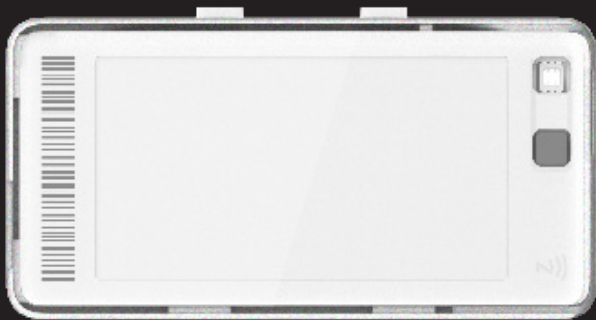


SmartTag Power and SmartTag Power+

Preliminary specifications

THE MOST POWERFUL
E-PAPER LABEL EVER
CREATED

KEY FEATURES



Technical specification is subject to change without prior notification.

sales@pricer.com | www.pricer.com

PT-EN-19-10-23



New innovative flag attachment system

- Next generation electronic shelf label specifically designed to support even the most demanding acti in the new era of store floor automation and digitali
- Compatible with SmartTag rails and optical access points.
- New industry leading LED-flash solution
 - Sub-second response time
 - 4 flash types, optimized for different types of store activities
 - 7 colors
- Superior energy performance achieving unrivaled battery lifetime, even at heavy usage (35–170% more energy compared to already Best-in-Class SmartTag)
- High-speed bi-directional optical wireless communication (over 30 000 price updates per hour)
- New innovative integrated flag attachment system
- Integrated METO attachment slots
- Dynamic geolocation
- Most sustainable ESL label
 - 50–75% reduction of battery footprint vs equivalent ESLs on the market
 - Designed for refurbishment at large scale and for highest yield recycling
- E-paper graphic display for best wide angle readability
- Display color: black, white
- Open front (optional)
- NFC

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Advanced Digital Features

Automated Geolocation	Yes
Next gen. LED flash system	Yes (sub second) (RGB) (4 flash types)
Contactless (NFC)	Yes
ESL and system ACK	Yes

Merchandising accessories

New innovative integrated flag attachment solution

Integrated slots for METO attachments

Wide ranging mounting solutions, individual attachments, rails, deli and fish mounting solutions

Battery*

	Power	Power+	Power Freezer (M)
No. of Batteries	1 x CR2450	2 x CR2450	2 x CR2450
Lifetime, up to (years)	10	15	10
Communication (min / day)	30	30	30
Display updates (no. / day)	4	4	4
Flash time (min / day)	Up to 120 min	Up to 120 min	Up to 120 min

* For further details, please see Technical Product Document.

** For use in other temperatures, please see Technical Product Document

Software

System compatibility	Pricer Web Server R5 or later
Cloud enabled	Yes

Connectivity

Optical Wireless Communication	Diffuse Infrared Light (1.245 MHz)
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Update speed

Price update	Over 30 000 labels / hour (500 / min)
Promotion message and price update	From 16 000 to 20 000 labels / hour
Full page update	Over 6 000 labels / hour

Design

Models available:	Battery: Power / Power+ Color: White / Black Front: Closed / Open		
	S	M	L
Size (L x W x H) mm	48.1 x 35.4 x 13.2	69.9 x 35.8 x 13.2	89.8 x 40.3 x 13.7
Package size	25 labels/box		
Water resistance	No		
Operating temp.	32°F to 104°F / 15°C to 40°C **		
Operating temp. Freezer	-13°F to 50°F / -25°C to 10°C		
Compliance	RoHS, WEEE, FCC/IC		
Barcode on front	Yes		

Display

Display technology	E-ink		
Display size	28 x 28 mm	48 x 26 mm	67 x 29 mm
Resolution	140 dpi	110 dpi	112 dpi
Viewing angle	180°		
Number of pages	3		