
Electronic Shelf Label

SPECIFICATION

Product Name: 2.9 inch Electronic Shelf Label

Model: KESL029C series

296x128 Pixels

Description: Bluetooth 5.0

Based on Cloud Platform

CE&RoHs Compliance

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REV	DSCRIPTION	RELEASE DATE	EDITO R
1.0	Preliminary Release	2018/1/1	Ning

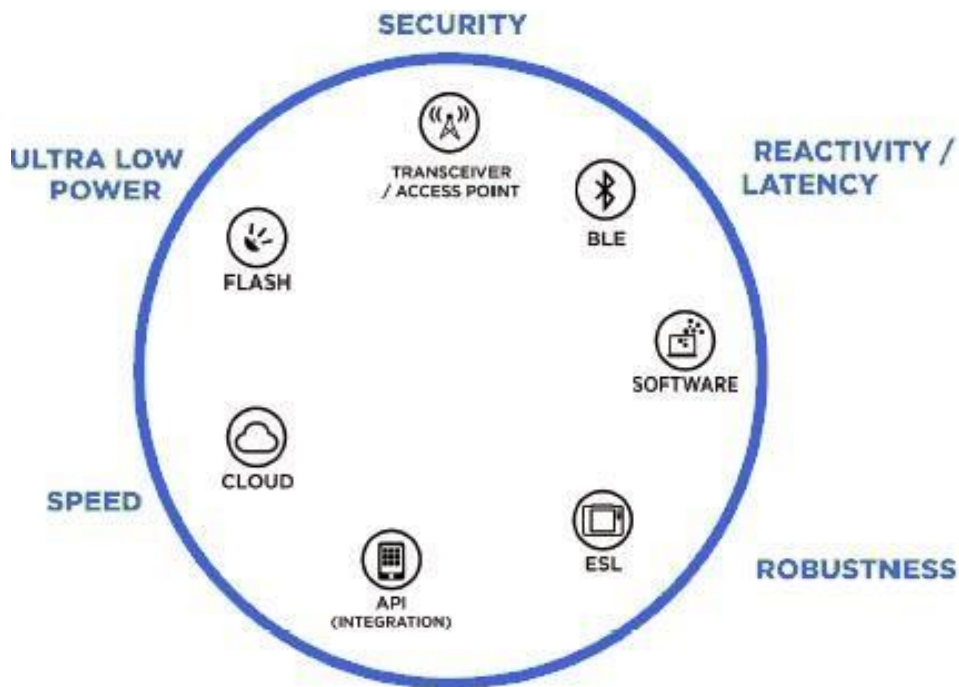
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1. General Description

KESL's platform is a complete hardware-software system combining Bluetooth5.0 wireless communication and ESL tags, in-store navigation, ultra-low power displays, merchandising supports and tools and server infrastructure (cloud, distributed or in-store). KESL's platform is open to the third-party technologies and enables interconnection with any situation software or system. It offers the flexibility you need to anticipate and overcome any challenge.



KESL029C series ESL tags with high definition displays can be adapted to any sales scenarios. It supports text, promotion, QR code or barcode and can be reused with no paper required. It can be used for different application, such as the retails, warehouses and logistics management etc.

2. Feature

Black/white color or Black/white/red color available

Cloud or local Server based options

Bluetooth 5.0 wireless communication

296x128 pixels full graphic, E-Paper displays

Perfect for the retails, warehouses and logistics management.

3. Specification

3.1 2.9 inch Electronic Shelf Label



Item	Specification	
Model	KESLO 29C	KESLO29 C-R
Screen Size	2.9 inch (diagonal)	
Dimension	93.0x44.0x12.3mm	
External (W x H x D)		
Visible screen area (W x H)	66.9 x 29.0mm	
Display		
Pixels	296 x 128 (37,888)	
Dots per inch (DPI)	112	
Display Type	Black and white Colors Bi-stable EPD(E-ink Display)	Black, white and Red Colors Bi-stable EPD(E-ink Display)
Orientation	Landscape or Portrait	
Viewing angle	Near 180°	
Appearance	Standard unit available with white frame	
Unit identifier barcode	Recognized by Scanner or Labeling on back	
Operational		
Operating temperature Range	0°C to 50°C +32°F to 122°F	
Storage temperature range	-20°C to 70°C	

	-4°F to 158°F
Fittings	Supported by multiple fitting options – stands, adapters, individual long-length shelf-rails. Additional specialist fittings also available upon request.
Weight	37g
Communications	2.4G wireless
Battery	2*CR2450 Battery
Work time	3 ~ 5years(3 times refresh per day)
Options	
Frameocolors available	Yes (MOQ applies)

3.2 Access Point (AP)




Item	Specification
Model	KGateway01C
Communication	2.4G BLE5.0/BLE4.0 wireless
Number of KGateway1C Cover	Each covers 500 ESLs
Covered distance	30m (Radius)
Size	173.0 x 90.0 x 56.9mm
Working Temperature	-10°C ~ + 60°C
Power supply	DC +5.0V or POE
Port to Server	WIFI or Ethernet cable
Installation way	Screw
Waterproof/Dustproof	IP54

3.3 Shelf Rail and Dismounting tool

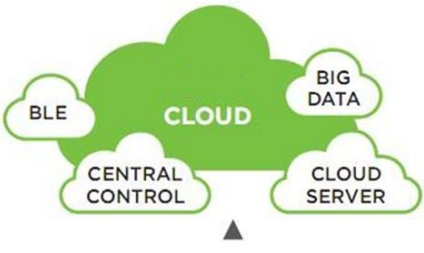



Item	Specification
Model	KESL-B
Appearance	Standard unit available with white shelf rails
Size	Width x 40mm The length of Rail is flexible, up to the customer
Weight	135g/m
Fixing hole pitch	22mm 0.87"
Theft proof function available	Yes
Dismounting tool available	Yes
Shelf Rails colours available	Yes (MOQ applies)

4. Product Series

Specification	Front Image	Back Image
<p>Model: KESL029C</p> <p>Frame Color: White PixelColor: Black, White</p>		
<p>Model: KESL029C-R</p> <p>Frame Color: White Pixel Color: Black, White, Red</p>		

5. Why KESL Label?

Advantages	Pictures
<p>ESL Cloud</p> <ul style="list-style-type: none"> • ESL Cloud system is a cloud server based complete solution with hardware and auto-updating software. • All ESL tags can be controlled anytime and anywhere with cloudserver. • All data can be shared on the cloud. 	
<p>API interface</p> <ul style="list-style-type: none"> • We can provide API interface to the third-party, whom can strengthen management ability by embedding our ESL into their own system, and providing more powerful, flexible and competitive solution to end customers. • Combine ERP with ESL perfectly to make products more competitive. 	

Bluetooth beacon function

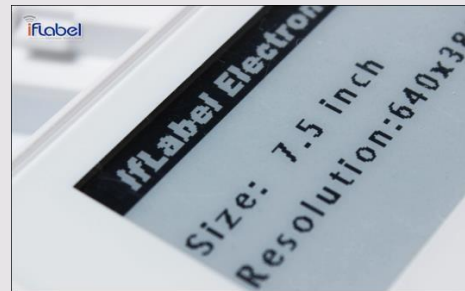
- It can set and record the location of different commodities to facilitate the management. Error is less than 1m.
- Can expand new functions by developing APP. For example, APP will choose the best way and guide customers to the commodities that they are searching for.



Superior readability

- High Contrast: Use E-paper display with black and red on 'paper-white' background.
- Near 180° viewing angle with excellent readability, compare to CH LCD ESL:

	IfLabel	CH-LCD ESL
Viewing angle	Near 180°	120°
Contrast Ratio	20:1	8:1



Custom-made Template design

- It's easy to edit and create display templates.
- You can use any font in your system. It also enable any combination of text and images including QR code, Bar code, logos, pictures, etc.
- Negative explicit mode and special symbols are available.



Versatility

- ESLs available in a range of different sizes and specifications to suit all requirements across an entire retail estate.
- Monitoring. It will give a warning when it is out of power or be stolen.
- It can be customized with many functions to enhance customers' experience.



6. FAQ:

1.	How many ESLs can be managed?
A:	It is no limit. But it will affect the updating speed if there are too many labels to be managed, so it's better to put 200-400 under one KGateway01C.
2.	How long to receive the latest data for ESLs?
A:	ESLs search for a new order every 20s. And they will carry on the new order. Thanks to the clock circuit, the ESLs can display required information in time.
3.	How to establish relationship between ESL and AP?
A:	ESL can search for the AP with the strongest single and connect with it. And it will find a new one while the current single disappearing.
4.	Is there a solution that can indicate the discount for customers with a certain distance?
A:	Yes, there is. For example, we can provide both ESL with LED light and with RED Color.
5.	What functions does scanner have?
A:	Scanner can read and bind MAC Address and bar code.
6.	What's the next after I bought the ESL system?
A:	<ol style="list-style-type: none">1. Setting parameter of Access Point. Please read related documents for details.2. Binding MAC code and bar code. That's all, Plug & Play installation without other setting.

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:

- 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

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

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.