SERTAG
SMART TAG LEADER

—— Electronic Shelf Label ——

SPECIFICATION

Product Name：	Base Station (Access Point)
Model：	SETAP01R1
Description：	Communication band 433/868/915 MHz

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REV	DESCRIPTION	RELEASE DATE	EDITOR
2.0	Preliminary Release	2017/3/1	Ning

Contents

1. General Description

SERTAG's platform is a complete hardware-software system combining 433Mhz wireless communication and ESL tags, in-store navigation, ultra-low power displays, merchandising supports and tools and server infrastructure (cloud, distributed or in- store). SERTAG'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.

The computer processor in the system stores the data of the label system, and use TCP/IP protocol (supporting wireless network) to transmit the computer data to the base station, which transfers the data to the label through the 433MHz RF wireless signal to realize real-time update of commodity information.

2. Feature

Communication band is 433/868/915 MHz
Real-time price change,
Lower error rate,
Docking system with enterprise management system,
Perfect for the retails, warehouses and logistics management.

3. Specification

3.1 Base station /Access Point (AP) Description

3.2 Base station feature

ITEM	DATA	Note
Structure size	120mm(V)*120mm(H)*30mm(D)	
Operating voltage	DC 5V	Original power supply
Operating current	Less than 200mA	
Power supply Mode	DC &POE power supply	POE power supply Option
Communication Band	433mhz/868 MHz/915 MHz	
Transmitting power	-15dbm~15dbm	
Weight	Less than 600g	
Operating Temperature range	-10℃~55℃	
Storage Temperature Range	-20 ℃ ~70℃	
Humidity	75%	
Data Interface 1	Standard cable Interface	Standard
Data Interface 2	WIFI Network Interface	Matching
Light	Working status Indication(r/y/b)	
Communication distance	20-50m	

3.3 Base station mounting guide

Base station network interface and power interface shall be wired before installation according to site conditions.
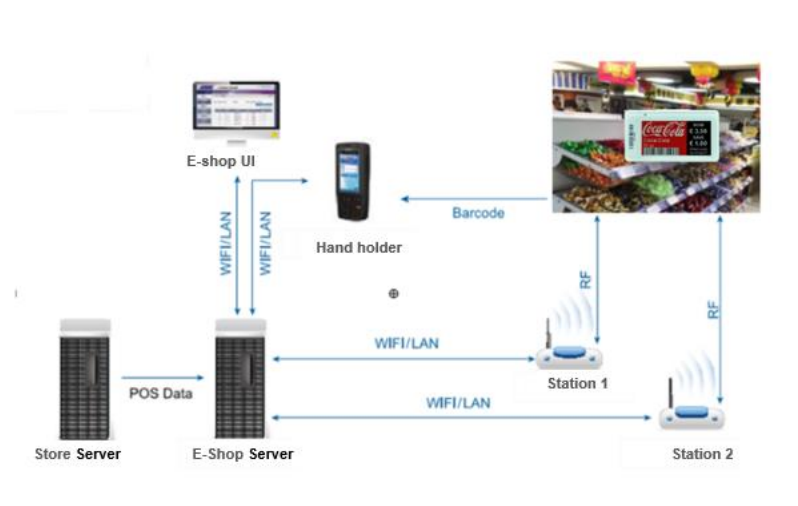
The base station is hung and fixed or tied on the top of the warehouse, and the two antennas of the base station are adsorbed on the surface of iron material in the way of the longest distance (more than 1 meter) (signal enhancement effect).

The base station installation can also visit the top of the shelf or other parts (see the picture below) according to the site conditions, and adsorb the two antennas on the surface of iron material with the longest distance (signal enhancement).

Before installation, site inspection is required to determine the number of base stations.

4. Network structure

There are two types of network structure for SERTAG Label system. It is cloud network version and the single store version. They connected through wireless communication between the ESLs and the base stations and it is easy to refresh all the display content.

5. Why Select SERTAG Label system

Advantages	Pictures
ESL Cloud • 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 cloud server. • All data can be shared on the cloud.	

API interface

- 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.

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:

	SERTAG Label	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, Barcode, 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.
- It can be customized with many functions to enhance customers' experience.