

Aura

Fully graphic black on 'paper-white' electronic shelf labels (ESLs)



Featuring the latest electrophoretic display technology (EPD), Aura electronic shelf labels (ESLs) are fully graphic black on 'paper-white' displays, offering excellent readability with a near 180° viewing angle.

Fully graphic

- Deliver rich content digitally, helping to influence the purchasing decision where it matters: at the shelf edge
- Freeform label design enables any combination of text, images including QR codes, manufacturer logos, etc., to be displayed allowing ultimate flexibility
- Each ESL has up to 6 pages in memory that can be used to deploy promotions quickly, provide store staff with merchandising information and enable them to undertake customer service, replenishment and inventory management tasks more easily

Superior readability

- Black on 'paper-white' electrophoretic display (EPD)
- Near 180° viewing angle with excellent readability

Low power, long life

- Bistable displays require zero power to retain their image, enabling a longer battery life (typically 5 years!)
- Replaceable batteries for extended life

True two-way communication

- Powerful two-way broadcast of price, product and promotional information to fully graphic electronic shelf labels with 100% accuracy
- Each ESL individually responds back to base, confirming that updates have been received and activated

Versatility

- ESLs available in a range of different sizes and specifications to suit all requirements across an entire retail estate
- Every ESL can be managed across the same RF infrastructure

Personalisation

- Fully graphic ESLs can display QR codes that link to the retailer's own website or link to a retailer's loyalty programme

¹ Typically 5 years in a well-managed RF environment and with up to 5 updates per day.



Technical specification

Technical data	Aura 21	Aura 29	Aura 29F Freezer	Aura 29BLE BLE Beacon	Aura 42
Dimensions External (W x H x D)	68 x 34 x 13mm 2.7 x 1.3 x 0.5"	87 x 43 x 13mm 3.4 x 1.7 x 0.5"	87 x 43 x 13mm 3.4 x 1.7 x 0.5"	87 x 43 x 13mm 3.4 x 1.7 x 0.5"	100 x 85 x 13mm 3.9 x 3.3 x 0.5"
Visible screen area (W x H)	49 x 24mm 1.9 x 1"	67 x 29mm 2.6 x 1.1"	67 x 29mm 2.6 x 1.1"	67 x 29mm 2.6 x 1.1"	85 x 64mm 3.3 x 2.5"
Weight	28 grams (0.98 oz)	37 grams (1.31 oz)	37 grams (1.31 oz)	37 grams (1.31 oz)	80 grams (2.82 oz)
Display Pixels	212 x 104 (22,048)	296 x 128 (37,888)	296 x 128 (37,888)	296 x 128 (37,888)	400 x 300 (120,000)
Dots per inch (DPI)	111	112	112	112	120
Type	Black and white bistable EPD	Black and white bistable EPD	Black and white bistable EPD	Black and white bistable EPD	Black and white bistable EPD
Orientation	Landscape or Portrait	Landscape or Portrait	Landscape or Portrait	Landscape or Portrait	Landscape or Portrait
Viewing angle	Near 180° viewing angle	Near 180° viewing angle	Near 180° viewing angle	Near 180° viewing angle	Near 180° viewing angle
Appearance	Standard unit available with white bezel front, black rear	Standard unit available with white bezel front, black rear	Standard unit available with white bezel front, pale blue rear	Standard unit available with white bezel front, dark blue rear	Standard unit available with white bezel front, black rear
Unit identifier barcode	Front	Front	Front	Front	Side
Features Pages	6	6	6	6	6
Operational Operating temperature range and humidity range (RH - Relative Humidity)	0°C to 40°C +32°F to 104°F 35-70% RH	0°C to 40°C +32°F to 104°F 35-70% RH	-25°C to 0°C -13°F to 32°F 35-70% RH	0°C to 40°C +32°F to 104°F 35-70% RH	0°C to 40°C +32°F to 104°F 35-70% RH
Storage temperature range and humidity range (RH - Relative Humidity)	-20°C to 40°C -4°F to 104°F 35-70% RH	-20°C to 40°C -4°F to 104°F 35-70% RH	-25°C to 40°C -13°F to 104°F 35-70% RH	-20°C to 40°C -4°F to 104°F 35-70% RH	-20°C to 40°C -4°F to 104°F 35-70% RH
Battery life	Typically 5 years (up to 5 updates/day) ¹	Typically 5 years (up to 5 updates/day) ¹	Typically 5 years (up to 2 updates/day) ²	TBD	Typically 5 years (up to 5 updates/day) ¹
Replaceable batteries	2 x CR2450	2 x CR2450	2 x CR2450	2 x CR2450	4 x CR2450
Fittings	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner
Communications	868MHz or 915MHz ISM Band 2-way wireless	868MHz or 915MHz ISM Band 2-way wireless	868MHz or 915MHz ISM Band 2-way wireless	868MHz or 915MHz ISM Band 2-way wireless	868MHz or 915MHz ISM Band 2-way wireless
Technical compliance RF Approvals	European ETSI EN 300 220 USA FCC rules in Part 18 of CFR 47	European ETSI EN 300 220 USA FCC rules in Part 18 of CFR 47	European ETSI EN 300 220 USA FCC rules in Part 18 of CFR 47	European ETSI EN 300 220 and 300 328 USA FCC rules in Part 18 of CFR 47	European ETSI EN 300 220 USA FCC rules in Part 18 of CFR 47
Emissions	ETSI EN301- 489 FCC Part 15 Low Power Communication Device	ETSI EN301- 489 FCC Part 15 Low Power Communication Device	ETSI EN301- 489 FCC Part 15 Low Power Communication Device	ETSI EN301- 489 FCC Part 15 Low Power Communication Device	ETSI EN301- 489 FCC Part 15 Low Power Communication Device
Safety approvals	IEC 60950-1 CE, UL, CB	IEC 60950-1 CE, UL, CB	IEC 60950-1 CE, UL, CB	IEC 60950-1 CE, CB	IEC 60950-1 CE, UL, CB
Options Freezer	No	Yes - Please refer to Aura 29F	Yes	No	No
Bezel colours available	Yes (MOQ applies)	Yes (MOQ applies)	Yes (MOQ applies)	Yes (MOQ applies)	Yes (MOQ applies)

Technical data is subject to change at Displaydata's discretion. ¹ Typically 5 years in a well-managed RF environment and with up to 5 updates per day. ² Typically 5 years in a well-managed RF environment and with up to 2 updates per day.