

# Dynamic Communicator

## The hub of the store network



**The Dynamic Communicator is the hub of the in-store RF infrastructure and is responsible for managing the distribution of data across the full store network of ESLs. The Displaydata solution is simple to implement, the only in-store infrastructure required are Dynamic Communicators and the electronic shelf labels (ESLs), removing the need for an in-store server and any store software installation.**

### Simple, light-touch infrastructure

- Dynamic Communicator is very discrete in store and can be installed with just two screws and power from an Ethernet connection (PoE)
- Integrated wall/ceiling mounting bracket for ease of installation
- Rapidly deployable infrastructure: No need for a server or software to be installed in-store
- High data throughput rate means ESLs can be updated in-store quickly
- Ability to mix and match Displaydata's different ranges of ESLs over the same infrastructure for maximum flexibility
- An optional "mains" power supply unit (PSU) can be supplied separately where PoE is unavailable

### 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 acknowledges communication updates, reporting back internal status information such as battery, signal strength and temperature. Offering complete reassurance across an entire retail estate
- The Dynamic Solution provides status updates on battery power and ambient temperature and keeps a complete audit trail of updates

### Long-range RF infrastructure

- Secure and reliable long-range two-way communication resilient to interference from other in-store communications i.e. 2.4GHz, WiFi, Bluetooth, Zigbee, etc.
- Extensive store coverage: Up to 50,000 sq. ft (5000 m<sup>2</sup>) and up to 65,000 ESLs from a single Communicator which can be extended with additional Communicators
- Extensible RF infrastructure capable of supporting additional devices and communications protocols

### Fully scalable

- Centrally managed and fully scalable, allowing everything from an individual display to every detail on every ESL across an entire retail estate to be updated easily, wirelessly and instantly
- Ability to easily add more Communicators and ESLs as and when required
- Works across all retail environments regardless of number of stores, store size, ceiling height or number of ESLs
- No limit to the size of retail estate we can deliver
- The Dynamic Communicator is a PoE device and can be driven from any standard Ethernet network using powered Ethernet switches or PoE injectors

### Network Stability & Resilience

- Extremely resilient against RF interference, Dynamic Solution coexists with other RF protocols in-store
- In the event that the 'Master' Communicator is disconnected or fails, the system will alert the users as the fault occurs
- The Dynamic Solution takes care of backing up important network data by automatically performing regular backups of the Communicator and simplifying the replacement and restore process should a Communicator become damaged or fail

# Dynamic Communicator

## Technical specification

Technical data	
<b>Dimensions</b> External Case (W x H x D)	158 x 115 x 35mm 6.2 x 4.5 x 1.4"
Aerial (length)	110mm 4.3"
<b>Operational</b> Power	1 x 10/100Mbit Ethernet port, Industry standard IEEE 802.3af PoE specification 1 x DC power input (optional)
Modes of operation	<b>Master:</b> Responsible for managing a store network of displays and communicators Note: Each store installation requires one Master Communicator  <b>Range Extender:</b> Extends the range of the RF coverage within the store. Managed by the Master Communicator
Operating temperature range	0°C to 65°C +32°F to 149°F
Storage temperature range	-20°C to 70°C -4°F to 158°F
<b>Features</b> LED	Single LED showing Power/status
Back-up	Automated back-up performed regularly
Restore	Available through back-ups
Fittings	Integrated wall/ceiling mount Shaped rear for cable management Unique downwards-facing antennas
<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

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

