

Dynamic Communicator

The hub of the store network



The Dynamic Communicator is the hub of the in-store RF infrastructure and is responsible for managing the distribution of data across the full store network of ESLs. The Displaydata solution is simple to implement and no matter how large the area, the only in-store infrastructure required is the Dynamic Communicator and the electronic shelf labels (ESLs), removing the need for an in-store server and any software installation.

Simple, light-touch infrastructure

- Rapidly deployable infrastructure: No need for a server or software to be installed in-store
- Solution can be implemented with minimal store disruption and at minimal installation cost
- High data throughput rate means ESLs can be updated in-store quickly
- Ability to mix and match Displaydata's different ranges of ESLs over the same infrastructure for maximum flexibility
- Integrated wall/ceiling mounting bracket for ease of installation
- Communicators use Power over Ethernet (PoE) as their power source, only requiring a single Ethernet cable for installation
- An optional "mains" power supply unit (PSU) can be supplied separately where PoE is unavailable

True two-way communication

- Powerful two-way broadcast of price, product and promotional information to fully graphic electronic shelf labels with 100% accuracy
- Each ESL individually responds back to base, confirming that updates have been received and activated offering complete reassurance across an entire retail estate
- The Dynamic Solution provides status updates on battery power and ambient temperature and keeps a complete audit trail of updates

Long-range RF infrastructure

- Secure and reliable long-range two-way communication resilient to interference from other in-store communications i.e. 2.4GHz, WiFi, Bluetooth, Zigbee, etc
- Extensive store coverage: Up to 50,000 sq. ft (5000 m²) and up to 65,000 ESLs from a single Communicator which can be extended with additional Communicators
- Extensible RF infrastructure capable of supporting additional devices and communications protocols

Fully scalable

- Centrally managed and fully scalable, allowing everything from an individual display to every detail on every ESL across an entire retail estate to be updated easily, wirelessly and instantly
- Ability to easily add more Communicators and ESLs as and when required
- Works across all retail environments regardless of number of stores, store size, ceiling height or number of ESLs
- No limit to the size of retail estate we can deliver
- The Dynamic Communicator is a PoE device and can be driven from any standard Ethernet network

Network Stability & Resilience

- Extremely resilient against RF interference, Dynamic Solution coexists with other RF protocols in-store
- In the event that the 'Master' Communicator is disconnected or fails, the system will alert the users as the fault occurs
- The Dynamic Solution supports a 'Secondary Master' Communicator to take over wireless network management functions in the event of failure of the Master Communicator

Dynamic Communicator

Datasheet Dynamic Communicator

Technical specification

Technical data	
Dimensions	158 x 115 x 35 (in mm) 6.2 x 4.5 x 1.4 (in inches)
Aerial (length)	110mm 4.3"
Operational Power	1 x 10/100Mbit Ethernet port, Industry standard IEEE 802.3af PoE specification 1 x DC power input (optional)
Modes of operation	Master: Responsible for managing a store network of displays and communicators Note: Each store installation requires one Master Communicator Secondary Master: Replicates all wireless network management functions of the Master Communicator Note: Recommended for redundancy in case Master Communicator fails Range Extender: Extends the range of the RF coverage within the store. Managed by the Master Communicator
Operating temperature range	0°C to 65°C +32°F to 149°F
Storage temperature range	-20°C to 70°C -4°F to 158°F
Features	
LED	Single LED showing Power/status
Fittings	Integrated wall/ceiling mount Shaped rear for cable management Unique downwards-facing antennas
Communications	868Mhz or 915MHz ISM Band 2-way wireless

Technical data is subject to change at Displaydata's discretion.

Dynamic Solution

Displaydata's Dynamic Solution Suite features fully graphic, high definition, zero power displays of up to three colours. These are connected with a high-speed two-way RF 'light touch' infrastructure, and controlled by a suite of management and information software. Centrally managed and fully scalable, the solution easily, wirelessly and instantly updates everything from an individual ESL to an entire retail enterprise.

Displaydata's ESL Bluetooth Beacons enable promotional offers and added-value information to be sent direct to customers' smartphones, for a more engaging and rewarding in-store experience.

About Displaydata

Displaydata is the global leader in dynamic digital display solutions and fully graphic electronic shelf labels (ESLs), enabling in-store experiences that engage customers and reward retailers.

Displaydata combines strategic vision and commercial focus with world-class scientific, engineering and manufacturing expertise. Backed by powerful investors, and with an innovative and adaptive product roadmap, we're busy building and delivering technology that meets the future requirements of retail.

