

## ***Aura and Chroma label Installation Guide***

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### **1 Change History**

| <b>Date</b> | <b>Version</b> | <b>Author</b> | <b>Changes</b>                                          |
|-------------|----------------|---------------|---------------------------------------------------------|
| 28May2014   | 01             | SC            | Created for Aura and Chroma Ranges                      |
| 10Sept2014  | 02             | SC            | Modification for Aura/Chroma 42/60 mounting orientation |
| 11Nov2014   | 03             | SC            | Private and confidential removed from footer            |
|             |                |               |                                                         |
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### 3 **Label shelf installation**

#### 3.1 *Aura and Chroma mounting position*

The label should be mounted to the shelf edge using a shelf rail, available through Displaydata's Fixtures & Fittings partners. It should not be mounted directly to a metal surface.

#### 3.2 *Aura 21/29 and Chroma 21/29 mounting orientation.*

The label should be mounted with the display aligned horizontally along the shelf edge with the front bar code on the left-hand side.

#### 3.3 *Aura 42/60 and Chroma 42/60 mounting orientation.*

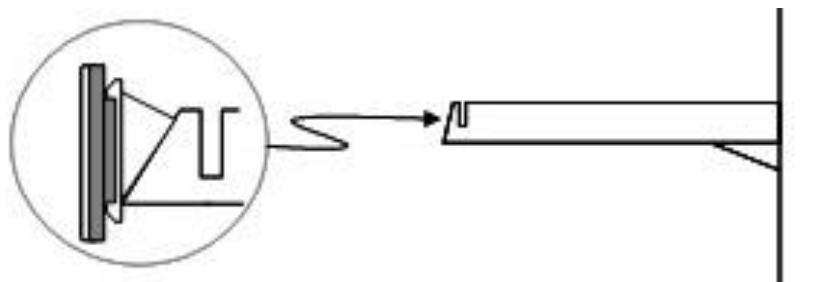
The label can be mounted with the display in landscape or portrait orientation using the mounting bracket available through Displaydata's Fixtures & Fittings partners.

#### 3.4 *Aura and Chroma fixing angle.*

The Aura and Chroma range of Electronic shelf labels are based on EPD display technology with a viewing angle close to 180degrees.

This means that the overall readability of the screens is not subject to the fixing angle.

The same vertical fixing angle can be used independent of shelf height.



### 4 **Low temperature label variant deployment**

It is very important to understand some basic principles with regard to the deployment of labels into a "Chiller" environment (temperature controlled fridges that are below 10degC).

All labels will usually be configured in a normal ambient room temperature environment (~20degC but could be as high as ~30degC). Once they have been configured onto a system, they can then be placed into a chiller unit. It is extremely important that all the labels are allowed time to thermally stabilise at the new colder temperature before any image updates are carried out.

**It is essential to allow 45mins for the labels to reach thermal equilibrium before sending images to the labels.**

Failure to wait for thermal equilibrium may result in a display where the text/graphics will be hard if not impossible to read.

Please note that the same thermal equilibrium time applies to moving a label from a Chiller/Freezer into a normal ambient temperature zone.

## 5 **FCC Warning Statement**

- These devices comply with Part 15 of the FCC Rules.
- Operation is subject to the following two conditions:
  - (1) This device may not cause harmful interference, and
  - (2) This device must accept any interference received, including interference that may cause undesired operation.
- This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment.
- End users must follow the specific operating instructions for satisfying RF exposure compliance.
- This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.
- Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment

## 6 **Radio Equipment – Canadian Warning Statements**

### English

"Under Industry Canada regulations, this radio transmitter may only operate using an antenna of a type and maximum (or lesser) gain approved for the transmitter by Industry Canada.

To reduce potential radio interference to other users, the antenna type and its gain should be so chosen that the equivalent isotropically radiated power (e.i.r.p.) is not more than that necessary for successful communication."

"This device complies with Industry Canada licence-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device."

### French

"Conformément à la réglementation d'Industrie Canada, le présent émetteur radio peut fonctionner avec une antenne d'un type et d'un gain maximal (ou inférieur) approuvé pour l'émetteur par Industrie Canada.

Dans le but de réduire les risques de brouillage radioélectrique à l'intention des autres utilisateurs, il faut choisir le type d'antenne et son gain de sorte que la puissance isotrope rayonnée équivalente (p.i.r.e.) ne dépasse pas l'intensité nécessaire à l'établissement d'une communication satisfaisante."

"Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement."