

# SmartTAG HD 110

LARGE GRAPHIC LABEL WITH SMARTFLASH



## KEY FEATURES

- Large screen suitable for specialty signage such as Fruit and Veg or electronic appliances
- Flash capability configurable to customer or associate location (Latency / reactivity < 4 sec)
- E-paper graphic display for best wide angle readability
- Display color Black & White or Black, White and Red
- Up to 7 years battery life time (industry leader)
- Replaceable batteries (meeting international fire codes)
- High-speed bi-directional communication
- Automated geolocation
- NFC enabled
- Unique rear slot (SmartCLIP) for merchandise or technology adaptation (M/L)
- Durable housing and frontal protection



SmartTAG HD label range (graphic displays)



SmartTAG HD 110 red



SmartTAG HD 110 with water protective box



SmartTAG HD 110 with basket clamp

## Advanced Digital Features

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

## Merchandising accessories

Customizable snap-on
Wide ranging mounting solutions, individual attachments, rails, delicatessen, fruit and veg and fish mounting solutions
Slot for the SmartCLIP with shelf-talkers (SmartFLAG & SmartCARD)
Transparent snap-on with customizable mask

## Software

System compatibility	Pricer Web Server R3.5 or later
Cloud enabled	Yes

## Battery

	Black/White	Black/White/Red
Replaceable battery	2 x CR2450	3 x CR2450
Lifetime	Up to 7 years (30 min com / day, equivalent to 6 updates / day and 1500 hours of flashing / year)	

## Design

	Black/White	Black/White/Red
Article number	19700-01	19720-01
Size [L x W x H]	126 x 11 X 92 mm	
Weight	118 g	
Package size	10 labels/box	
Water resistance	Yes (extra protection available for specific usages)	No (do not use in humid environments such as fresh, coolers or fruit and veg areas)
Operating temp.	0°C to 40°C	15°C to 35°C
Operating humidity	n/a	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-ink	
Display size	84.8 x 63.6 mm (400x300pixels)	
Resolution	120 dpi	120 dpi
Viewing angle	180°	
Number of pages	3	

## Connectivity

Optical Wireless Communication	Diffuse Infrared Light (1.245 MHz)
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