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EE-290 - electronic shelf label 2,9"

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-290 is a high resolution fully graphical, e-paper based, display. Thanks to the high contrast of the display it is even possible to read bar codes 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 a 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

Display type	2,9" EPD, 296 x 128 pixels, 112 dpi , active area 67 x 29 mm
Communication interface	IEEE 802.15.4 , 2.4 GHz
Memory	INTERNAL ROM: 128 kB INTERNAL RAM: 8 kB
CPU Type	CC2530-F128, 8051 core 8-bit MCU

Electrical

Power Source	2x CR2450
Main battery pack operating time	7 years (4 updates/day)

Mechanical

Weight	48g
Dimensions	Width: 88mm, Height: 45mm Length: 15.2mm

Environment

Operating temperature	5 to 40°C
Storage temperature	-20 to 60°C
Operating humidity (non-condensing)	20 to 60%
Ingress protection	IP54

Others

Certifications	FCC, RoHS, REACH, CE, IEC 60950-1, EN 60950-1, EN 55022, EN 55024
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