

SmartTAG HD M+ FREEZER



E-PAPER 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
- **Patented ESL** developed specifically for **fresh and freezer** environments
- **Only ESL to have an up to 7 year life time in freezer environment** and replaceable battery cassette (no housing tampering)
- **Bi-directional** communication, mandatory for geolocation solutions
- **Universal rail adaptation** and patented design to attach shelf talkers

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
Latency / reactivity	< 20 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, delicatessen and fish mounting solutions
Shelf-Talker fixing solutions	SmartCLIP to attach shelf talkers on the side SmartFRAME to attach shelf talkers on the side and around the label

Software

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

Connectivity

Wireless	InfraRed PP4C / PP16
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Design

Name	Medium
Article number	19513-01
Size [W x H x T] inches	2.8 x 1.4 x 0.4
Weight	26 g
Package size	25 labels/box
Protection	Water resistant
Operating temp.	-25 ° to +40 °
Compliance	RoHS, WEEE

Display

Display technology	E-ink
Display size (inch.)	1,9 x 1
Resolution	110 dpi
Readable barcode on front for easy linking	Yes
Viewing angle	180°

Battery

Battery replaceable	Yes, battery cassettes (CR2032)
Lifetime	Up to 7 years (depends on number of updates per day in freezer environment)