

SmartTAG HD 110

LARGE E-PAPER LABEL
WITH REAL-TIME FLASH



KEY FEATURES

- Large screen suitable for specialty signage such as Fruit and Veg or electronic appliances
- Real-Time Flash (Less than 1 sec reactivity / latency) (industry leading)
- E-paper graphic display for best wide angle readability
- Display color Black & White or Black, White and Red
- Up to 8 years battery life time (industry leader)
- Replaceable battery cassette insert (5 second changeout)
- High-speed bi-directional optical wireless communication (over 22 000 price updates per hour)
- Dynamic geolocation
- NFC enabled
- Unique rear slot (SmartCLIP) for merchandise or technology adaptation
- 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 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 (Black & White), R5 or later (Red)
Cloud enabled	Yes

Battery*

	Black/White	Black/White/Red
Replaceable battery	2 x CR2450	3 x CR2450
Lifetime	Up to 8 years at <1 sec response time (Per Day: 30 min com., 4 updates, and 120 min Low Flash or 5 min Strong Flash)	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 22 000 labels / hour (366 / min)
Promotion message and price update	Over 9 000 labels / hour
Full page update	Over 4 000 labels / hour

Design

	Black/White	Black/White/Red
Article number	19700-01	19720-01
Size [L x W x H]	5.0" x 3.6" x 0.4" / 126 X 92 x 11 mm	
Weight	118 g	
Package size	10 labels/box	
Water resistance	Yes - extra protection available for specific usages	No
Operating temp.	32°F to 104°F 0°C to 40°C	59°F to 95°F 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	3.34" x 2.50" / 84.8 x 63.6 mm (400 x 300 pixels)	
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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*For detailed information please refer to Technical Documentation