

## ≡ OPTICON

### EE-440 - electronic shelf label 4,4"

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-440 is a 4.4-inch, fully graphical, display e-paper display. The high contrast of the display enables easy barcode reading. The EE-440 is powered by 2 AAA batteries and only consumes power during radio transmission and display updates.



#### 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	4.4" EPD, 400 x 300 pixels, 113 dpi , active area 89,6 x 67,2 mm
CPU Type	CC2530-F128, 8051 core 8-bit MCU
Memory	INTERNAL ROM: 128 kB INTERNAL RAM: 8 kB
Communication interface	IEEE 802.15.4 , 2.4 GHz

## Electrical

Main battery pack operating time	3 years (4 updates/day)
Power Source	2x AAA alkaline baterie

## Mechanical

Weight	104g
Dimensions	Width: 106.52mm, Height: 90.86mm Length: 18.2mm

## Environment

Operating temperature	10 to 50°C
Storage temperature	-20 to 60°C
Operating humidity (non-condensing)	20 to 60%

## Others

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