

# SmartTAG HD 150 red

## E-PAPER LABELS



**PRICER** 

**smart**tag

### KEY FEATURES

- Optimized display for large signage
- 6" display color 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 (industry leading latency/ reactivity 1 sec average)
- Busy blink
- Replaceable battery cassettes (meeting international fire codes)
- Highest bi-directional speed
- 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



[sales@pricer.com](mailto:sales@pricer.com) | [www.pricer.com](http://www.pricer.com)

SSUS17-12-1

SmartTAG HD label range  
(graphic displays)



## 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

Replaceable battery	Yes, 3 x battery cassettes (each cassette has 2 x CR2032) Up to 7 years (30 min com / day, 2 updates / day and either 10 min strong flash per day or 250 min low flash per day], average 1 second flash latency)
Lifetime	

## Update speed

Full update	up to 2000 labels/hour
Quarter display price update	up to 7500 labels/hour

## Design

Article number	19760-01
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 in humid environments such as fresh, coolers or fruit and veg areas)
Freezer (option)	No
Operating temp.	15°C to 35°C / 59°F to 95°F
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

Display technology	E-paper
Display size	119 x 88 mm/ 4.7" x 3.5" (600 X 448 pixels)
Resolution	130 dpi
Viewing angle	Near 180°
Number of pages	3