

## 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] mm	70 x 35 x 11
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 (mm)	48 x 26
Resolution	110 dpi
Readable barcode on front for easy linking	Yes
Viewing angle	180°
Number of pages	3

## Battery

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