

# More Colors, More Design Freedom!

## New 7-Color ESL RS075 SPECIFICATION

Datasheet V1.0



## BRIEF INTRODUCTION

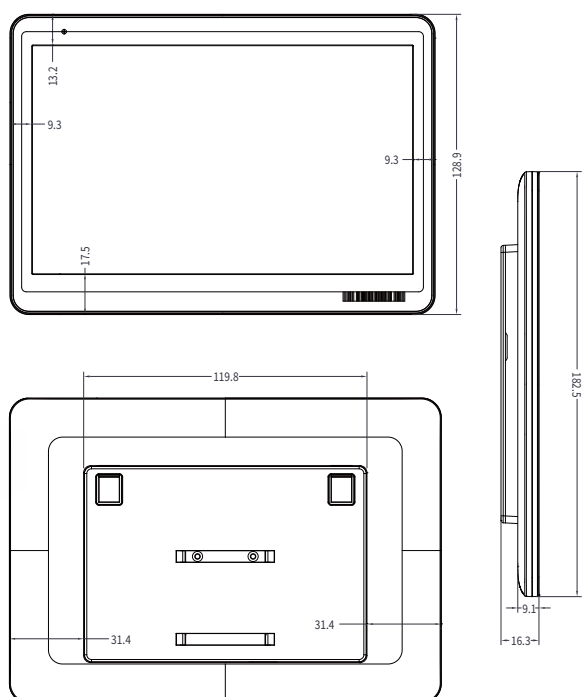
RS075 is a brand-new 7-color electronic shelf label launched by MinewTag. The product has a 7.3-inch electronic ink screen, which features low power consumption and 7-color display (including black, white, red, yellow, blue, green and orange). Utilizing Bluetooth Low Energy 5.0 technology, it realizes fast refresh speed and good stability while consuming ultra-low power. The screen is protected by a 2.5D transparent panel with high light transmittance. RS075 delivers long service life with high capacity replaceable battery.

## SPECIFICATION

|                    |                                          |
|--------------------|------------------------------------------|
| Material           | AC2300                                   |
| Color              | White                                    |
| Dimension          | 182.5*128.9*16.3 mm                      |
| Display Technology | EPD                                      |
| Screen size        | 7.3-inch                                 |
| Display Area       | 159.6*95.6 mm                            |
| Resolution         | 800*480px                                |
| Pixel Density      | 127dpi                                   |
| Weight             | 293g                                     |
| Battery Lifetime   | 5Years                                   |
| Fixing Ways        | Stands, hooks, etc                       |
| Display Color      | Black/White/Red/Yellow/Blue/Green/Orange |

## HIGHLIGHTS

-  Seven-color display
-  7.3-inch large screen
-  Updating in seconds
-  5-year battery life
-  REST API
-  LED location indicator
-  Managed by Cloud/APP
-  Customized templates
-  2.5D transparent shell
-  Replaceable battery



## TECHNICAL PARAMETER

|                        |                          |
|------------------------|--------------------------|
| Communication Protocol | Bluetooth®Low Energy 5.0 |
| Battery                | CR2477 * 6               |
| Transmitting Distance  | 30-70 Meters             |
| Working Humidity       | 50±20%RH                 |
| Operating Temperature  | 15°C-35°C                |
| Storage Temperature    | -20°C-60°C               |

## COMPLIANCE

|               |                 |
|---------------|-----------------|
| Certification | BQB/FCC/CE/RoHS |
|---------------|-----------------|

## FCC warning

Any Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

Note: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

To maintain compliance with FCC' s RF Exposure guidelines, This equipment should be installed and operated with minimum distance between 20cm the radiator your body: Use only the supplied antenna.

This device complies 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.



Address: Building I, Gangzhilong Science Park, Qinglong Road,  
Longhua District, Shenzhen, 518109, China

Phone: +86(755)2103 8160

Email: [info@minewtag.com](mailto:info@minewtag.com)

Website: <https://www.minewtag.com>

