2.13 inch
Electronic Label Series

ET0213

REV	DESCRIPTION	RELEASE DATE	EDITOR
3.0	Preliminary Release	2024/4/15	Zhanghui

https://www.good-display.com

Contents

1. General Description

Good Display is dedicated to driving the adoption of e-paper 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.

ET0213 series ESL labels with 250x122 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(Monochrome, Three 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.

- Gateway can be equipped with a built-in management system, it can operate independently without a server. [Optional]

3. Specification

3.1 Product Type (ET0213-81)

Gateway Ver. P/N	Display Color	Feature	Mobile APP Ver. P/N
ET0213-81	Red, Yellow, Black and White	Four Color	
ET0213-36	Red, Black and White	Three Color	ET0213-36B
ET0213-39	Black and White	Low Temperature	ET0213-39B

3.2 Technical Specifications

Outline Dimension	71.28mm(H)×34.78mm(V)×12.3mm(D)
Operating temperature	0℃~40℃　　ET0213-81　　ET0213-36/B -25℃~25℃　ET0213-39/B
Operating humidity	45%~70%RH
Protection rating	IP65(Default)　　IP68(Optional)
LED	Red, Green, Blue, three primary colors, Support 7 colors
Image Update	Over 30000 pcs labels / hour (500 pcs/min)
Wireless Connectivity	BLE5.0 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	32 g
Packaging Information	450pcs/Box, 15.4 Kg, 390mm×300mm×260mm

3.3 E-Paper Display

Size	2.13 inch
Resolution	250(H)×122(V)
DPI	131
Active Area	48.55mm(H)×23.70mm(V)
View Angle	>170°
Screen Display Color	Black and White; Black, White and Red; Black,White, Red and Yellow (optional)

3.4 Battery

Batteries	CR2450 x 2
Battery Lifetime	Up to 7 years (Industry Leader)

3.5 Features

| NFC	Yes (optional)
Wireless Firmware Update	Yes
Usable Pages	8 Pages
Enclosure Color	White / Black [Optional]
Compliance	CE, RoHS, FCC, MIC, SRRC

3.6 Function

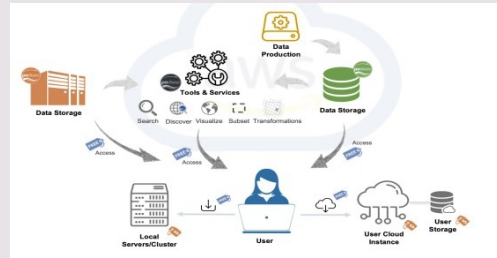| No.	Item	Description
1	Data display	Support the transmission and display of other contents such as text, pictures, symbols and so on in any language.
2	NFC communication	Each tag can support NFC communication function.
3	Temperature detection	Each tag supports temperature sampling, and the system can 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**

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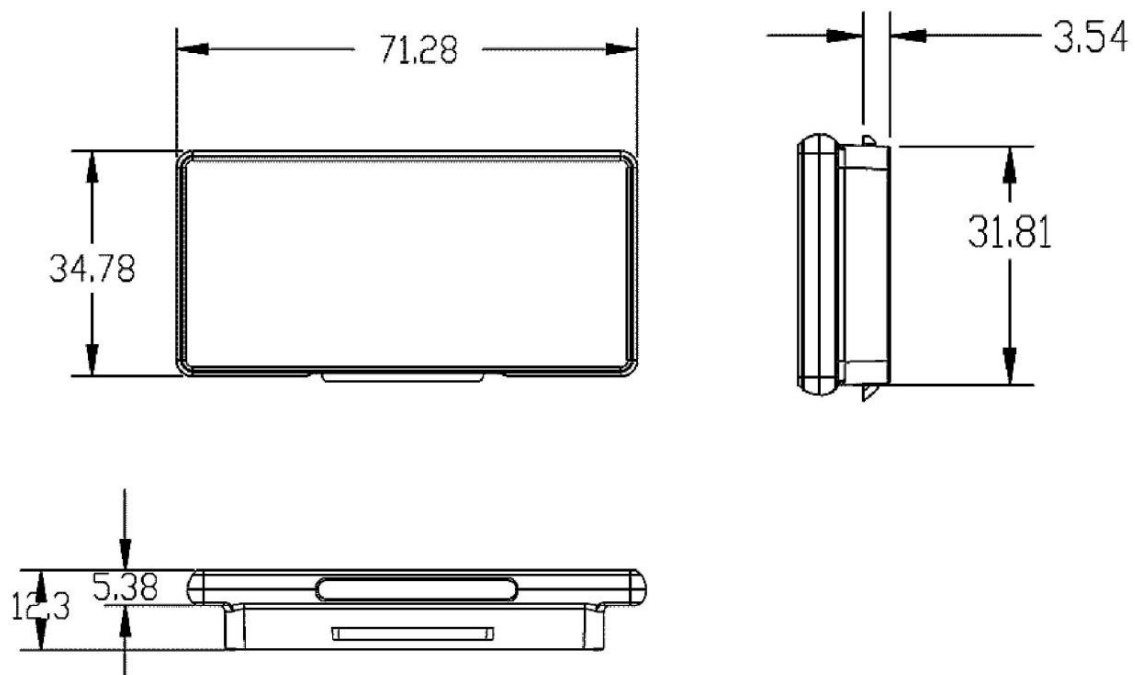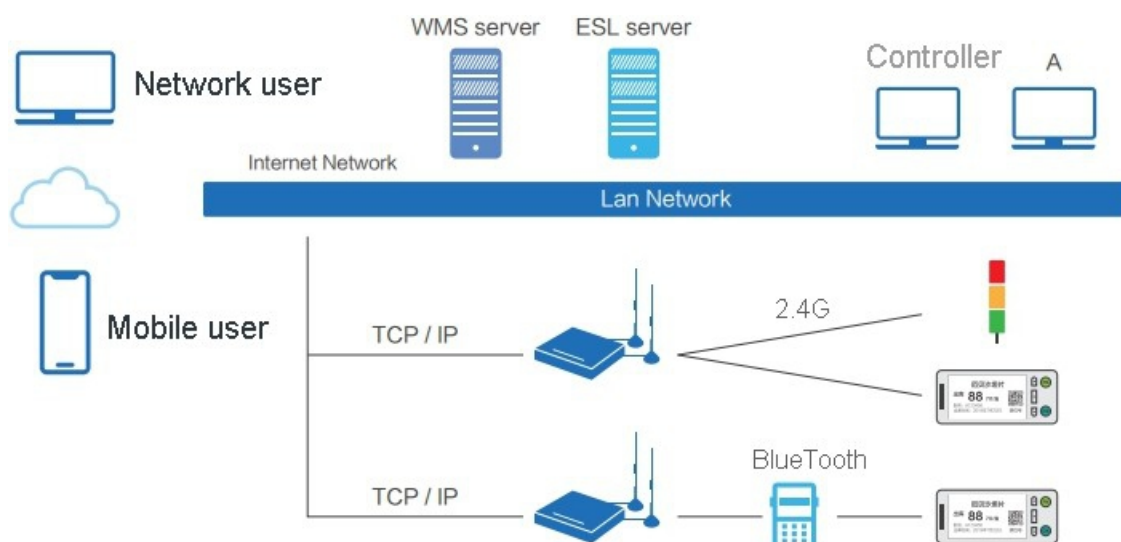
6. Why choose us

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.	