

1. Overview

NEWTON S-Label product is part of SoluM S-Label (Electronic Shelf Label) System, also consisting of NEWTON S-Label Gateway (S-Gate), and Remote Controller (S-RC). The S-Label System electronically displays price, product, and promotion information on S-Labels, which has been traditionally printed or written on paper in places such as retail markets.

NEWTON S-Label wirelessly receives data from S-Gate and updates the display with the new information provided.

NEWTON S-Label is based BLE for low power wireless communication applications. It consists of RF transceiver, RF circuitry and ARM Cortex M3 MCU offering BLE based network protocol, and MAC protocol and other peripheral devices.

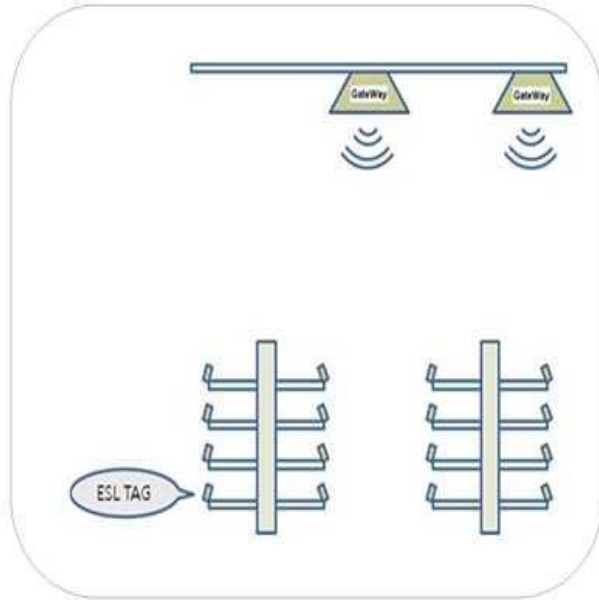


Figure 1. ESL System

1.1 Features

- Display: E-Paper Display (EPD) Active Type (6.0")
- Display Color: BW(Black, White) / BWR(Black, White, Red) / BWY(Black, White, Yellow)
- Communication: Wireless communication based on BLE
- Operating on 2.4GHz Unlicensed ISM band for BLE
- Low Power Consumption
- Working Condition: Indoor where wireless communication is available.
- RoHS compliant

2 Specification

2.1 Product Specification

Item	Description
Size	47.79 mm x 17.9 mm x 8.8 mm
Battery	CR2450 Lithium Pouch Battery (3V, 1PCS) 2.4 ~ 3.3Vdc (condition: In active status) ** Note: Battery capacity depends on temperature (especially in low temp environment) and number of update count.
Display	BW(Black, White) / BWR(Black, White, Red) / BWY(Black, White, Yellow) 0.97Inch : 88(H) x 184(V)mm
Housing Color	Black (Optional: White, Silver)
Information display	Price, Unit, Symbol etc.
Communication	Wireless communication based on 2.4GHz Unlicensed ISM band for BLE
Communication Distance	Radius 25m (Line of Sight)
Operation Temperature	Normal Temperature TAG 0 ~ 40°C(@35~60% RH) FREEZER Temperature TAG -25 ~ 0°C(Freezer tag)
Storage Temp.	-20°C ~ 40°C

2. TAG Information



MODEL	EL010H3BRD.....
DIMENSION	47.79 x 17.60 x 8.80 mm
ACTIVE DISPLAY AREA	22.26 × 10.65 mm
RESOLUTION (Pixel)	184 × 88
PIXEL DENSITY	210 dpi
DISPLAY TECHNOLOGY	Full Graphic E-ink Display
BEZEL COLOR	Black
PIXEL COLORS	BWR
VIEWING ANGLE	Nearly 180°
USABLE PAGES	3pages
OPERATING TEMPERATURE	BWR(0 ~ 40℃ / 32 ~ 104°F)
BATTERY	CP301330(Pouch Type)
BATTERY LIFETIME	Up to 2 years(2 Update/day)
ENCRYPTION	128-Bit AES
COMPLIANCE	CE, RoHS, FCC
NFC	N/A
WATERPROOF	No
BUTTON	1 Button
LED	7 Colors(Red/Green/Blue/Yellow/Cyan/Magenta/White)
ESL OPERATING FREQUENCY	2.4 Ghz
WIRELESS FIRMWARE UPDATE	Yes

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2.1 Radio (RF) Specification

Item	Parameter	SPEC			Unit	Condition
		Min	Typ	Max		
TX	Transmit Power	-3	0	5	dBm	
	[Carrier Frequency Offset and Drift]	-150	0	150	kHz	When measured for 100 chips
	Tx Current	9	-	13.5	mA	Total current at max Tx Power
RX	Receiver Sensitivity	-80	-	-	dBm	PER < 1%

4. Product Handling Precautions

5 Product Handling Precautions

- Provisions should be made to protect against any damage to the product caused by improper handling. The purchaser assumes any responsibility for damage to the product caused by improper handling.
- It is highly recommended that the product should be installed within **3 months** from the date of arrival into the logistics hub. The recommended storage environment is **0°C~40°C / 32~104 °F, 45%-70% RH**.

5.1 Usage Environment

- Take extra cautions when using this RF device in the vicinity of other electronic devices and appliances. Most electronic devices and appliances use electromagnetic waves. Electromagnetic waves emitted by this RF device can affect other electronic devices and appliances.
- If using the device in an explosion hazard area, follow all safety regulations, instructions, and signals.

5.2 Storage and Use

- Moisture and liquids can damage internal parts and circuit boards if allowed to enter into the device itself.
- Do not place or store the product on a sloped surface. The product may slide and fall off the surface and become damaged.
- Use the product in temperatures ranges of **0°C~40°C/32~104°F(BWR)**, **0°C~30°C/32~86°F (BWY)**, or **-25°C~0°C/-13~32°F(Freezer)**. Parts and circuits may be damaged if operated or stored in extreme temperature.
- The display panel needs extra care during handling.
 - Do not apply any impacts on the e-Paper display as it is fragile.
 - Continuous exposure to excessive moisture (over 70% RH) or UV shortens display lifetime.
 - Ghosting image may appear in temperature conditions of less than **15°C/59°F for normal tags and -25°C/-13°F for freezer tags**. (If $\Delta L^* > 2$, we call it ghosting phenomenon).
- Avoid areas with strong magnetism or subject to magnetism.
Contact between the device and a magnetic object can lead to malfunctions.
- Do not place the product near heat-producing kitchen appliances like a stove or a microwave or in the vicinity of highly pressurized containers.
- External impact to the product, such as from being dropped, can damage the product.
- Twisting and bending the product can damage the exterior casing and the internal components.

- If this product operates abnormally while removing battery or replacing battery, it needs to be discharged by contacting the battery terminals (+) and (-) in the product.
- This product uses the 2.4GHz frequency band for the wireless communication network. Radio communications can be limited or affected by other applications that share the same frequency band, such as **WiFi**, **Bluetooth**, **Zigbee**, etc.
- A prior investigation into the radio environment is strongly required for efficient and smooth installation.
- Frequent communications, updates and screen renewals may reduce battery life time.
- Low temperature environments may reduce battery life.
- FIFO(First In First Out).

5. Battery Replacement, Certifications

5.3 Battery Replacement

- Audience**
 - Authorized personnel with the following knowledge are allowed to replace the battery:
Battery / Electronic assemblies (e.g. circuit board) / Compliance with the instruction.
 - ※ Note: Warranty is voided if battery is replaced by unauthorized personnel.
(When batteries require replacement, please contact the authorized personnel).
- Instructions**
 - Risk of short circuit if battery is incorrectly installed/stored.
 - Check that hands are dry before and at all times during the replacement process.
 - Keep batteries away from children and infants.
 - Do not heat, charge, bend, drop, short-circuit and/or disassemble battery.
 - Do not mix together used and new batteries or different battery types.
 - ※ Note: Battery rarely has minor stain or leak.
- Steps**
 - ① Open the battery cover.
 - ② Take out the batteries.
 - ③ Put in the new batteries.
 - ④ Check the batteries direction.
 - ⑤ Put back in the battery cover.
- Battery Directional**
 - Top: (+) Positive
 - Bottom: (-) Negative

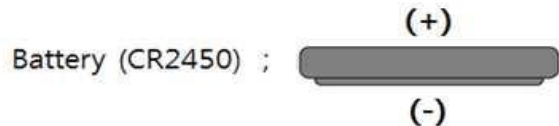


Figure 15. Battery Directional.

6.2 FCC

WARNING: This equipment may generate or use radio frequency energy. Changes or modifications to this equipment may cause harmful interference unless the modifications are expressly approved in the instruction manual. The user could lose the authority to operate this equipment if an unauthorized change or modification is made.

This device complies with part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) This device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

IMPORTANT NOTE : FCC RF Radiation Exposure Statement

This equipment complies with FCC RF radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with a minimum distance of 20 centimeters between the radiator and your body. This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

6.3 CE

We hereby declare under our sole responsibility that the electrical product above is in compliance with the essential requirements of the Radio Equipment Directive (2014/53/EU) by application of:

- EN 60950-1:2006+A11:2009+A1:2010+A12:2011+A2:2013,
- EN 62479:2010,
- EN 301 489-1 V2.2.0,
- EN 301 489-17 V3.2.0,
- EN 300 328 V2.2.2,

and the Directive (2011/65/EU) on the restriction of the use of certain hazardous substances in electrical and electronic equipment by application of EN 62321 Series.

6.4 IC

This device complies with Industry Canada license-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device.

6. ETC

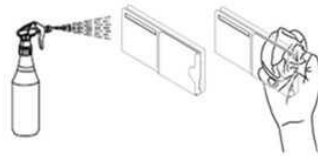
-6 Reliability Test

- High Temperature Operation
- Low Temperature Operation
- High Temperature/Humidity Operation
- High Temperature Storage
- Temperature Shock (Storage)
- ESD
- Package Drop Test
- Package Random Vibration Test

-7 Cleaning

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- **For Spray Cleaning:**

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- **Steps**
- ① Lightly spray all surfaces and wait a few seconds.
- ② Gently wipe clean using a cloth or tissue.
- ③ Let the labels dry.
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- **Notes:**
- > Use mild, non-alcoholic detergents or glass cleaner.
- > Recommend non-abrasive cloths: Microfiber, Cotton T-shirt, Cotton handkerchief, Cotton tea towel.
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- **For Wet Tissue Cleaning:**

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- **Steps**
- ① Stand or lay down the labels.
- ② Wipe using wet tissues.
- ③ Let the labels dry.
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