

SmartTAG HD S, M+, L Red

COLORED E-PAPER LABELS
WITH REAL-TIME FLASH



KEY FEATURES

- Display color black, white and red
- Real-Time Flash (less than 1 sec latency/reactivity industry leading)
- E-paper graphic display for best wide angle readability
- Up to 7 years battery life time (industry leader)
- Replaceable battery cassette insert (5 second changeout)
- High-speed bi-directional optical wireless communication (over 30 000 price updates per hour)
- Dynamic geolocation
- NFC enabled
- Universal rail adaptation
- Unique rear slot (SmartCLIP) for merchandise or technology
- Durable housing and frontal protection



SmartTAG HD label range
(graphic displays)

Technical specification is subject to change without prior notification.

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SmartTAG HD M+ with SmartCLIP and SmartFLAG

Advanced Digital Features

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

Merchandising accessories

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

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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Battery*

	Black & White & Red
Replaceable Battery	Yes, 1 x battery cassette
Total # of Batteries	2 x CR2032
Lifetime	Up to 7 years at <1 sec response time (Per day: 30 min com., 2 updates, and 120 min Low Flash or 5 min Strong Flash)

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

	Small	Medium	Large
Article number	19122-01	19520-01	19620-01
With NFC	19123-01	19523-01	19623-01
Size [L x W x H]	1.9" x 1.4" x 0.5"	2.8" x 1.4" x 0.5"	3.6" x 1.6" x 0.5"
	48 x 35 x 12 mm	70 x 35 x 12 mm	91 x 41 x 12 mm
Weight	20 g	26 g	34 g
Package size	25 labels/box		
Water resistance	No		
Freezer (option)	No		
Operating temp.	59°F to 95°F / 15°C to 35°C**		
Operating humidity	40% RH to 60% RH		
Compliance	RoHS, WEEE, FCC/IC		
Barcode on front	Yes		
Security	Encoded proprietary protocol with restricted transmission (3 levels)		

Display

	E-ink		
Display technology	1.08" x 1.08"	1.90" x 1.02"	2.64" x 1.14"
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		

* For further details, please see Technical Product Document.

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