



1.54 inch Electronic Label Series



ET0154

DALIAN GOOD DISPLAY CO.,LTD.

| REV | DESCRIPTION | RELEASE DATE | EDITOR |
|-----|---------------------|--------------|-----------|
| 3.0 | Preliminary Release | 2024/5/1 | Zhang hui |
| | | | |
| | | | |

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1. General Description

Good Display is dedicated to driving the adoption of E Ink technology, utilizing its low power consumption and reusability to minimize environmental impact while boosting productivity.

Our electronic shelf labeling (ESL) solution streamlines operations with automated price updates, offering a cost-effective alternative to paper. It enhances the customer experience by delivering precise and consistent pricing.

Good Display empowers retailers to achieve peak performance with its ESL platform and API integration. This future-ready digital infrastructure accelerates in-store transformation, enabling seamless price management, operational efficiency, personalization, and predictive analytics.

ET0154 series ESL tags with 200x200 high definition displays can be adapted to any sales scenarios . It supports text, promotion , QR code or barcode and can be reused with no paper required . It can be used for different application , such as other kind of logistics, warehouse and smart home management.

2. Feature

- Various color modes(Tri-color & Four color) are available.
- Cloud (MQTT) or local Server based options.
- You can manage price tags directly via Bluetooth using only a smart phone app, without the need for a Gateway.
- Our Gateway can be equipped with a built-in management system, it can operate independently without a server. [Optional]

3. Specification

3.1 Product Type (ET0154-80)



| Gateway Ver | Display Color | Feature | Smart phone APP Ver. |
|-------------|------------------------------|-------------|----------------------|
| ET0154-80 | Red, Yellow, Black and White | Four Color | |
| ET0154-33 | Red, Black and White | Three Color | ET0154-33B |

3.2 Technical Specifications

| | |
|------------------------|--|
| Outline Dimension | 49.0mm(H)×37.62mm(V)×13.3mm(D) |
| Operating Temperature | 0°C~40°C |
| Operating Humidity | 45%~70%RH |
| Protection Rating | IP65(Default)/ IP68 (Optional) |
| LED | Red, Green, Blue, three primary colors, Support 7 colors |
| Image Update | Over 30 000 pcs labels / hour (500pcs / min) |
| Wireless Connectivity | BLE 5.0 Private Protocol |
| Communication Band | 2.400-2.480 GHz, Maximum EIRP ≤ 10mW |
| Communication Distance | Within 30 meters (50 meters in open areas) |
| Communication Mode | Gateway or Smart phone APP |
| Weight | 20 g |
| Packaging Information | 500pcs/Box, 12 Kg, 360mm×250mm×250mm |

3.3 E-Paper Display

| | |
|----------------------|---|
| Size | 1.54 inch |
| Resolution | 200(H)×200(V) |
| DPI | 189 |
| Active Area | 27.00mm(H)×27.00mm(V) |
| View Angle | >170° |
| Screen Display Color | Black, White, and Red; Black, White, Red, and Yellow |

3.4 Battery

| | |
|-------------------|---------------------------------|
| Batteries | CR2450 x 1 |
| Battery Life Time | Up to 5 years (Industry Leader) |

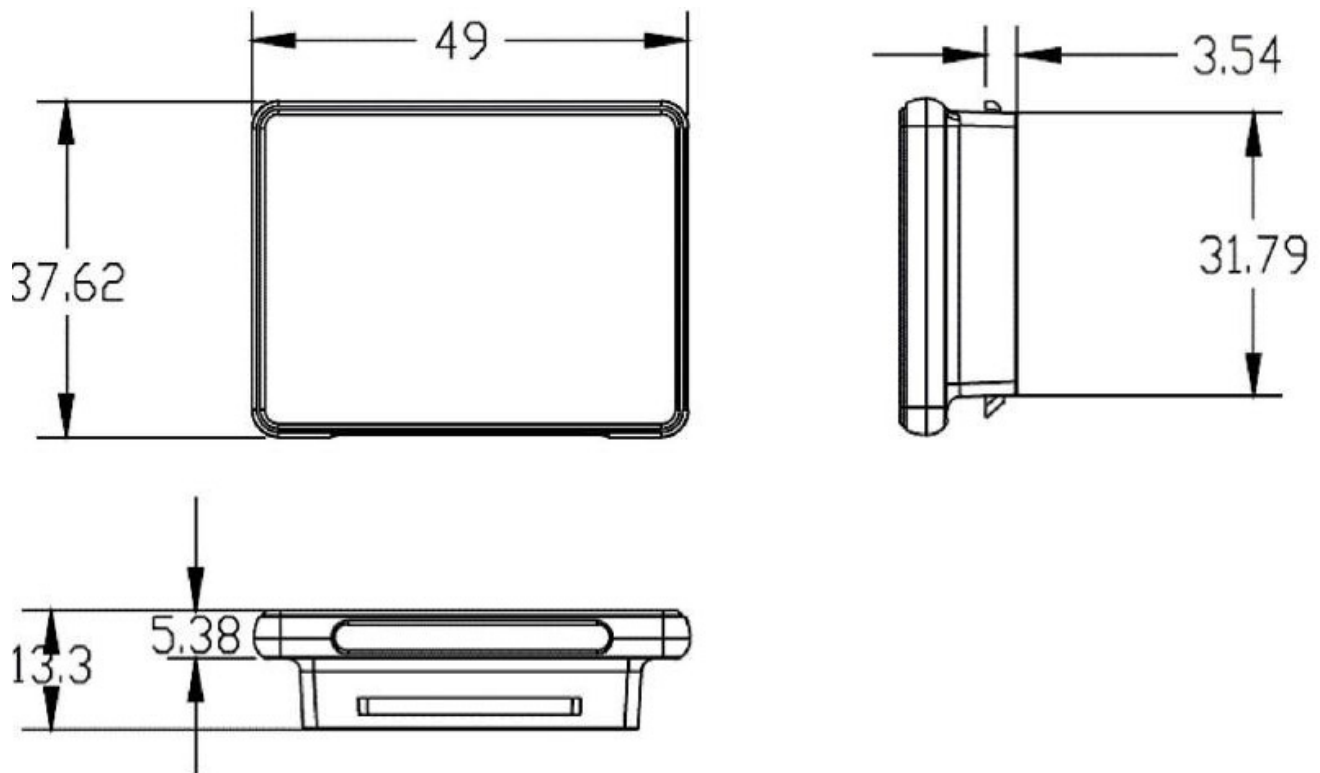
3.5 Features

| | |
|--------------------------|---------------------------|
| NFC | Yes [Optional] |
| Wireless Firmware Update | Yes |
| Usable Pages | 8 Pages |
| Shell Color | White or Black [Optional] |
| Compliance | CE, RoHS, FCC, MIC, SRRC |

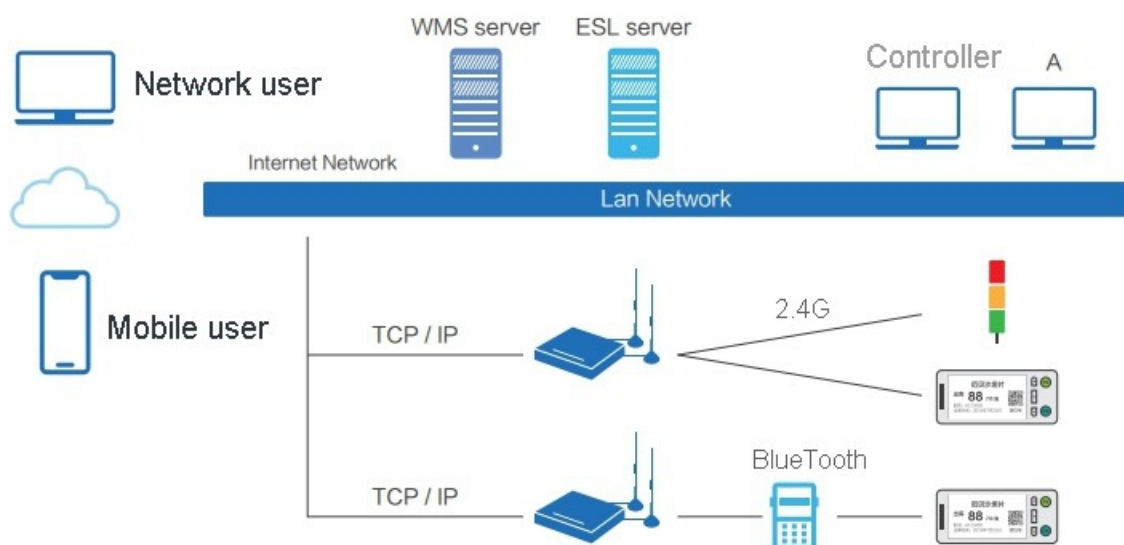
3.6 Function

| No. | Item | Description |
|-----|-----------------------------|---|
| 1 | Data display | Support the transmission and display of other contents such as text, pictures, symbols and so on in any language. |
| 2 | NFC communication | Each tag can support NFC communication function. [Optional] |
| 3 | Temperature detection | Each tag supports temperature sampling, and the system can be read. |
| 4 | Electric quantity detection | Each tag supports the power sampling function, which can be read by the system. |
| 5 | LED light flicker setting | Support LED 3 color independent control lights. Each light flashing frequency is 1 time per second. The flashing times of each lamp can be set by the user. |

4. Drawing (unit:mm)



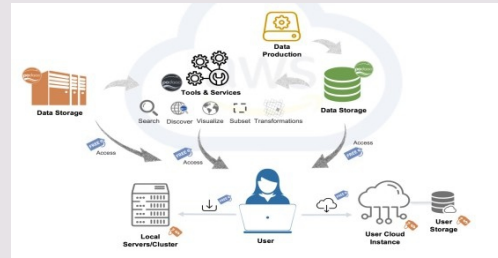
5. Network Structure



6. Why choose us

Local Cloud Server

We offer setup of a dedicated cloud server for our customers, it minimizes dependency on external cloud providers, ensuring more reliable and cost-effective management of your ESL system.



API Management

We will provide a robust API interface to seamlessly integrate our ESL system into their platform, offering end customers a more powerful, flexible, and competitive solution.



Powerful Gateway

Lower error rate;
Docking system with enterprise management system;
Perfect for the retails, warehouses and logistics management;
Cloud or local Server based options



Versatility

ESL comes in a variety of sizes and specifications to meet the diverse needs of any retail environment. It can be customized with a wide range of features to enhance the customer experience.

