

## AURA AEON

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



Featuring the latest bistable technology, Aura Aeon 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
- 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 Aura Aeon product images, please visit [www.displaydata.com](http://www.displaydata.com)

## AURA AEON

### Technical Information

Technical data	Aura Aeon 21	Aura Aeon 29	Aura Aeon 29F Freezer	Aura Aeon 42
<b>Dimensions</b>				
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"	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"	85 x 64mm 3.3 x 2.5"
Weight	28 grams (0.98 oz)	37 grams (1.31 oz)	37 grams (1.31 oz)	80 grams (2.82 oz)
<b>Display</b>				
Pixels	212 x 104 (22,048)	296 x 128 (37,888)	296 x 128 (37,888)	400 x 300 (120,000)
Dots per inch (DPI)	111	112	112	120
Type	Black and white bistable			
Orientation	Landscape or Portrait			
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, black rear
Unit identifier barcode	Front	Front	Front	Side
<b>Features</b>				
Pages	6			
<b>Operational</b>				
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
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>1</sup>	-20°C to 40°C -4°F to 104°F 35-70% RH Store in white state <sup>1</sup>	-25°C to 40°C -13°F to 104°F 35-70% RH Store in white state <sup>1</sup>	-20°C to 40°C -4°F to 104°F 35-70% RH Store in white state <sup>1</sup>
Battery life (typical)	Typically 10 years (up to 3 updates/day) <sup>2</sup>	Typically 10 years (up to 3 updates/day) <sup>2</sup>	Typically 10 years (up to 3 updates/day) <sup>2</sup>	Typically 10 years (up to 3 updates/day) <sup>2</sup>
Replaceable batteries	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			
<b>Communications</b>	868MHz or 915MHz ISM Band 2-way wireless			
<b>Technical compliance</b>				
Approvals	CE EU: ETSI EN 300-220, ETSI EN 301-489 USA: FCC Part 15c CA: RSS-210, RSS-Gen			
Safety approvals	UL 62368, CB			
<b>Options</b>				
Freezer	No	Yes - Please refer to Aura Aeon 29F	Yes	No
Bezel colours available	Yes (MOQ applies)			
Water resistant	No			Yes - IP67, Requires Guard 42

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

<sup>1</sup> White state. This refers to a state where there is no image shown on the display, it is blank.

<sup>2</sup> In a well-managed RF environment.

Notes: Image quality and perception is limited to display resolution and type/size of the font selected. It is highly recommended to use bold text when selecting small font sizes and any feature containing colour to be at least two pixels wide.

Labels should be left at operational temperature for at least 1 hr before any updates are made.