Accessories for SE-range ESL

2025





$\equiv OPTICON$

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SE-range Introduction



To create a distinctive business environment Opticon offers both e-paper and colored digital signage solutions. Opticon's wireless Electronic Shelf Label (ESL) system is based on a radio architecture and e-paper label that provides advantages in performance, cost and power consumption.

Our ESLs are suitable for industries such as retail, fashion, catering, mobile shops, jewelry, home appliances, pharmacy, industry, warehouse and room signage. The benefits of digital signage are that information can be presented more easily, prices can be adjusted instantly, and the signs can adapt to the context and audience, even interactively. Opticon's solutions aim to dramatically impact how companies operate their businesses providing a superior platform that can improve profitability and enable new customer-facing applications, promotions and loyalty programs.

Opticon's solution highlights:

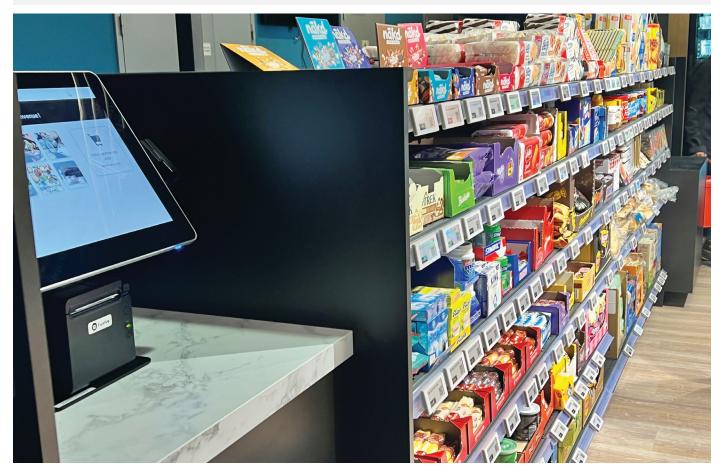
- Full centralized control and accuracy
- High flexibility in display content that is user-configurable
- Long-lasting usage
- High speed bi-directional communication
- Integrates with existing (retail) systems

The Labels

Opticon's e-paper label boasts a high contrast ratio and superior viewing angle. It is bi-stable, which means that the image will remain on the display even after power is disconnected. Depending individual usage, these battery powered ESLs can be used up to 5 years. We offer various sizes and colors, optional NFC and various mounting options. All to provide different technologies for different needs in the same store.

The smaller sizes of ESLs can be conveniently mounted using Opticon's rail mounting solution. You can find these rails in the chapter: 'Rail Accessories'. The ESLs are used in many different environments. To facilitate the many mounting requirements you will find plenty of mounting accessories in the chapter: 'Mount Accessories'. it gives universal mounting options for the small SE-range as well as for the larger sizes ESLs, like the SE-420, SE-583RY and SE-1160R. In the last chapter 'Compatibility Chart' you can always check if your ESL fits a certain accessory. Other rails and different mounting options can be produced for the labels depending on request.

You can find all the parts that are required to facilitate the communication part of Opticon's ESL solution in the chapter: 'The Basestation'. All the parts combined deliver the full Opticon ESL solution. The Basestation can connect to the entire SE-Range of ESL's at the same time.



SE-214



Main specifications

• Display: e-paper b/w/r and b/w/r/y

BWR BWRY

BW

- Battery: 2x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 250 x 122
- Pixel pitch: 130 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 72.8 x 35.8 x 13.7 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-214R	B/W/R	Battery	No	Yes	No	15249
SE-214RY	B/W/R/Y	Battery	No	Yes	No	15250

SE-214F



Main specifications

- Display: e-paper b/w
- Radio protocol: IEEE 802.15.4
- Number of dots: 250 x 122
- Pixel pitch: 130 dpi
- Temperature: -25°C to 25°C
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 71.5 x 38.5 x 15.2 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-214F	B/W	Battery	No	Yes	No	15251

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SE-266R



BWR BWRY



Main specifications

- Display: e-paper b/w/r
- Battery: 2x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 296 x 152
- Pixel pitch: 125 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 86.9 x 42.9 x 12.9 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-266R	B/W/R	Battery	No	Yes	No	15252

SE-290

Stock Num	H5649R46
Quantity	2000
Product Name	C3
Location	B9H8SSG
Date	2021.12.08

- Display: e-paper b/w/r and b/w/r/y
- Battery: 2x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 296 x 128
- Pixel pitch: 112 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 94 x 43.2 x 11.8 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-290R	B/W/R	Battery	No	Yes	No	15254
SE-290RY	B/W/R/Y	Battery	No	Yes	No	15255

SE-290A



Name	H5649R46	
Shelf No.	C3	
Product ID	B9H8SSG	
Date	2023/12/08	
Responsible: David		

Main specifications

- Display: e-paper b/w and b/w/r/y
- Battery: 2x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 296 x 128
- Pixel pitch: 112 dpi
- 1 RGB LED, adjustable brightness and duty level
- Button for various functions
- Dimensions: 103.5 x 43.2 x 12.6 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-290A	B/W	Battery	No	Yes	No	15256
SE-290ARY	B/W/R/Y	Battery	No	Yes	No	15318

SE-420



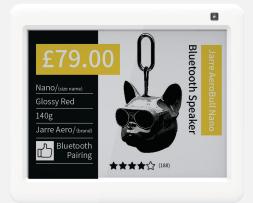
- Display: e-paper b/w/r and b/w/r/y
- Battery: 4x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 400 x 300
- Pixel pitch: 120 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 104.9 x 93.9 x 13.7 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-420R	B/W/R	Battery	No	Yes	No	15258
SE-420RY	B/W/R/Y	Battery	No	Yes	No	15259

SE-583RY



BWR



Main specifications

- Display: e-paper b/w/r/y
- Battery: 4x CR2450
- Radio protocol: IEEE 802.15.4
- Number of dots: 648 x 480
- Pixel pitch: 138 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 139.9 x 119.5 x 14.3 mm

Model	Color	Power	NFC	LED	Sound	Art. code
SE-583RY	B/W/R/Y	Battery	No	Yes	No	15261

SE-1160R



- Display: e-paper b/w/r
- Battery: CP783970
- Radio protocol: IEEE 802.15.4
- Number of dots: 960 x 640
- Pixel pitch: 100 dpi
- 1 RGB LED, adjustable brightness and duty level
- Dimensions: 271.8 x 196.2 x 14.2 mm

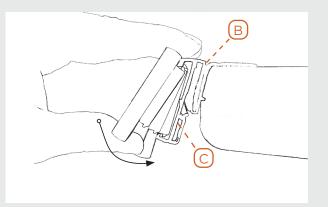
Model	Color	Power	NFC	LED	Sound	Art. code
SE-1160R	B/W/R	Battery	No	Yes	No	15262

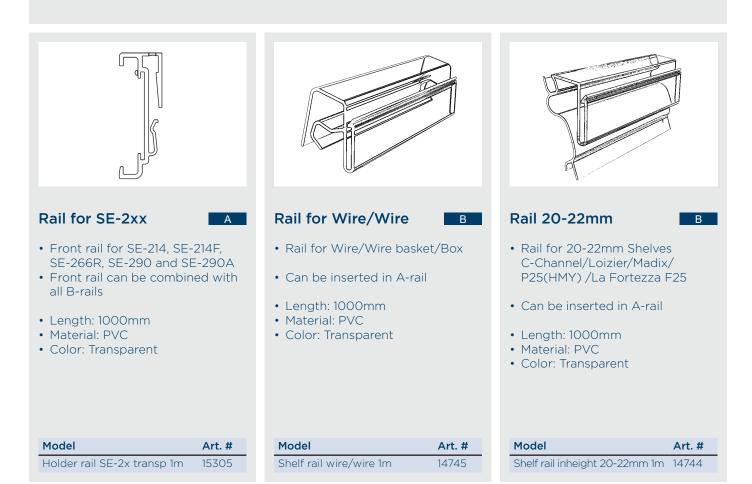
Rail Accessories

The SE-214, SE-214F, SE-266R, SE-290 and SE-290A can be conveniently mounted using Opticon's rail mounting solution.

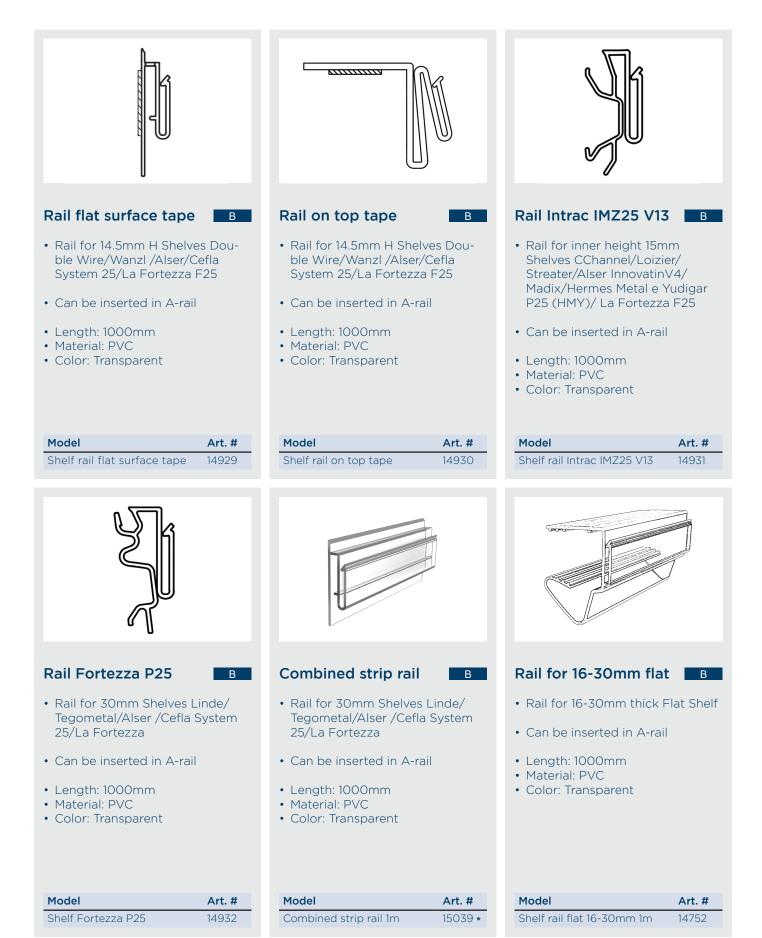
This rail mounting solutions consists of two elements; a dedicated rail for our ESLs in combination with a rail that is suitable for your use. This can be done by mounting rail type 'B' to your preferred surface. Rail type 'A' can be attached to any of the rail types marked with 'B'. Optional accessories 'C' can be used to add functionality to the labels.

The labels can be attached to the rail type 'A' by sliding them in from the side or by clicking them in from the frontside of the rail. To do this you must insert the top of the label first, then push down on the bottom of the label. The removal of the labels can be done by sliding them to the end of the rail.





 Rail flat 8-12mm Rail for 8-12mm thickness Flat Shelf Can be inserted in A-rail Length: 1000mm Material: PVC Color: Transparent 	 Rail for H Shelves Rail for 26mm H Shelves Double-Wire/Alser /Cefla System 25 /Fa Fortezza Can be inserted in A-rail Length: 1000mm Material: PVC Color: Transparent 	 Rail for H Shelves Rail for 14.5mm H Shelves Double Wire/Wanzl /Alser/Cefla System 25/La Fortezza F25 Can be inserted in A-rail Length: 1000mm Material: PVC Color: Transparent
ModelArt. #Shelf rail flat 8-12mm Im14746	Model Art. # Shelf rail H-shelves 26mm lm 14747	Model Art. # Shelf rail H-shelves 14.5mm 1m 14750
Rail for Cefla 25 B • Rail for 22.5-23.5mm Shelf Cefla System 25 • Can be inserted in A-rail • Length: 1000mm • Material: PVC • Color: Transparent	Rail 15mm in height B • Rail for inner height 15mm Shelves CChannel/Loizier/ Streater/Alser InnovatinV4/ Madix/Hermes Metal e Yudigar P25 (HMY)/ La Fortezza F25 • Can be inserted in A-rail • Length: 1000mm Material: PVC • Color: Transparent	 Rail for 30mm Shelves B Rail for 30mm Shelves Linde/ Tegometal/Alser /Cefla System 25/La Fortezza etc. Can be inserted in A-rail Length: 1000mm Material: PVC Color: Transparent
ModelArt. #Shelf rail Cefla 22.5mm 1m14749	ModelArt. #Shelf rail inheight 15mm 1m14748	ModelArt. #Shelf rail 30mm shelves 1m14751





Promotion card holder 45mm 14764 *

ModelArt. #Promotion card holder14765 *

Model	Art. #
Promotion card holder tape	14766 *



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\$1399

CATALOGU

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\$1949

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Mount Accessories

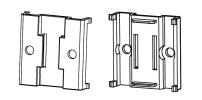


Mounting options consist of different fixtures, hooks, foot's, clamps, clips and sticks. A lot of these mounting options are available in white, black or transparent variants. Different mounting options can be produced for the labels depending on request. The 'Holder SE-serie' marked with 'l' can be used for the smaller size ESL; SE-214, SE-266R, SE-290, SE-290A, SE-420 and the SE-583RY.

This holder is compatible with all items marked with 'll'.

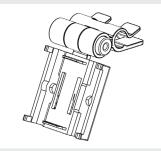
The mounting of the SE-1160R labels is different compared to the smaller labels, because the backside has several slots integrated. This makes it compatible with the accessories marked with 'II'.

Check out the compatible chart further in this brochure to have a convenient overview of which item is compatible with which ESL.



Holder SE-series

- Mounting adapter for SE-214, SE-214F, SE-266R, SE-290, SE-420, and SE-583RY. Works together with other mounting hardware.
- Material: PVC
- Color: Transparent



Holder SE-2x TH 3-6mm

- T-peg hook with adjusted angle for: 3-6mm diameter
- Includes 'Holder bracket SEseries' (15300)
- Material: PVC
- Color: Transparent



Holder SE-2x TH 5-8mm

- T-peg hook with adjusted angle for: 5-8mm diameter
- Includes 'Holder bracket SEseries' (15300)
- Material: PVC
- Color: Transparent

Model	Art. #
Holder bracket SE-series	15300

Model	Art. #
Holder bracket SE-2x TH 3-6mm	15301 *

Model	Art. #
Holder bracket SE-2x TH5-8mm	15302 *

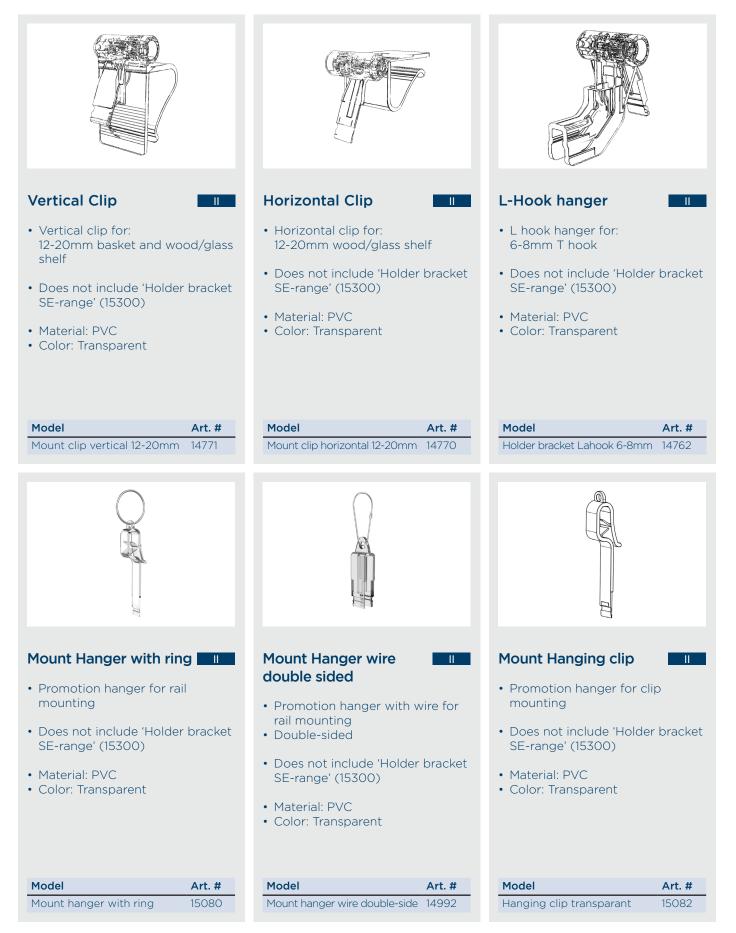


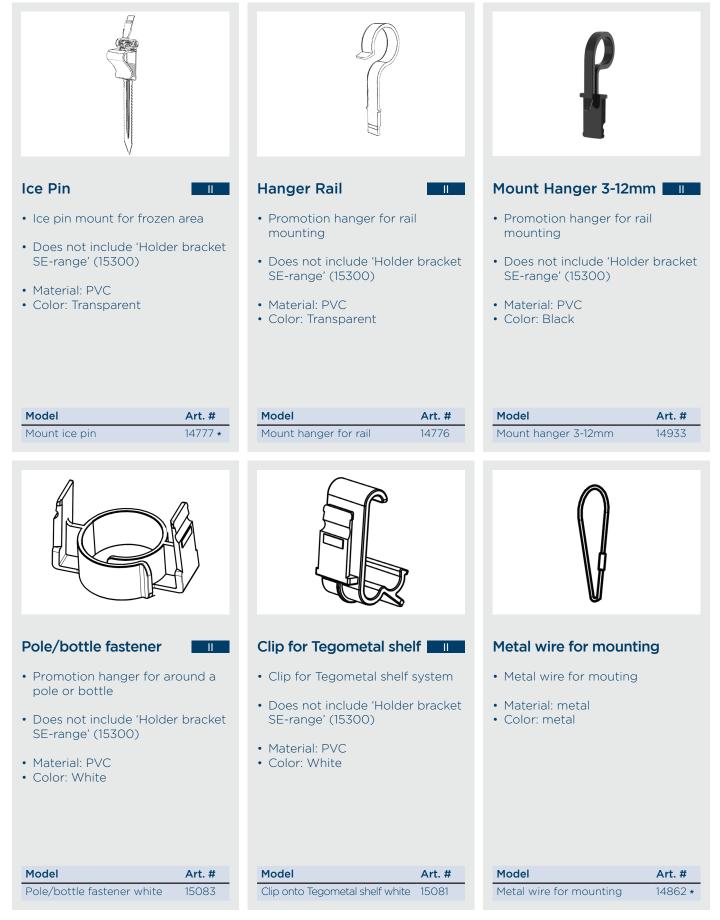
Model	Art. #
Mount stand table middle small	14773 *

Model	Art. #
Mount stand magnetic	14993

Model	Art. #
Mount stand table middle long	14774

 Stand Table Big Big table top support Does not include 'Holder bracket SE-range' (15300) Material: PVC Color: Transparent 	 Stand Table Big magn. 1 Big table top support with magnet Does not include 'Holder bracket SE-range' (15300) Material: PVC Color: Transparent 	 Telescopic Pole stand Adjustable height 150-280mm Does not include 'Holder bracket SE-range' (15300) Material: PVC & Metal Color: Transparent & Black
Model Art. # Mount stand table big 14775	Model Art. # Mount stand table big magnet 14919	Model Art. # Mount stand 150-280mm 14768
 Telescopic Pole II Telescopic pole stand Adjustable height 280-480mm Does not include 'Holder bracket SE-range' (15300) Material: PVC & Metal Color: Transparent & Black 	 Telescopic Pole stand Telescopic pole stand Adjustable height 450-750mm Does not include 'Holder bracket SE-range' (15300) Material: PVC & Metal Color: Transparent & Black 	 Clamp Adj. Arm Clip with adjustable arm Does not include 'Holder bracket SE-range' (15300) Material: ABS Color: Grey
Model Art. # Mount stand 280-480mm 14767	Model Art. # Mount stand double 450-750mm 14769 *	ModelArt. #Mount clip adjustable angle14778





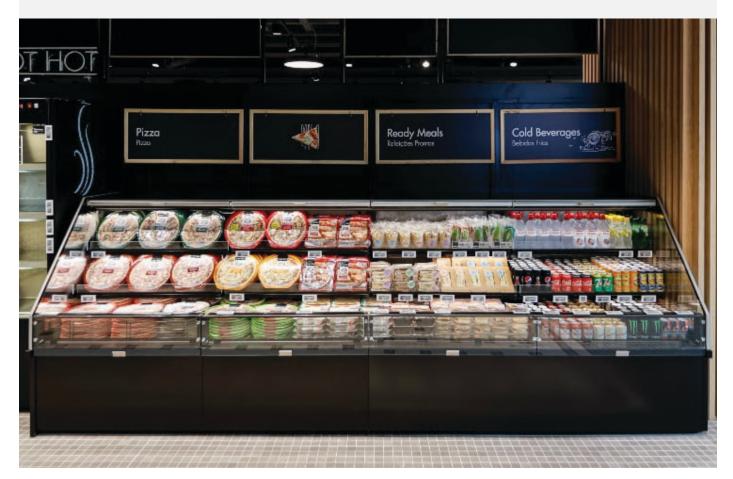
The Basestation

From small retail to multi-store business, implementation of the Basestation is very simple. All e-paper labels are connected to the same network and content management system, which is connected to the back-office system. One EBS-40 base station can load 2,500 ESLs per station and has a 25-meter indoor radius.

The ESL Server software runs on the Base Station and can be used to provide the ELSs with content. There are different types of solutions that the ESL Server Software will support: CSV-file solution, SQL solution, CSV / SQL hybrid solution, External content management solution and a SQL API. You can download the latest version from www.opticon.com.



Use the EBS Power Supply to provide the Base Station with 6V power. You can use the EBS Ethernet cable to connect the Base Station to your existing network.



EBS-40



Main specifications

- ESL Base Station
- The base station provides a connection between the Electronic Shelf Label server and the Electronic Shelf labels so you can easily update them whenever you want.



EBS-50



- Smart ESL base station
- Communicates with your wireless ESLs, hosts the ESL Server Application and can even host its own database server. The EBS-50 is a combination of a Linux microcomputer and a Base Station.



Model	Art. code
EBS-50	14828

Software



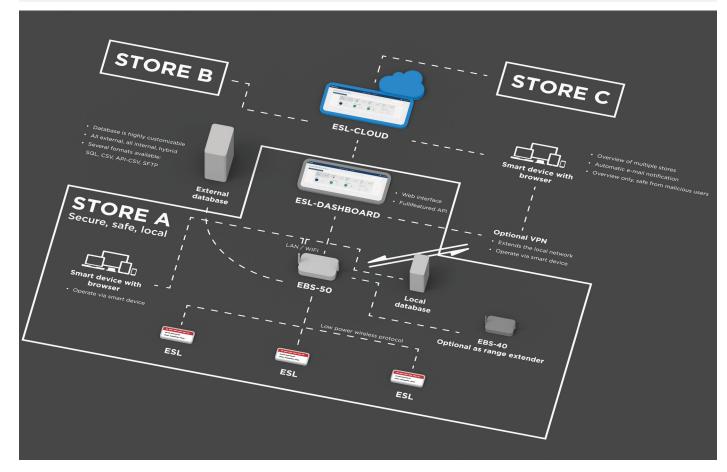
ESL (Web) Server Software

The server software makes it possible to connect any smart device on the same network as the EBS-50 to use its browser to reach the ESL Server Web Interface and manage the labels. No mouse, keyboard or monitor is required.

Vietnee	ESL Server inst	inces .							0
	856.0 (1) 920	ann ar	here stations	× 4			ina P	indua Cit	
		ð 1 0 •	Connection status		Image status		Settery status		
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11017-101	80	~	Date stations	×	Ostabase	~	Line	~	
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ESL Cloud Dashboard

You can see the statuses of all your EBS-50's on a centralized overview page. Simply instruct your EBS-50 to send its local system status (as seen on the dashboard landing page) to the Cloud Dashboard.



Compatibility Chart

	SE-214	SE-214F	SE-266R	SE-290	SE-290A	SE-420	SE-583RY	SE-1160R	15305 Rail
Rails									
15305	•	•	•	•	•				
14744	•	•		•	•				•
14745									•
14746									•
14747									•
14748									•
14749									•
14750									•
14751									•
14752	•			•					•
14753									•
14754				•					•
14755									•
14764	•	•		•					•
14765									•
14766	•	•	•	•	•				•
14781									•
14782	•	•	•	•	•				
14929									•
14930	•	-		•	-				•
14931									•
14932	•	-	-	•	-				•
15039									•

• Compatible without extra accessories

• Only compatible with art. 15305

	SE-214	SE-214F	SE-266R	SE-290	SE-290A	SE-420	SE-583RY	SE-1160R
Mounting								
15300	•	•	•	•	•	•	•	
14762								
14767							•	•
14768							•	•
14769							•	•
14770								
14771								
14772							•	
14773			•		•		•	
14774							•	
14775		•	•	•	•	-	•	•
14776							•	
14777		-	•	•	•			
14778							•	
14862 14919		_	_	_	_		•	•
14919 14933							•	•
14933							•	
14992								
15080								
15081							•	
15082							•	•
15083							•	
15301	•	•	•	•	•			
15302	•	•	•	•	•			
15303	•	•	•	•	•			
15304	•	•	•	•	•	•	•	

• Compatible without extra accessories

• Only compatible with art. 15300

E OPTICON

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