

# Chroma

3-colour fully graphic electronic shelf labels (ESLs) – red or yellow, black and ‘paper-white’



**Chroma electronic shelf labels (ESLs) feature the latest electrophoretic display (EPD) technology, providing fully graphic displays. With the ability to display in three colours – black, ‘paper-white’ and red or yellow, they deliver extra impact at the point of sale. Chroma ESLs offer a near 180° viewing angle for excellent readability.**

## 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

## Rich colour

- Use colour to highlight promotions and special offers
- Accentuate images, branding and logos
- Emphasise important product information
- Switch the colour on and off as required

## Superior readability

- 3-colour, black, ‘paper-white’ and red or yellow 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<sup>1</sup>)
- 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



For further Chroma product images, please visit [www.displaydata.com](http://www.displaydata.com)

<sup>1</sup> Typically 5 years in a well-managed RF environment and with up to 3 updates per day.

### Technical specification

Technical data	Chroma 16	Chroma 21	Chroma 29	Chroma 42	Chroma 60	Chroma 74
<b>Dimensions</b>						
External (W x H x D)	38 x 45 x 13mm 1.5 x 1.8 x 0.5"	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"	100 x 85 x 13mm 3.9 x 3.3 x 0.5"	133 x 107 x 13mm 5.2 x 4.2 x 0.5"	180 x 120 x 13mm 7.1 x 4.7 x 0.5"
Visible screen area (W x H)	27.5 x 27.5mm 1.08 x 1.08"	49 x 24mm 1.9 x 1"	67 x 29mm 2.6 x 1.1"	85 x 64mm 3.3 x 2.5"	120 x 89mm 4.7 x 3.5"	163 x 98mm 6.4 x 3.9"
Weight	20 grams (0.7 oz)	28 grams (0.98 oz)	37 grams (1.31 oz)	80 grams (2.82 oz)	114 grams (4.02 oz)	121 grams (4.3 oz)
<b>Display</b>						
Pixels	152 x 152 (23,104)	212 x 104 (22,048)	296 x 128 (37,888)	400 x 300 (120,000)	600 x 448 (268,800)	640 x 384 (245,760)
Dots per inch (DPI)	141	111	112	120	128	100
Type	Red or Yellow, black and paper-white bistable EDP					
Orientation	Landscape or Portrait					
Viewing angle	Near 180° viewing angle					
Appearance	Standard unit available with white bezel front, dark grey rear					
Unit identifier barcode	Front and Rear	Front	Front	Side	Side	Side
<b>Features</b>						
Pages	6					
<b>Operational</b>						
Operating temperature range and humidity range (RH - Relative Humidity)	0°C to 30°C +32°F to 86°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 Store in white state <sup>2</sup>					
Battery life	Typically 5 years (up to 3 updates/day) <sup>1</sup>					
Replaceable batteries	1 x CR2450	2 x CR2450	2 x CR2450	4 x CR2450	4 x CR2450 <sup>3</sup>	4 x CR2450
Fittings	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner					
<b>Communications</b>	868MHz or 915MHz ISM Band 2-way wireless					
<b>Technical compliance</b>						
RF Approvals	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					
Safety approvals	IEC 60950-1 CE, UL, CB					
<b>Options</b>						
Bezel colours available	Yes (MOQ applies)					

Technical data is subject to change at Displaydata's discretion.

<sup>1</sup> Typically 5 years in a well-managed RF environment and with up to 3 updates per day.

<sup>2</sup> White state. This refers to a state where there is no image shown on the display, it is blank.

<sup>3</sup> Chroma 60 ESLs are shipped with four batteries, however two additional batteries can be added to increase the operational life of a product (up to a total of six). Batteries are field replaceable and can be procured from Displaydata.

Note: Image quality and perception is limited to display resolution, colour and type/size of the font selected. It is highly recommended to use bold text when selecting small font sizes.