

## ≡ OPTICON

### EE-150R electronic shelf label 1,5"

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-150R is a high resolution fully graphical, black/white/red e-paper based, display. This small size ESL is particularly suitable for small products on the shelf like pharmacy products. 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 one small battery.



#### Opticon's solution highlights

- Full centralized control and accuracy
- High flexibility in display content that is user-configurable
- Long-lasting battery (up to 4 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	1.5" EPD, 152 x 152 pixels, 140 dpi , active area 27,51 x 27,51 mm
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

## Electrical

Main battery pack operating time	4 years (4 updates/day)
Power Source	1x CR2450

## Mechanical

Weight	22.3g
Dimensions	Width: 45.5mm, Height: 39.9mm Length: 14.9mm

## Environment

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

## Others

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