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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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