (Open distance: 50m)
NFC	Yes
Wireless Firmware Update	Yes
Usable Pages	8
LED	Red, green, blue
Compliance	CE, RoHS

■ Product Drawing

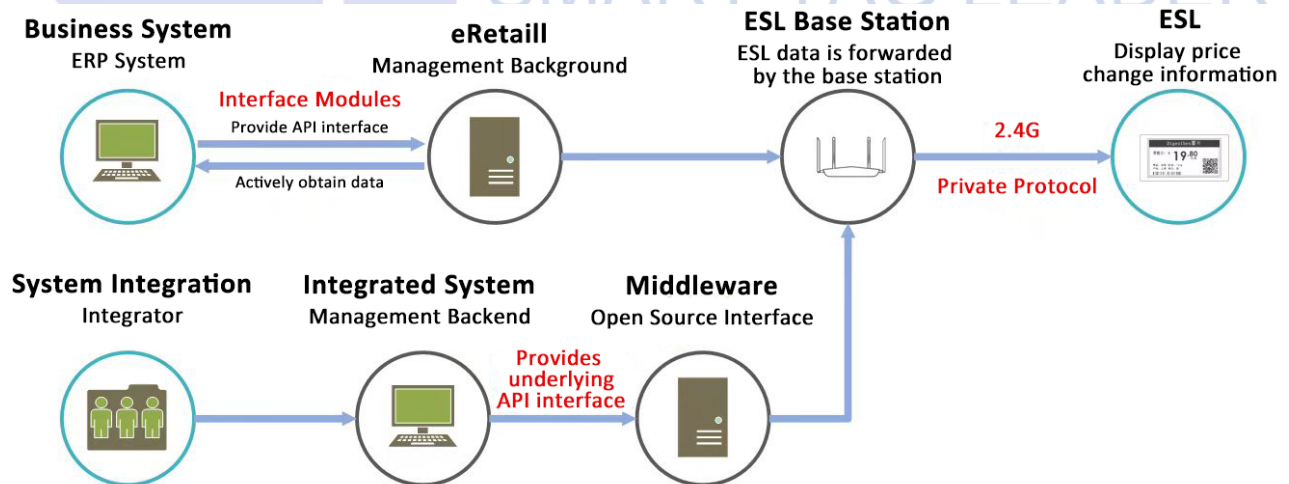


■ Main Function

NO.	Function	Description
1	E-ink Display	<ul style="list-style-type: none"> ● 3.5-inch black, white, red, and yellow four-color electronic paper display ● Low power consumption, long battery life ● Nearly 180° viewing angle
2	ESL Management	<ul style="list-style-type: none"> ● The ESL cloud system is a complete solution based on a cloud server, including hardware and automatically updated software. ● All ESL labels can be controlled anytime and anywhere through the cloud server. ● All data can be shared in the cloud. ● In addition to being deployed to the customer's cloud server, the centralized management system can also be deployed on a local physical server

3	NFC	<ul style="list-style-type: none"> Built-in NFC allows you to connect to your smartphone, send offers, switch to a new page or log in to an online store.
4	Wireless Communications	<ul style="list-style-type: none"> Support remote batch update of displayed content
5	Content Display	<ul style="list-style-type: none"> Supports the transmission and display of text, pictures, symbols, QR codes, barcodes and other content in any language. Supports DIY templates
6	API Interface	<ul style="list-style-type: none"> Providing API interfaces to third parties allows us to embed our ESL into users' own systems.

■ System Structure Diagram



■ ESL Solutions

The complete ESL (electronic shelf label) solution includes electronic tags, base stations, management software and accessories. The base station is responsible for wireless communication with the electronic tags to achieve remote updates of price and product information; the management software provides data synchronization, inventory management and price adjustment functions; accessories such as mounting brackets and batteries ensure the stable operation of the system. This solution can help retailers efficiently manage product information, improve operational efficiency, and optimize user experience.



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