



Datasheet

Max Beacon
Model: E2



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BRIEF INTRODUCTION

E2 is a max beacon with up to 240m broadcasting range and BLE 5.0 tech & 5 years of battery service; it is widely used in public areas including airports, train stations and museums for indoor positioning or commercial advertising.

MARKET APPLICATIONS

Smart Retail

Smart Airport

Smart Hospital

KEY FEATURES

- BLE5.0 & nRF52 Series
- Up to 240m Broadcasting Distance
- 4pcs AA Replaceable Battery
- Up to 5 Years Lifetime
- External Operation Button
- IP65 Waterproof&Dustproof
- OTA Upgrade Available

E2 Max Beacon



APPLICATION SCENARIOS



Shopping Habits Analysis & Precision Marketing

Based on the Bluetooth positioning technology and relative software development, users can achieve tracking of customer shopping habits & behaviors for precision marketing; also, the collected data can help users to adjust the commodity category and display to improve the economic profits.



Intelligent Navigation & Information Pushing

Through the reasonable installation of E2 in airports, helping passengers save time to find the boarding gate or proximity shops; besides, the admins can push information, such as flight or promotion information, to the passenger's mobile phone for message notification and proximity marketing.



Daily Consultation Tracking & Safety Responding

In a general hospital, based on the indoor positioning technology and relative software development, the admins can collect data of daily consultation for the reasonable arrangement of medical resources; also, through the reasonable installation of E2 in hospitals, the admins can locate every safe-guard's positions for fast responding once emergency happening.

DEVICE SPECIFICATIONS

BASIC PARAMETERS

Item	Value	Remarks
Material	ABS+Silicone	Null
Color	White	Null
Protection	IP65	Null
Dimensions (L*W*H)	72*72*23mm	Null
Net Weight	145g	Battery included
Battery	4pcs AA battery	5800mAh capacity total
Battery Lifetime	5 years	by default
Chip Model	nRF52 series	Null
Bluetooth Standard	BLE 5.0	Null
Bluetooth Protocol	iBeacon & Eddystone	Null
Configuration App	BeaconSET +	Null
Operating Temperature	-30~60 °C	Null
Antenna	50ohm	Null
Sensors	NO	Null
NFC	NO	Null
LED	Yes	Null

DEFAULT BROADCASTING PARAMETERS

Type	Item	Default Settings
iBeacon	UUID (16bytes)	E2C56DB5-DFFB-48D2-B060-D0F5A71096E0
	Major (2bytes)	0
	Minor (2bytes)	0
	Measured power	-59dBm (0xC5)
	Tx power	0dBm
	Interval (ms)	900ms
UID (on)	Instance ID	Random
	Namespace ID	Random
	Measured power	-24dBm (0xE8)
	Tx power	0dBm
	Interval (ms)	2000ms

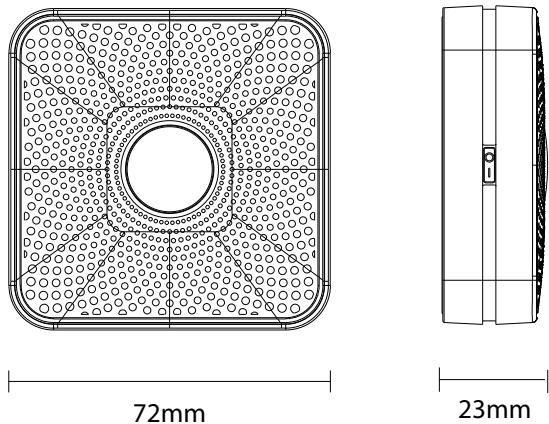
DEFAULT BROADCASTING PARAMETERS

Type	Item	Default Settings
URL(on)	URL	http://www.minew.com/
	Measured power	-24dBm (0xE8)
	Tx power	0dBm
	Interval(ms)	2000ms
TLM(on)	Electricity mV	By default
	Boot-time	By default
	PDU packets	By default
	Measured power	-24dBm (0xE8)
	Tx power	0dBm
	Interval (ms)	2000ms
INFO(on)	Device Name	E2
	Electricity	By default
	MAC address	Factory setting
	Measured power	-24dBm (0xE8)
	Tx power	-8dBm
	Interval (ms)	4000ms
Extra Function	Password	minew123(configurable)
	Connectable	Yes(it is configuration mode)
	Reset factory	available
	Update firmware	available

COMPATIBILITY

SYSTEMS SUPPORT	VERSION SUPPORT
BLE	BLE4.2 and above
iOS 7.0 and above	iPhone 4S, iPhone 5/5C/5S, iPhone 6 / 6Plus / 6S / 6SPlus, iPhone 7 / 7Plus, iPad mini / mini2 / 4 / Air / Pro, etc.
Android 4.3 and above	SAMSUNG, MIUI, HUAWEI, ONEPLUS, VIVO, OPPO,etc.,

PRODUCT APPEARANCE



INSTALLATIONS

Methods: Double-side adhesive tape & Screw bracket installation

1 Double-side adhesive

Recommended Installation Environment:

The material surface should be Aluminum, galvanized steel, enamel steel, stainless steel, ceramic, glass/epoxy resin, acrylic, PBT, ABS, PC, hard PVC, etc.

Temperature range:

10 ~ 75°C

Requirements:

No dust on the material surface and clean it before installation. Before pasting, increasing the viscosity with a hairdryer, or sticking it over half-hours at a reasonable temperature and then pressing for 2 seconds and repeat for better stability.

Best temperature:

21 ~ 38°C, use in a low-temperature

PRODUCT DETAILS



Notes

The suggestion above is just as a reference, users should install products according to their actual situation, test results and positioning algorithm capability.

2 Screw bracket notes

Recommended Installation Environment: Screws installation should be on a hard surface, such as a wall where is not loose.

Temperature Range: -30 ~ 60°C

Detail Steps:

First step: Put the E2 into the installation bracket;

Second: drill screw holes on the surface of a hard surface to be installed;

Third: put the green expansion plug into the screw holes on the hard surface to be installed;

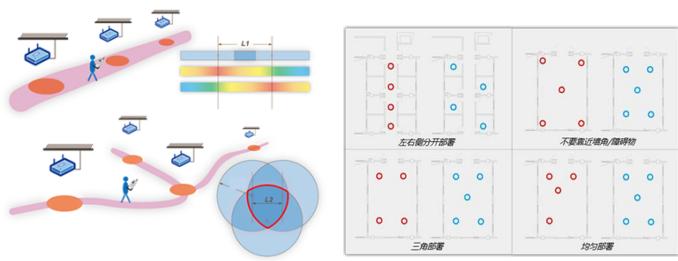
The Last: put the screws into the green expansion plug, and install the product in the direction of screw holes.



Picture1 Screw bracket installation

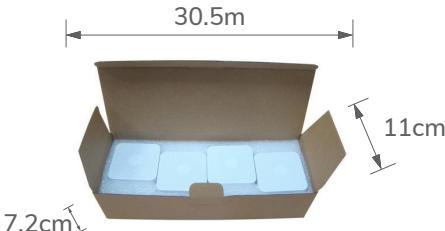
Cautions

- In a humid environment, the product needs to be installed according to its waterproof grade, and should avoid soaking for a long-time;
- Decreasing the power and increasing the broadcasting interval can extend the lifetime of BLE beacons if it is used in a proper environment;
- BLE beacons should be installed away from obstacles and corners;
- If users need to replace the battery, please do check the polarity of batteries and battery- socket before assembly;
- Different scenarios have different deployments. For example, in indoor environments, the product can be deployed in the center (narrow) or in a triangular grid way(open); for corridors, E2 can be deployed in a line or double rows (wider) in the central; for the higher floors, Do not deploy on the ceiling; installed along the wall or near the ground according to the appropriate spacing; in an outdoor open area, E2 can be installed in a triangular grid way.



Picture2 Installation reference
The blue icon demonstration is correct

PRODUCT PACKAGE

Items	Inner Box (Battery included)	Outer Box (Battery included)
Package		
Quantity	8 pcs / box	40 pcs / box
Net Weight	1.14kg / box	5.7kg / box
Gross Weight	1.25kg / box	6.5kg / box

CERTIFICATIONS

- iBeacon MF License (iBC-14-00582)
- FCC Regulation (FCC Part 15.)
- CE Regulation(Included)



QUALITY ASSURANCE

The factory has already obtained the certification of ISO9001 Quality System. Each product has been strictly tested (testings include transmission power, sensitivity, power consumption, stability, aging, etc.).

Warranty Period: 12 months from the date of shipping (Battery and other accessories excluded).

DECLARATION

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