

SmartTAG HD 200



LARGEST GRAPHIC LABEL WITH SMARTFLASH

KEY FEATURES

- **Flash capability** visible from up to 10 meters, configurable to customer or associate location
- **E-paper** graphic display for best readability in all circumstances
- **Largest screen** generally used for Fruit and Veg and Electronic appliances
- **Up to 7 year life time** and replaceable battery cassette (no housing tampering)
- **Bi-directional** communication, mandatory for geolocation solutions
- **Mounting solutions** for hanging, fixing vertically, clipping to a basket or putting on horizontal furniture

BASE SOFTWARE

- **SmartFLASH Activation** : indicates negative stock and / or promotions with flash
- **NFC Activation** : NFC-to-Web (marketing campaigns) and / or NFC-to-Product ID table (self scanning) included



SmartTAG HD label range
(graphic displays)



Advanced Digital Features

SmartFLASH (green light indicator)	Yes (upon activation)
Contactless (NFC)	Yes (optional)
Latency / reactivity	< 4 s
ESL and system ACK	Yes
Geolocation	Yes

Merchandising accessories

Customizable frame	Snap on, to be clipped on front Customizable colour and / or printable logo
Mounting solutions	Rails, individual attachments, fruit & veg and electronics mounting solutions

Software

System compatibility	Pricer Web Server R3.5 or later
Cloud enabled	Yes

Connectivity

Wireless	InfraRed PP4C / PP16
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Design

Article number	19800-01
Size [W x H x T] inches	5 x 7.5 x 0.39
Weight	240 g
Package size	10 labels/box
Protection	Extra protection available to increase water resistance for specific usages
Operating temp.	+5° to +40 °
Compliance	RoHS, WEEE

Display

Display technology	E-ink
Display size (inch.)	6.3 x 3.8 (800 x 480 pixels)
Resolution	126 dpi
Readable barcode on front for easy linking	Yes
Viewing angle	180°
Number of pages	3

Battery

Battery replaceable	Yes 3 battery cassettes (CR2032)
Lifetime	Up to 7 years (30 min com/ day and average of 3000 hours of flashing / year)