

SmartTAG HD 150
 LARGE E-PAPER LABEL
 WITH REAL-TIME FLASH



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
- Best-in-class lifetime (8 years battery life)
- Real-Time Flash (1 second flash response time)
- Busy blink
- Replaceable battery cassette insert (5 second changeout)
- Highest bi-directional optical wireless communication allowing speeds of up to more than 20 000 price updates per hour
- Dynamic positioning
- NFC enabled
- Universal back plate and rail adaptation
- Unique rear slot, SmartCLIP for merchandizing or technology adaptation
- Front and rear facing barcode



SmartTAG HD label range (graphic displays)

Technical specification is subject to change without prior notification.

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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

Battery*

	Black/White	Black/White/Red
Replaceable battery Cassettes	3 x Cassettes	
Total Number of Batteries	6 x CR2032	
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)

Connectivity

Optical Wireless Communication	Diffuse Infrared Light (1.245 MHz)
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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	Yes - extra protecton available for specific usages	No
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	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-paper
Display size	4.7" x 3.5" / 119 x 88 mm (648 X 480 pixels)
Resolution	138 dpi
Viewing angle	Near 180°
Number of pages	3

* For further details, please see Technical Product document.