

# SmartTAG HD 150 red

## E-PAPER LABELS

smarttag

### KEY FEATURES

- Optimized display for large signage
- 6" display color Black & White, and Black & White & Red
- Latest E-paper technology
- Near 180° viewing angle
- High contrast and resolution
- Antiglare treatment
- Best of class lifetime (up to 7 years battery life)
- Flash (1 second flash response time)
- Busy blink
- Replaceable battery cassette insert (5 second changeout)
- Highest bi-directional speed (up to 20 000 price updates per hour)
- Automated geolocation
- NFC enabled
- Universal back plate and rail adaptation
- Unique rear slot (SmartCLIP) for merchandise or technology adaptation
- Durable housing and protective cover option
- Front and rear facing barcode





SmartTAG HD 150 B/W  
and B/W/Red

## Advanced Digital Features

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

## Merchandising accessories

- Customizable Mask with transparent cover plate
- Wide ranging mounting solutions, individual attachments and rails
- Slot for the SmartCLIP with shelf-talkers (SmartFLAG)

## 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

Lifetime	Up to 7 years With 30 minutes com/day, 2 display updates/day, either 10 min Strong flash or 250 min Low flash per day, 1 second flash response time
Battery replaceable	Yes, 3 x battery cassettes (each cassette has 2 x CR2032)

## Update speed

Price update	up to 20 000 labels/hour (333/min)
Promotion message and price update	up to 8 500 labels/hour
Full page update	up to 4 000 labels/hour

## Design

	Black/White	Black/White/Red
Article number	19751-01	19761-01
Size [L x W x H]	5.9" x 4.7" x 0.5" / 149 x 119 x 13 mm	
Weight	158 g	
Package size	10 labels/box (4 boxes in one master box)	
Water resistance	No (do not use B/W/R in humid environments such as fresh, coolers or fruit and veg areas)	
Freezer (option)	No	
Operating temp.	0°C to 40°C / 32°F to 104°F	15°C to 35°C / 59°F to 95°F
Operating humidity	20% RH to 60% RH	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-paper
Display size	4.7" x 3.5" / 119 x 88 mm (600 X 448 pixels)
Resolution	138 dpi
Viewing angle	Near 180°
Number of pages	3