Displaydata

AURA AEON 29F+

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

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. The Aura Aeon 29F+ was designed specifically to be used within the freezer section of a retail store.

It offers the same features as our standard Aura Aeon ESLs, with the added benefit of operating temperature capabilities between -25°C and 0°C.

FREEZER OPTIMISED

- Fully graphic ESLs optimised for use within a freezer
- Aura Aeon 29F+ operates optimally at temperatures of -25°C to 0°C. It will continue to work at temperatures above this, but display quality and contrast may be suboptimal

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' bistable display
- 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 (typically 10 years[2])
- 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

- The Aura Aeon 29F+ can be managed across the same RF infrastructure as the rest of Displaydata's range of ESLs

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

For more information please contact us at: contact@displaydata.com (0)118 207 5641 • www.displaydata.com • @Displaydata • www.linkedin.com/company/displaydata
Displaydata Limited, Unit 12, Headley Park 10, Headley Road East, Woodley, Reading, Berkshire, RG5 4SW, UK

1

Displaydata

AURA Aeon 29F+
Technical Information

Technical data	Aura Aeon 29F+
Dimensions External(WxHxD)	87 x 43 x 13mm 3.4 x 1.7 x 0.5"
Visible screen area (WxH)	67 x 29mm 2.6 x 1.1"
Weight	37 grams (1.31 oz)
Display Pixels Dots per inch (DPI)	296 x 128 (37,888) 112
Type	Black and white bistable
Orientation	Landscape or Portrait
Viewing angle	Near 180° viewing angle
Appearance	Standard unit available with white bezel front with black snowflake branding, dark grey rear
Unit identifier barcode	Front
Features Pages	6
Operational Operating temperature range and humidity range (RH - Relative Humidity)	-25°C to 0°C -13°F to +32°F 35-70% RH
Storage temperature range and humidity range (RH - Relative Humidity)	-25°C to 40°C -13°F to 104°F 35-70% RH Store in white state[1]
Battery life (typical)	Typically 10 years (up to 3 updates/day)[2]
Replaceable batteries	2 x CR2450
Fittings	Compatible with a variety of fixtures and fittings, available from Displaydata and our Preferred Partner
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
Safety approvals	UL 62368, CB

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

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

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

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.

For more information please contact us at: contact@displaydata.com (0)118 207 5641 • www.displaydata.com • @Displaydata • www.linkedin.com/company/displaydata
Displaydata Limited, Unit 12, Headley Park 10, Headley Road East, Woodley, Reading, Berkshire, RG5 4SW, UK

2

Displaydata Aura Aeon 29F+ Datasheet UK 250423