

## ≡ OPTICON

### EE-153R electronic shelf label 1,5"

Electronic Shelf Labeling, also known by the acronym ESL, is a system mainly used by retailers for displaying product pricing on shelves. The full graphical display can be remotely updated using a RF based communication network. Automated ESL systems reduce pricing management labour costs and improve pricing accuracy.

Using a complex system of electronic shelf labels, the change of marking the goods on the shelves can be made in a matter of seconds. What is especially fantastic is the possibility that such a change can be made by the central pricing department of the store chain in all of its stores throughout the country without the need for manual intervention in places where goods are offered to customers.



Opticon electronic shelf labels differ in the way they are powered:

- the EE series has a built-in battery with a lifespan of 5 years, the ESL itself is not externally powered by electricity;
- the PE series has no power battery, the Power Rail system is required for operation;
- the RE series has a built-in rechargeable battery, a Power Rail system is required for charging

How the electronic shelf label (ESL) works:

YOUTUBE = 'xA8AQxDCqlw'

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