

# Aura and Chroma User Guide

Document Number: 550-0020

Version: 28

Date: 05-12-2023



## Table of Contents

1	ESL installation .....	4
2	ESL deployment in Low temperature Environments .....	5
3	Damaged Equipment .....	5
4	Type Approval Statements .....	6
4.1	FCC Warning Statement .....	6
4.2	FCC Radiation Exposure Statement .....	6
4.3	Industry Canada Warning Statements.....	6
4.4	ISED Radiation Exposure Statement .....	7
4.5	Mexico – IFETEL Warning Statement .....	7
5	Waste Electrical & Electronic Equipment (WEEE) Statement .....	8
6	Battery Caution Statements.....	8
6.1	Battery Replacement .....	8
6.2	Disposal .....	8
6.3	Disposal - State of California, USA.....	8

<b>Copyright</b>	<p>© 2023 Displaydata Ltd. All rights reserved.</p> <p>DISPLAYDATA and the Displaydata logo are trademarks (whether registered or unregistered) of Displaydata Ltd in the United Kingdom, US, and Europe.</p>
<b>Disclaimer</b>	<p>The contents of this document are protected by international copyright laws and other intellectual property rights. No part of this document may be copied, distributed, transmitted, or reproduced in any form or by any means without the express prior written permission of Displaydata.</p> <p>Whilst reasonable efforts have been made to ensure that the information and content of this document are correct as at the date of publication, Displaydata shall not accept any liability for any errors, omissions, or inaccuracies.</p> <p>Displaydata Ltd is registered in England and Wales, company registration number: 03929602. Registered Office: Malvern Hills Science Park, Geraldine Road, Malvern, Worcestershire, WR14 3SZ, UK</p>
<b>Trademarks</b>	<p>All other trademarks in this document are held by their respective owners.</p>

**Key to Symbols**



**CAUTION: A failure to adhere to a caution instruction could result in poor product performance; invalidate regulatory compliance; cause potential damage to hardware; or result in a loss of user data.**



**WARNING: A WARNING indicates a potential for property damage, personal injury, or death.**

## 1 ESL installation



**This product is not intended to be installed at heights more than 2m above floor level.**

### Aura and Chroma mounting position.

The ESL should be mounted to the shelf edge using shelf rail strip. Suitable shelf rail strip is available via one of Displaydata's Fixtures & Fittings partners.



The ESL should not be mounted directly against a metal surface. metal objects can interfere with the operation of the ESL's RF.

### Aura and Chroma fixing angle.

The Aura and Chroma range of Electronic Shelf Labels are based on Elnk display technology which has a viewing angle near to 180 degrees.

### Recommended Mounting Orientation

Product Reference	Product Display Size (Inches)	Recommended Orientation
16	1.54	The label should be mounted along the shelf edge with the front bar code below the display.
21 27 29 37	2.13 2.66 2.90 3.71	The label should be mounted with the display aligned horizontally along the shelf edge with the front bar code on the left-hand side.
42 60 74 125	4.20 5.83 7.50 12.47	The label is to be mounted with the display in landscape or portrait orientation by using one of the mounting brackets available via one of Displaydata's Fixtures & Fittings partners

## 2 ESL deployment in Low temperature Environments

It is very important when deploying ESLs in a "Chiller" environment i.e., temperature-controlled fridges operated below 10 degC) that the labels are allowed to reach thermal equilibrium before sending images.



Failure to wait for thermal equilibrium may result in a display where the text/graphics will be hard, if not impossible, to read.

Often this situation occurs when the ESLs are first deployed. When ESLs are first deployed it is common practice to configure the units at normal room temperature (~25 degC) and then place them into the chiller unit whose ambient temperature of  $\leq 10$  degC. In this case it is extremely important that the labels are allowed time to thermally stabilise at the cooler temperature of the chiller before any image updates are carried out.



**We recommend that a minimum of 45 mins is allowed for the labels to reach thermal equilibrium before sending images to the labels.**

Please note that the same thermal equilibrium time applies to moving a label from a Chiller/Freezer into a normal ambient temperature zone.

## 3 Damaged Equipment



When correctly installed our ESLs are designed to be robust and provide a long service life. Should damage occur to the product's mechanics, which gives rise to exposed sharp edges or leaves the batteries exposed, the equipment should be removed from service immediately.

## 4 Type Approval Statements

### 4.1 FCC Warning Statement

- These devices comply with Part 15 of the FCC Rules.
- Operation is subject to the following two conditions:
  - (1) This device may not cause harmful interference, and
  - (2) This device must accept any interference received, including interference that may cause undesired operation.
- This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment.
- End users must follow the specific operating instructions for satisfying RF exposure compliance.
- This transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.
- Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

### 4.2 FCC Radiation Exposure Statement

The radiated power of this product is below FCC radio exposure limits.

Although the product is a fixed installation, it is possible, as the product is fixed to the edge of a retail shelf, that a person's body may come in contact with the device, but only momentarily. Therefore, normal radiation exposure is assumed to be from momentary contact.

As contact is possible, the product has been assessed according to RF exposure procedures and equipment authorization policies for mobile and portable devices.

The assessment shows the product to be compliant with FCC RF exposure limits under portable exposure conditions when installed, .i.e., antennas that are within 20 cm of a person's body.

### 4.3 Industry Canada Warning Statements

#### English

"Under Industry Canada regulations, this radio transmitter may only operate using an antenna of a type and maximum (or lesser) gain approved for the transmitter by Industry Canada.

To reduce potential radio interference to other users, the antenna type and its gain should be so chosen that the equivalent isotropically radiated power (e.i.r.p.) is not more than that necessary for successful communication."

"This device complies with Industry Canada licence-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device."

#### French

"Conformément à la réglementation d'Industrie Canada, le présent émetteur radio peut fonctionner avec une antenne d'un type et d'un gain maximal (ou inférieur) approuvé pour l'émetteur par Industrie Canada.

Dans le but de réduire les risques de brouillage radioélectrique à l'intention des autres utilisateurs, il faut choisir le type d'antenne et son gain de sorte que la puissance isotrope rayonnée équivalente (p.i.r.e.) ne dépasse pas l'intensité nécessaire à l'établissement d'une communication satisfaisante."

"Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes : (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement."

#### 4.4 ISED Radiation Exposure Statement

The radiated power of this product is below ISED radio exposure limits.

Although the product is a fixed installation, it is possible, as the product is fixed to the edge of a retail shelf, that a person's body may come in contact with the device, but only momentarily. Therefore, normal RF exposure is assumed to be from momentary contact.

As direct contact is possible the product has been assessed according to RF exposure procedures and equipment authorization policies for mobile and portable devices.

The assessment shows the product to be compliant with ISED RF exposure limits under portable exposure conditions when installed, .i.e., antennas that are within 20 cm of a person's body.

#### 4.5 Mexico – IFETEL Warning Statement

De acuerdo con la NOM-121-SCT1, sección 4.6.2

La operación de este equipo está sujeta a las siguientes dos condiciones: (1) es posible que este equipo o dispositivo no cause interferencia perjudicial y (2) este equipo o dispositivo debe aceptar cualquier interferencia, incluyendo la que pueda causar su operación no deseada.



## 5 Waste Electrical & Electronic Equipment (WEEE) Statement

The WEEE symbol on this product indicates that this product must not be disposed of as part of household or municipal waste. Instead, any WEEE should be separated, collected, and transported to recycling centres for treatment and processing according to national regulations and procedures.

## 6 Battery Caution Statements



Do not ingest battery, Chemical Burn Hazard

Depending on the product this product contains one or more coin / button cell batteries. If a coin / button cell battery is swallowed, it can cause severe internal burns in just 2 hours and can lead to death.

If you think batteries might have been swallowed or placed inside any part of the body, seek immediate medical attention.

Keep new and used batteries away from children.

If the battery compartment does not close securely, stop using the product and keep it away from children.

### 6.1 Battery Replacement



#### CAUTION

Risk of fire or explosion if the battery is replaced by an incorrect type.

The batteries are only to be replaced by an instructed person.

Leaving a battery in an extremely high temperature surrounding environment that can result in an explosion or the leakage of flammable liquid or gas.

### 6.2 Disposal



Dispose of used batteries according to regional, national, or state regulations.

Disposal of a battery into a fire or a hot oven; or leaving in direct sunlight; or mechanically damaging the battery, can result in an explosion.

### 6.3 Disposal - State of California, USA

#### State of California, USA Regulations Concerning Perchlorate Best Management Practices

The Lithium manganese dioxide primary cells used in our products contain Perchlorate Material.



The State of California, USA has instituted regulations concerning perchlorate best management practices (BMP).

**Perchlorate Material — special handling may apply.  
See [www.dtsc.ca.gov/hazardouswaste/perchlorate](http://www.dtsc.ca.gov/hazardouswaste/perchlorate)**