

SmartTAG HD T

E-PAPER LABELS



PRICER 

smarttag

KEY FEATURES

- Optimized display for showing detailed product information at shelf edge
- 2.7" display color Black & White, and Black & White & Red
- Latest E-paper technology
- Near 180° viewing angle
- High contrast & resolution
- Antiglare treatment
- Flash (industry leading response time 1 sec)
- Busy Blink
- Replaceable battery cassette insert (5 second changeout)
- Highest bi-directional speed (up to 28 000 price updates per hour)
- Automated geolocation
- NFC enabled
- Universal rail adaptation
- Unique rear slot (SmartCLIP) for merchandise or technology adaptation
- Durable housing and frontal protection
- Front and rear facing barcode



SmartTAG HD label range
(graphic displays)

Advanced Digital Features

Automated Geolocation	Yes
SmartFLASH (light indicator)	Yes
Contactless (NFC)	Yes (optional)
ESL and system ACK	Yes

Connectivity

Optical Wireless Communication	Diffuse Infrared Light (1.245 MHz)
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Merchandising accessories

Customizable snap-on
Wide ranging mounting solutions, individual attachments and rails
Slot for the SmartCLIP with shelf-talkers (SmartFLAG & SmartCARD)

Software

System compatibility	Pricer Web Server R5 or later
Cloud enabled	Yes



Design

	Black/White	Black/White/Red
Article number	19550-01	19560-01
With NFC	19553-01	19563-01
Size [L x W x H]	3.2" x 1.9" x 0.4" / 81,60 x 49,00 x 12,60 mm	
Weight	36 g	
Package size	25 labels/box	
Water resistance	No (do not use B/W/R in humid environments such as fresh, coolers or fruit and veg areas)	
Freezer (option)	No	
Operating temp.	32°F to 104°F / 0°C to 40°C	59°F to 95°F / 15°C to 35°C
Operating humidity	20% RH to 60% RH	40% RH to 60% RH
Compliance	RoHS, WEEE, FCC/IC	
Barcode on front	Yes	
Security	Encoded proprietary protocol with restricted transmission (3 levels)	

Display

Display technology	E-paper
Display size	2.25" x 1.50" / 57.30 x 38.20 mm
Resolution	117 dpi
Viewing angle	Near 180°
Number of pages	3

Battery

	Black/White	Black/White/Red
Replaceable battery	Yes, battery cassette (2 x CR2032)	Yes, battery cassette (2 x CR2032)
Lifetime	up to 6 years	5 years
With 30 min com/day, 2 display updates/day, either 10 min Strong flash or 250 min Low flash per day, 1 second flash response time.		

Update speed

Price update	up to 28 000 labels/hour (466/min)
Promotion message and price update	up to 15 000 labels/hour
Full page update	up to 6 000 labels/hour