

Digital LCD line offers the lowest cost graphical display, providing full animation capability to enhance shelf edge marketing strategies.



A Full range of tags

With 5 unique sizes, Altierre offers the widest range of Graphical LCD tags in the market place to cover all your needs and installation requirements.



A management and communication tool

The Altierre labels contain 4 programmable memory screens. This enables the retailer access to all relevant data for store associates. Essential information such as inventory, delivery date, planogram data, rotation date, can be displayed in secondary screens to optimize operations.



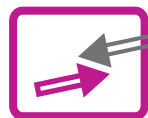
Altierre graphic LCD labels, enable customized animated screens and insertion of pictures or logos within the display to enhance shelf edge marketing messages.

Low energy consumption

All Altierre models come with multi-year battery life warranty

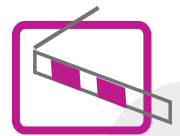


A Complete 2 way communication



Altierre bi-directional communication to the tags not only acknowledges receipt but also reports back on current display information and battery level. At any time the store knows the exact status of every tag.

Attachment solutions suited to all types of store fixtures



Altierre has developed with its partners various attachment solutions which include rails with integrated angle adjustments and individual attachments. Point Of Purchase material and tag customization are also available for more effective marketing & merchandising.



Technical specifications

Models		e Tag 110 W	e Tag 150 W	e-Tag 250 W	e-Tag 250 W ELT	e-Tag 400 HW	e-Tag 400 W
Dimensions	ESL : W x H x D (mm)	48 x 33 x 16.4	53.0 x 39.7 x 16.9	75.0 x 39.7 x 14.2	75.0 x 39.7 x 14.2	161.0 x 64.0 x 17.0	160.0 x 111.0 x 20.0
	Display: Wx H (mm)	32.2 x 16.6	34.3 x 23.0	57.6 x 23.0	57.6 x 23.0	134.4 x 39.0	136,8 x 78.7
Display specifications	Display : Diagonal (mm)	36.2	41.3	62	62	139.9	157.8
	Display area (mm2)	535	790	1,325	1,325	5,244	10,765
	Display : W x H (Pix)	92 x 32	132 x 64	240 x 64	240 x 64	240 x 64	240 x 128
	Technology LCD	Graphic Passive Dot Matrix	Graphic Passive Dot Matrix	Graphic Passive Dot Matrix	Graphic Passive Dot Matrix	Graphic Passive Dot Matrix	Graphic Passive Dot Matrix
	Number of programable screens	4	4	4	4	4	4
	Animation / scrolling display	Yes	Yes	Yes	Yes	Yes	Yes
	Operating temperature	-5°C to 45°C	-5°C to 45°C	-5°C to 45°C	-25°C to 5°C	-5°C to 45°C	-5°C to 45°C
Technical specifications	Operating humidity	25-60 % Non- condensing	25-60 % Non- condensing	25-60 % Non- condensing	0-95 % Non- condensing	25-60 % Non- condensing	25-60 % Non- condensing
	Power	Lithium coin cell batteries	Lithium coin cell batteries	Lithium coin cell batteries	Lithium coin cell batteries	Lithium coin cell batteries	Lithium coin cell batteries
	Battery life	4 years	5 years	5 years	5 years	5 years	5 years
	Radio Frequency	ISM Band : 2400-2483.5 MHz	ISM Band : 2400-2483.5 MHz	ISM Band : 2400-2483.5 MHz	ISM Band : 2400-2483.5 MHz	ISM Band : 2400-2483.5 MHz	ISM Band : 2400-2483.5 MHz



Altierre Corporation
1980 Concourse Drive, San Jose,
CA 95131, USA
Tel.: +1 408-435-7343

Visit our new website :
altierre.com

Altierre Europe Middle East and Africa
88 ter, avenue du Général Leclerc
92100 Boulogne Billancourt
Tél.: +33 1 74 31 14 40
Fax : +33 1 74 31 14 10