

≡ OPTICON

EE-201 electronic shelf label 2"

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.

The EE-201 is a high resolution fully graphical, e-paper based, display. Thanks to the high contrast of the display it is even possible to read barcodes off the display using a normal bar code laser scanner. Since the display only consumes power during radio transmission, and display updates, Opticon can guarantee an extreme long life time on only two small batteries.



Opticon's solution highlights

- Full centralized control and accuracy
- High flexibility in display content that is user-configurable
- Long-lasting battery (up to 7 years, depending on application and usage)
- High speed bi-directional communication
- Integrates with existing (retail) systems

Communication:

Use the barcode display feature and the bidirectional communication to locally update the price information of specific products. Here is what you can do to update the price information of a specific product without going all the way to the server room:

- Use an Opticon scanning device and scan the barcode on the ESL label.
- Update the price information on the scanning device.
- Send the updated price information to the server using the wireless communication technology of the scanning device.

Technical Description

Functionality & Operation	
CPU Type	CC2533-F96, 8051 core 8-bit MCU
Memory	INTERNAL ROM: 96 kB, INTERNAL RAM: 6 kB
Communication interface	IEEE 802.15.4 , 2.4 GHz
Display type	2" EPD, 200 x 96 pixels, 111 dpi , active area 45 x 22 mm
Electrical	
Main battery pack operating time	7 years (4 updates/day)
Power Source	2x CR2450
Mechanical	
Weight	40g
Dimensions	Width: 65mm, Height: 34mm Length: 15mm
Environment	
Ingress protection	IP54
Operating humidity (non-condensing)	20 to 60%
Operating temperature	5 to 50°C
Storage temperature	-20 to 60°C
Others	
Certifications	CE, EN 60950-1, FCC, IEC 60950-1, REACH, RoHS, EN 55022, EN 55024

