ESL: A New Dimension in Price Labeling

Electronic Shelf Labels (ESL) are digital price tags and the ultimate in innovative solutions for labeling products and prices at the point of sale. Our system combines your inventory management system with electronic labels on the shelves. It gives you direct access to the ESL, allowing you to post product and price information and make immediate changes.

- Immediate changes to pricing and other information on the shelf
- Programmable price changes on weekends or at special times
- Cash register, online store, and digital price tag merge directly on the shelf
- Inventory mode for stock control
- Full range of options for installation
- Battery life: over five years
- Tomorrow’s solution today
- Secure data transmission
- Prices on the shelf match those in the cash register system

Standard Tag (EPD)

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.54 inch</td>
<td>2.13 inch</td>
</tr>
<tr>
<td>2.9 inch</td>
<td></td>
</tr>
</tbody>
</table>

Mid-Large Tag (EPD)

<table>
<thead>
<tr>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2 inch</td>
<td>77.4 inch</td>
</tr>
<tr>
<td>110.2 inch</td>
<td></td>
</tr>
</tbody>
</table>

Special (EPD)

- Water Proof 2.9 Inch
- Water Proof 4.2 Inch

ESL Software

- Conventional interfaces (CSV, XML, XLS) for automatically importing your data.
- Import data to be displayed on screen.
- Transfer processed data to the displays.
- Control special promotions and information updates.
- Monitor displays and interfacing gateways.
- Comprehensive reports on display and gateway status, including information such as battery status, template assignment, etc.
- Option for adjusting operational parameters, such as signal strength, WiFi access point settings, etc.
- Option to perform manual matching, i.e. assigning an item to a display.
- Comprehensive reporting, including report distribution by e-mail.
- Creation of templates with easy-to-use graphic interface.

The Web interface allows you remote access to the entire ESL system from anywhere using a PC. This makes it easy to monitor the status of system components as well as diagnose and fix any problems. Two-way communication with the labels provides users with real-time, round-the-clock information about the ESL system.

How it Works

Label
Displays product and price information and communicates with the gateway. Label screens can be freely configured using the template designer. Some examples of design elements can include product details and special information such as stock levels, regular and special prices, barcodes, graphics and more.

ESL-Software
The ESL-Software links the label system with the cash register system and transmits data to the gateway.

ESL-Client
The ESL-Client provides access to system information (label and battery status, associated product, etc.). The system is completely self-monitoring and will notify you of any problems.

Gateway
The Gateway sends information to the labels and recognizes each label’s battery status, error messages, and network activity.

Rails and Adapters
A variety of available rails and adapters allows installation on nearly any type of shelf and in every area of the POS.
Discover the Benefits

Thanks to wireless data transfer, product information and pricing can be updated almost instantly. Gone are the days of printing and changing price tags by hand.

The encrypted data link ensures secure transmission between the gateway and label. In this way, your wireless network is protected against outside access. Price changes, discounts, and special prices can be displayed on the ESL tags with the touch of a button. You can also supplement your displays with graphics.

With the aid of ESL technology, prices and additional details on your products can be monitored and controlled from a central location. That allows you to keep constant track of your prices.

The high-resolution displays can even depict scannable barcodes, assisting with your inventory management.

With our ESL system, you are ready for tomorrow. The system can be incorporated into existing systems and expanded to include additional functions. Its optional NFC technology enables customers to use their NFC-enabled smartphones to call up more information about the items they are viewing. The screens can be installed virtually anywhere and used for any product. Our complete selection offers a variety of adapters, stands, and rails. Our labels feature e-paper technology, which keeps power consumption to a minimum while boosting energy efficiency.

Main features:
- Immediate changes to pricing and other information on the shelf
- Programmable price changes on weekends or at special times
- Cash register, online store, and digital price tag merge directly on the shelf
- Inventory mode for stock control
- Full range of options for installation
- Battery life: over five years
- Tomorrow’s solution today
- Secure data transmission
- Prices on the shelf match those in the cash register system
How the System Works

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Rails and Adapters
A variety of available rails and adapters allows installation on nearly any type of shelf and in every area of the POS.
## Label Specifications

<table>
<thead>
<tr>
<th>BL-Series</th>
<th>Overall Dimensions (mm)</th>
<th>Display Size (px / mm)</th>
<th>Colors (B/W/R = Black / White / Red)</th>
<th>Screen Resolution</th>
<th>Power Supply</th>
<th>NFC Option</th>
<th>Scannable Barcodes</th>
<th>Ambient Temperature</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BL15</strong></td>
<td>39.6 x 48.3 x 14.8</td>
<td>152 x 192 / 27.6 x 27.6</td>
<td>B/W / B/W/R</td>
<td>140 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>1x CR2477</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL21</strong></td>
<td>72 x 36.8 x 14.3</td>
<td>212 x 104 / 48.5 x 23.8</td>
<td>B/W / B/W/R</td>
<td>111 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>2x CR2450</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL27</strong></td>
<td>85 x 55 x 14.3</td>
<td>264 x 176 / 57.8 x 40.2</td>
<td>B/W / B/W/R</td>
<td>117 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>2x CR2450</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL29</strong></td>
<td>89.6 x 41.2 x 14.3</td>
<td>296 x 128 / 66.9 x 29.1</td>
<td>B/W / B/W/R</td>
<td>112 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>2x CR2450</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL42</strong></td>
<td>104 x 88.4 x 14.3</td>
<td>400 x 300 / 84.4 x 63.6</td>
<td>B/W / B/W/R</td>
<td>120 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>3x CR2450</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL58</strong></td>
<td>137.4 x 108 x 14.3</td>
<td>600 x 448 / 120 x 89.3</td>
<td>B/W / B/W/R</td>
<td>128 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>4x CR2450</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>BL74</strong></td>
<td>127 x 180 x 14.3</td>
<td>480 x 800 / 97 x 161.6</td>
<td>B/W / B/W/R</td>
<td>126 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>6x CR2450</td>
<td>0 °C - 45 °C</td>
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<tr>
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<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
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<td><strong>IL-Series</strong></td>
<td>Overall Dimensions (mm)</td>
<td>Display Size (px / mm)</td>
<td>Colors (B/W/R = Black / White / Red)</td>
<td>Screen Resolution</td>
<td>Power Supply</td>
<td>NFC Option</td>
<td>Scannable Barcodes</td>
<td>Ambient Temperature</td>
</tr>
<tr>
<td><strong>IL15</strong></td>
<td>43.5 x 45 x 6.8</td>
<td>152 x 152 / 27.6 x 27.6</td>
<td>B/W / B/W/R</td>
<td>140 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>ERS50</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>IL21</strong></td>
<td>710 x 36.3 x 6.8</td>
<td>212 x 104 / 48.5 x 23.8</td>
<td>B/W / B/W/R</td>
<td>111 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>ERS43</td>
<td>0 °C - 45 °C</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
<tr>
<td><strong>IL29</strong></td>
<td>92 x 45 x 6.8</td>
<td>296 x 128 / 66.9 x 29.1</td>
<td>B/W / B/W/R</td>
<td>112 dpi</td>
<td>✓ ✓</td>
<td>✓ ✓</td>
<td>ERS50</td>
<td>0 °C - 45 °C</td>
</tr>
<tr>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>32 °F - 113 °F</td>
<td></td>
</tr>
</tbody>
</table>
Battery Labels

Flexible display of information: Our battery-powered labels can be attached and used almost anywhere.

Main features:

• E-paper display technology
• Individual template design
• Two-Way wireless communication
• Encrypted data transmission
• Operational at ambient temperatures of 0°C to +45°C (32°F to 113°F)
• High contrast produces excellent legibility
• Active battery and system monitoring
• Full range of accessories
• Production of up to 10.2” labels possible
The smallest labels in our battery-powered series were specially designed for pegboard hooks and tight shelf cubbies. Thanks to their compact width, they can be placed next to one another in tight spaces at the POS.

<table>
<thead>
<tr>
<th>Label</th>
<th>Dimensions</th>
<th>Resolution</th>
<th>Battery</th>
<th>Temperature</th>
</tr>
</thead>
<tbody>
<tr>
<td>BL15</td>
<td>39.6 x 48.3 x 14.8 mm</td>
<td>140 dpi</td>
<td>1x CR2477</td>
<td>0 °C to +45 °C (32°F to 113°F)</td>
</tr>
<tr>
<td>BL21</td>
<td>72 x 36.8 x 14.3 mm</td>
<td>111 dpi</td>
<td>2x CR2450</td>
<td>0 °C to +45 °C (32°F to 113°F)</td>
</tr>
</tbody>
</table>

The troniTAG Label BL21 is ideally suited as a shelf price tag since it has the same format as a standard paper tag.
The BL27 is recommended when retailers wish to provide customers with more information about certain products. Compared to the BL29, its taller screen allows more lines of text of the same size to be displayed vertically.

- **Dimensions**: 85 x 55 x 14.3 mm
- **Resolution**: 264 x 176 px, 2x CR2450
- **Operating Temperature**: 0°C to +45°C (32°F to 113°F)
- **Display Type**: B/W
- **Print Density**: 117 dpi

The BL29 label ensures ideal legibility for products in display cases and behind counters. It provides a large surface on which to display the information.

- **Dimensions**: 89.6 x 41.2 x 14.3 mm
- **Resolution**: 296 x 128 px, 2x CR2450
- **Operating Temperature**: 0°C to +45°C (32°F to 113°F)
- **Display Type**: B/W
- **Print Density**: 112 dpi
When products are large, price tags need to be easily visible, which is why we offer our BL42 label. All relevant information is presented in a large and easy-to-read format.

**BL42**

- **Size:** 104 x 88.4 x 14.3 mm
- **Resolution:** 400 x 300 px
- **Colors:** B/W
- **Battery:** 3x CR2450
- **Temperature Range:** 0 °C to +45 °C (32°F to 113°F)
- **DPI:** 120 dpi

The BL58 is the right choice for displaying visual content or lengthy product descriptions. Thanks to its size, it can be used for more than just displaying price information. For example, it can serve as a billboard or door sign.

**BL58**

- **Size:** 137.4 x 108 x 14.3 mm
- **Resolution:** 600 x 448 px
- **Colors:** B/W
- **Battery:** 4x CR2450
- **Temperature Range:** 0 °C to +45 °C (32°F to 113°F)
- **DPI:** 128 dpi
The largest standard format for our battery-powered label series is ideal for displaying visual content, meaning its purpose is not limited to providing price information. For example, it can serve as a billboard or door sign.

<table>
<thead>
<tr>
<th>Format</th>
<th>Resolution</th>
<th>Print Quality</th>
<th>Battery</th>
<th>Temperature Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>127x180 x 14.3 mm</td>
<td>480 x 800 px</td>
<td>B/W</td>
<td>✓</td>
<td>0°C to +45°C</td>
</tr>
<tr>
<td></td>
<td>97 x 161.6 mm</td>
<td>B/W/R</td>
<td>✓</td>
<td>32°F to 113°F</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- B/W: Black and White
- B/W/R: Black and White with Red
- dpi: Dot Per Inch
- CR2450 Battery
- NFC: Near Field Communication
- BL74 Model

- 6x CR2450
- ✓: Available
- ✓: Available
- 0°C to +45°C
- 32°F to 113°F
Battery Labels

Navy green Top Loading washer with electric dryer

Spacemaker Stack Washer With Gas Dryer

$ 801.19
$ 1,299.19

Free 1-2 Day Shipping!
Integrated Labels

Our Integrated Labels are designed to be extremely thin and work without batteries since their power comes from a specially developed rail developed by us. The rail not only provides all-around protection from moisture, dust, dirt, and unauthorized tampering, but it also makes the labels perfectly legible.

Main features:

• Each ESL is installed in a special profile rail
• Profiles available in custom lengths
• Individual template design
• Permanent power supply
• Protection from moisture, dirt, dust, and tampering
• Extremely thin design makes the labels shock-resistant
• Plug-in labels for freezer cabinets available on request
Our Integrated Labels are specially designed so they do not rely on batteries at the POS. The IL15 is built for narrow cubbies. Thanks to their compact width, they can be placed next to one another in tight spaces.

<table>
<thead>
<tr>
<th>IL15</th>
<th>43.5 x 45 x 6.8 mm</th>
<th>152 x 152 px</th>
<th>B/W</th>
<th>140 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>27.6 x 27.6 mm</td>
<td>B/W/R</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ERS43</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0 °C to +45 °C</td>
<td>32°F to 113°F</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

With their size and shape, our IL21 labels replace standard paper tags. They are designed to display all the important information at the POS while being as compact as possible.

<table>
<thead>
<tr>
<th>IL21</th>
<th>71 x 36.3 x 6.8 mm</th>
<th>212 x 104 px</th>
<th>B/W</th>
<th>111 dpi</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>48.5 x 23.8 mm</td>
<td>B/W/R</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ERS43</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td></td>
<td>0 °C to +45 °C</td>
<td>32°F to 113°F</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Integrated Labels

1. AW Sound 367 Smart Portable Bluetooth Speaker NP970
   - Price: $199.99
   - Original Price: $250.00

2. Minibeam HD Projector PH550
   - Price: $430.00
The IL29 was developed to provide improved legibility. Thanks to its large screen, it displays product information with even greater organization.

- **Dimensions**: 92 x 45 x 6.8 mm
- **Screen Resolution**: 296 x 128 px
- **Temperature Range**: 0 °C to +45 °C
- **Humidity**: 32°F to 113°F
- **Resolution**: 112 dpi
Integrated Labels

BOLDEN Premium Eggnog 16 FL OZ / 2 Packs

20% ↓ $ 3.84
Birnen Senfsauce
5,99 €
Rails and Adapters

Our battery-powered labels are versatile enough to meet any demand. Regardless of whether they are installed on a rail or used in combination with acrylic stands, displays, hooks, ceiling-mounted hangers, clamps, and floor stands, electronic labels can be used anywhere for virtually any product. Upon request, we will even create customized label holders for you. Because our battery-powered labels are freely programmable, they can be used as bulletin boards or door signs, for instance.
Universal Rail System (URS) for Battery-Powered Labels

The rail height is individually adjustable, enabling our rails to be used for battery-powered series labels of any size. The inverted L shape prevents them from collecting dirt, dust, or moisture. Our universal rails come in a range of lengths from 30 mm (1-3/16”) to 3,020 mm (118-7/8”) That allows them to be used for individual tags or the full shelf length.

These rails come in the standard colors of black, white, and clear. Special colors are available on request. With different backings, we can install the rails on almost any conventional shelf. With the aid of a magnetic backing, the rails can be attached to metal surfaces such as refrigerator shelves.
Electronic Rail System (ERS) for Plug-In Labels

The rail is made of plastic (PVC) with two copper strips (nickel-plated) on the inner surface. These rails also come with a choice of backing, enabling the electronic rails to be installed on nearly any type of shelf. The glass-clear front of the rail protects the labels from moisture, dirt, dust, and unauthorized tampering while providing a clear view of the digital price tags. The added advantage is that barcodes can be scanned right through the rail.
Shelf Edge Backing Profiles

For glass shelves with a thickness of 3/16” - 3/8”.

For wooden shelves with a thickness of 11/16” - 7/8”.

For pegboard shelves, with a scanner holder.
SEBP 04

For wire baskets.

SEBP 05

For shelving from Linde, Storebest, Tegometall, and Adams.

SEBP 06

For shelving from Linde, Storebest, Tegometall, and Adams.
Adapters for Battery Labels

Electronic labels come with a wide range of adapters. The following pages offer a selection of adapters that can be attached to our battery-powered labels using our universal connector.

The reverse side of our Battery Labels features a mounting point.

The universal connector serves as a fastener.

Adapters can be attached to the universal connectors.
**Rails and Adapters**

**ADC01**
- Double Hook Adapter

**ADC02**
- Universal Connector

**ADC03**
- Adhesive Pads
Price Stand, height: 200 mm (7-7/8")

Price Stand, height: 100 mm (3-15/16")

Price Stand, stainless steel
Stake

Hook for metal racks

Plastic hook for wire baskets and thin metal racks, fits wires up to 20 mm (13/16”) in diameter
Clip-On Label Holder

Label Holder

Adapter for shelves up to 60 mm (2-3/8”) thickness
ADC13

Adapter for shelves up to 60 mm [2-3/8"] thickness

ADC14

Holder for tables and boards from 10 mm to 15 mm [3/8" - 9/16"] thickness

ADC15

Clamp-on holder for boxes, baskets, and products up to 20 mm [13/16"] thickness
Holder for fastening onto shelves

Large clamp-on holder for attaching to products up to 30 mm (1-3/16”) thickness

Small clamp-on holder for attaching to products up to 20 mm (13/16”) thickness
Accessories

Changeable frames, front-side attachment
(available with printing and in various colors)

Acrylic and PET displays

Floor stands and ceiling mounted displays
ESL Gateway

Features:
- Wireless controller for IEEE 802.15.4
- Controlled by ESL client via Ethernet interface
- Offers enhanced RF standards: IR UVW, Bluetooth, and WiFi
- Rapid data transfer and real-time location system (RTLS)
- Easy to install

Dimensions
- 6-5/16” x 2-1/2”

Weight
- 10.65 oz

Operating System
- Linux Kernel 3.0.35, Flash 4GB, SDRAM 1GB

Upgrade
- Automatic

Ethernet
- 1 Port

Operating Frequencies
- 802.15.4 x3 (2.4GHz); 802.15.4a (3GHz-10GHz)
- 802.11 b/g/n (2.4GHz)
- Bluetooth 4.0 (2.4GHz)

Encryption
- 802.15.4x : AES 128; Ethernet: AES 128; WiFi: WPA2

Range
- (131')

Connected Equipment
- 802.15.4 : 5000 per gateway recommended; WiFi: 5 (Soft AP mode)

Power Consumption
- DC 12V/1A 802.11af (PoE 48V/250mA)

Ambient Temperature
- between -10°C and 60°C / 14°F -140°F
ESL Software

The software (ESL Management System, or EMS) is the heart of our ESL system. Software features and functions include:

- Conventional interfaces (CSV, XML, XLS) for automatically importing your data
- Import data to be displayed on screen
- Transfer processed data to the displays
- Control special promotions and information updates
- Monitor displays and interfacing gateways
- Comprehensive reports on display and gateway status, including information such as battery status, template assignment, etc.
- Option for adjusting operational parameters, such as signal strength, WiFi access point settings, etc.
- Option to perform manual matching, i.e. assigning an item to a display (also possible using PDAs or smartphone apps)
- Comprehensive reporting, including report distribution by e-mail
- Creation of templates with easy-to-use graphic interface

The Web interface allows you remote access to the entire ESL system from anywhere using a PC. This makes it easy to monitor the status of system components as well as diagnose and fix any problems. Two-way communication with the labels provides users with real-time, round-the-clock information about the ESL system.
Advanced Solutions

We offer you advanced ESL solutions to enhance the shopping experience and increase productivity. Besides automatic price updates, you can call up additional information, display customized advertising, or even guide customers and employees to the items they are looking for.
Enhancing the Shopping Experience

Guided tours
Shopping has never been this easy. Customers can store their shopping lists on their smartphones. With the help of the ESL system from troniTAG, customers are then guided through the store based on their list.

Looking for specials?
Our ESL system enables you to call your customers’ attention to those sale items that are of interest to them. The system makes use of smartphone interfaces to do so. Using WiFi and ultra-wideband impulse radio, the customer’s exact position in the store can be determined. If the customer is near a product he or she needs, special offers can be pointed out.

Vast supply of information
With the aid of Near Field Communication (NFC) technology and a smartphone, customers can access additional information about a product. Customers simply hold their smartphones up to the ESL tag corresponding to the product. Information such as ingredients or allergens is immediately shown on the smartphone.

Increasing Productivity

Deploying personnel efficiently
Employees can now be guided directly to the exact products and shelves needing attention. For instance, restocking, refilling, or removal of products. This capability gives you a clear overview of tasks to be completed and enables you to correctly prioritize them.

Items about to expire?
Take advantage of the ability to update prices directly to offer a special sale on items that are about to go over their expiration dates. This will help you to empty your shelves of certain products, especially just prior to closing time.

We offer you cutting-edge ESL systems that can be expanded to include additional functions and incorporated into existing systems. We focus not only on the benefits of ESL over paper labels but also on advanced solutions.

Make your customers’ shopping more exciting while boosting your own productivity!
Overview of Labels

Battery Labels (BL-Series)

Integrated Labels (IL-Series)
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