

DATA SHEET



# THE LATEST EPOP IN THE RANGE - PROVIDING COMPLETE CONTROL THROUGHOUT THE STORE

## EPOP FUNCTIONALITY:

- Compact size enables wide usage throughout a retail environment
- Provides truly dynamic content at the point of purchase
- Wireless communication requires no infrastructure to implement
- Patented bistable e-paper display uses zero power between updates
- Based on typical usage of five updates a day the EPOP has a five year battery life
- Excellent viewing angle
- Multiple page storage
- Strong visual impact under all lighting conditions
- Durable and hygienic
- Plastics all approved for food use
- Water resistant with an IP64 rating
- Shock resistant and tamper proof
- Provides 100% accurate price and promotional content
- Optional promotional colour available



## CONTACT US

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## TECHNICAL DATA EPOP 300:

### DIMENSIONS

Overall Size (WxHxD)	112 x 57 x 9 (15) mm
<b>Display</b>	
Viewable Area (WxH)	94 x 30mm
Presentation	Monochrome
Pixel Dimensions	0.211 x 0.211mm
Pixel Shape	Square
Pixel Pitch	0.231 x 0.231mm
Pixel Density	110dpi
Aspect Ratio	5:2
Aperture Ratio	84.9%
Contrast Ratio	>25:1 typical
Reflectance	40% typical
Viewing Angle	
- Vertical	110° typical
- Horizontal	110° typical
Display Update Time	750ms@25°C typical
Multiple Page storage capability	3 pages

### COMMUNICATIONS

Frequency Band	868-915Mhz unlicensed ISM band
Modulation	GFSK modulation
Encoding	Manchester encoding
Tx Power	10dBm (5mW ERP)
Rx Sensitivity	-100dBm@0.1%BER
Data Rate	25kbps
Antenna	Internal 1/4 wave dipole (0db gain)
Range	
- Free air	>200m typical
- In building	>100m typical (100,000 sq feet)

### POWER

Supply Voltage	2.7 to 3.3v
Standby Current	3µA typical
Active Current	30mA typical
Battery Type	Lithium Manganese Dioxide
Battery Life	>5 years typical

### ENVIRONMENT

Operating Temperature	0 to +40°C
Storage Temperature	-20 to +70°C