

CHROMA AEON

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



Chroma Aeon electronic shelf labels (ESLs) feature the latest bistable 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 Aeon 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
- The highest quality and best performing available using our exclusive DisplaydataLUT™ technology
- 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
- Optional LED accelerates operational tasks to improve product picking speed and accuracy, and reduce the cost and time involved with stock replenishment

RICH COLOUR

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

SUPERIOR READABILITY

- 3-colour, black, ‘paper-white’ and red or yellow bistable display
- Near 180° viewing angle with excellent readability

LOW POWER, LONG LIFE

- Industry leading bistable displays require zero power to retain their image, enabling a longer battery life (typically 10 years)
- 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 Aeon product images, please visit www.displaydata.com.

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Product Specifications

Technical data	Chroma Aeon 16	Chroma Aeon 21	Chroma Aeon 27	Chroma Aeon 29	Chroma Aeon 37	Chroma Aeon 42	Chroma Aeon 60	Chroma Aeon 74	Chroma Aeon 125
Dimensions									
External (W x H x D)	42 x 48 x 13mm 1.7 x 1.9 x 0.5"	68 x 34 x 13mm 2.7 x 1.3 x 0.5"	80 x 43 x 14.7mm 3.1 x 1.7 x 0.58"	87 x 43 x 13mm 3.4 x 1.7 x 0.5"	100 x 58 x 14mm 3.9 x 2.3 x 0.6"	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"	182 x 122 x 15mm 7.2 x 4.8 x 0.6"	277x226x15mm 10.9x8.9x0.6"
Visible screen area (W x H)	27.5 x 27.5mm 1.08 x 1.08"	49 x 24mm 1.9 x 1"	60 x 31mm 2.4 x 1.2"	67 x 29mm 2.6 x 1.1"	81.5 x 47mm 3.2 x 1.85"	85 x 64mm 3.3 x 2.5"	120 x 89mm 4.7 x 3.5"	163 x 98mm 6.4 x 3.9"	253 x 191mm 10 x 7.5"
Weight	20 grams (0.7 oz)	28 grams (0.98 oz)	36 grams (1.27 oz)	36 grams (1.27 oz)	54 grams (1.91 oz)	78 grams (2.75 oz)	126 grams (4.44 oz)	210 grams (7.41 oz)	440 grams (15.5 oz)
Display									
Pixels	152 x 152 (23,104)	212 x 104 (22,048)	296 x 152 (44,992)	296 x 128 (37,888)	416 x 240 (99,840)	400 x 300 (120,000)	648 x 480 (311,040)	800 x 480 (384,000)	1304x984 (1,283,136)
Dots per inch (DPI)	141	111	126	112	130	120	138	125	131
Type	Red or Yellow, black and 'paper-white' bistable								
Orientation	Landscape or Portrait								
Viewing angle	Near 180° viewing angle								
Appearance	Standard unit available with white or black bezel front, dark grey rear								
Unit identifier barcode	Front	Front	Front	Front	Front and Side	Side	Side	Front and Side	Side
Features									
Pages	6								5
Optional LED	Yes (1 x green with configurable flashing patterns)					No			
Battery									
Battery life (typical)	6 years ¹	10 years ¹					10 years ²		10 years ³
Replaceable batteries	1 x CR2450	2 x CR2450	2 x CR2450	2 x CR2450	3 x CR2450	4 x CR2450	4 x CR2450 ⁴	6 x CR2450	1 x thin cell
Environmental Conditions ^{4,5}									
Operating temperature range and Relative Humidity range	0°C to 30°C +32°F to 86°F 35-70% RH								10°C to 30°C +50°F to 86°F 35-70% RH
Storage ⁶ temperature range and Relative Humidity range	-20°C to 40°C -4°F to 104°F 35-70% RH Store in white state (blank with no image)								
Communications	868MHz or 915MHz ISM Band 2-way wireless								
Technical compliance									
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								
Options									
Bezel colours available	Yes (MOQ applies)								
Water resistant	No					Yes – IP67, Requires Guard 42	No		
Fittings	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partners								

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

1 In a well-managed RF environment and with up to 3 updates per day.

2 In a well-managed RF environment and with up to 2 updates per day.

3 In a well-managed RF environment and with up to 1 update per day.

4 Chroma Aeon 60 ESLs are shipped with four batteries, however two additional batteries can be added (up to a total of six) to increase the operational life of the product by an estimated 1-2 years. Batteries are field replaceable and can be procured from Displaydata.

Avoid direct exposure to sunlight or other IR/UV sources. Products may be affected if not operated or stored in accordance with operational and storage conditions. Long term product storage (more than 2 weeks) should be kept in compliance with specifications listed for operational temperature and Relative Humidity range. Notes: 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 and any feature containing colour to be at least two pixels wide. Labels should be left at operational temperature for at least 1 hour before any updates are made.