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EE-420R - electronic shelf label 4,2"

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-420R is the 4.2 inch e-paper ESL sold by Opticon. With its black, white and red colors it grabs the attention, and adds a bright and clear overview to your business. The EE-420R is a high resolution fully graphical e-paper display. Thanks to the high contrast of the display it is even possible to read barcodes off the display using a normal barcode laser scanner. The display only consumes power during radio transmission, as the display updates. Therefore Opticon guarantees a strong longevity 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 5 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	4.2" EPD, 400 x 300 pixels, 120 dpi , active area 84,8 x 63,6 mm
CPU Type	8051 core 8-bit MCU
Memory	Internal ROM: 256 kB, Internal RAM: 8 KB
Communication interface	IEEE 802.15.4 , 2.4 GHz

Electrical

Main battery pack operating time	5 years (2 updates/day)
Power Source	2x AAA alkaline baterie

Mechanical

Weight	101g
Dimensions	Width: 101mm, Height: 93mm Length: 16mm

Environment

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

Others

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