RELIABLE CELLULAR-LIKE TECHNOLOGY

Unique tree network for optimal coverage without interference from existing Wi-Fi networks

EASY PLUG-AND-PLAY SYSTEM Self-networking system enables easy infrastructure setup

EXCEPTIONAL READABILITY

High resolution e-paper display for 180° viewing

LONG BATTERY LIFE & FAST UPDATES

Unique wireless protocol tuned to optimize the power consumption and network efficiency

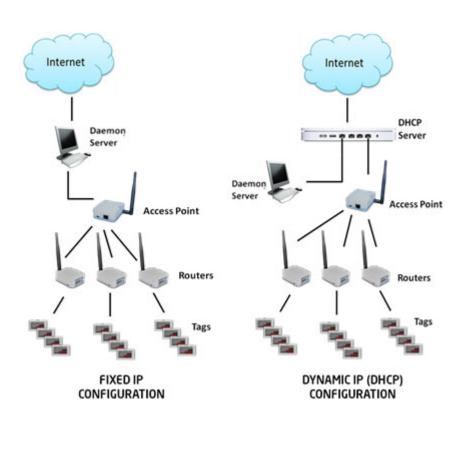
ANTI-JAMMIMG FROM Wi-Fi 13,500 graphic tags are fully updated per hour

INTELLIGENT SYSTEM Acknowledges updates; battery level and signal strength notifications

ELSA-E Electronic Shelf Labeling System

Ultra-thin · Full graphic Autonomous system · Environmentally friendly







Technical Specification



MODEL NAME: ES27-S2

INFRASTRUCTURE	
SIZE (W x H x T) mm	83 x 42 x 11
WEIGHT, g	41
ANTENNA	EMBEDDED
NETWORK	
INTERFACE	WIRELESS
FREQUENCY	SUB-GHz ISM
OPERATION MODE	SELF-NETWORKING (AUTOMATIC CONNECTION BUILT-UP AND RECOVERY)
ENCRYPTION	AES 128-bit
TRANSMISSION RANGE	100 METERS (LINE OF SIGHT)
OPERATING CONDITION	S
OPERATING TEMP/HUMIDITY	0 ~ 40°C / 35 ~ 55% (non-condensed)
STORAGE TEMP/HUMIDITY	0 ~ 40°C / 35 ~ 80% (non-condensed)
POWER	2 x CR2450
APPLICATIONS	Retail, Smart Display
Display	
RESOLUTION	296 x 152
DPI	125 pixel

Device Setup:

Access Point Setting

The Access Point has a wired connection to the base station (computer) and communicates wirelessly with the Router(s) via the M2COMM proprietary protocol.

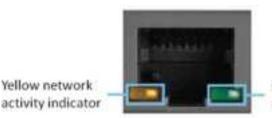
Please refer to below procedure to setup your Access Point.



Status Indicators and Assembly:



LED status functions: Red –Power-on self-test error Green –Power on indicator Blue –Network connection, shall flash slowly during boot-up and stay on while connection is built up successfully.



Green network activity indicator

Access Point - Network Port:

GREEN network activity indicator—turns on when a cable connects the port to another Gigabit Ethernet port YELLOW activity indicator—Flashes to indicate network activity over that port



Attach included Antenna



Plug one end of the supplied Cat 5E cable into the Access Point, the other end should be plugged into your computer.



Connect the supplied AC power adaptor as shown. Use only the adapter that came with your Access Point

Router Setting

The Router(s) operate wirelessly, via the M2COMM proprietary protocol, with the Access Point and aisle light.

Please refer to below procedure to setup the Router.



Status Indicators and Assembly:



LED status functions: Red –Power-on self-test error Green –Power on indicator Blue –Network connection, shall flash slowly during boot-up and stay on while connection is built up successfully.



Attach included Antenna



Connect the included AC power adaptor as shown. Use only the adapter that came with your Router

ELSA-E Demo System IP setting:

The ELSA-E demo system is designed to use either a static IP address for a single Access Point or a dynamic IP address when multiple Access Points are installed.

IP Address Configuration (Static IP):

Ensure that your Access Point is connected to your computer.

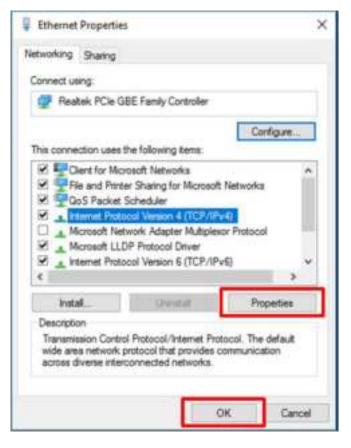
The Access Point comes pre-configured with a default IP Address (192.168.2.1). It's necessary to modify the IP Address of the Ethernet port on your computer that is cabled to the M2COMM Access Point so that they can communicate with one another.

nel Home	anel + Network and Internet + Network and S View your basic network informal		 Ctions 	Search Central Pane
apter settings	View your active networks			
apper settings vanced sharing	m2comm-semi.com Public network	Access type: Connections		met
	Unidentified network Public network	Access type Connection		network occess ernet
	Change your networking settings			

Using your computer mouse, click on Ethernet

eneral		
Connection		
IPv4 Connectiv	dty:	No network access
IPv6 Connectiv	sity:	No network access
Media State:		Enabled
Duration:		01:14:14
		100.0 Mbps
Speed:	1	
Detais	Sent —	Received
00.2008	Sent — 14,050,132	

Select Properties



Select Internet Protocol Version 4 (TCP/IPv4), and select Properties

Internet Protocol Version 4 (TCP/	IPv4) Properties X
General	
	automatically if your network supports and to ask your network administrator
O Obtain an IP address autom	Contract of Contra
IP address:	192 . 168 . 2 . 100
Subnet mask:	255 . 255 . 255 . 0
Default gateway:	1 1 1 1 1
Clutain DNE server address	automatically
(i) Use the following DNS serve	r addresses:
Preferred 0NS servers	
Alternate DNS server:	
Validate settings upon exit	Advanced
	OK Cancel

Check Use the following IP address and enter information shown above. Select OK to apply new settings

IP Address Configuration (Dynamic IP):

For installations that contain multiple Access Points an external TCP/IP Ethernet hub is required. And please contact M2COMM for further details.

Software Installation:

Put below two executable files into the same folder on your computer. And double-click the "**ELSA1.0_2.7.3.638.exe**" file to begin the installation.

ELSA1.0_2.7.3.638.exe

You may be asked for permission to allow the program to make changes to your computer; you must agree to this to enable installation to start.

Follow the on-screen instructions to finish the installation process.



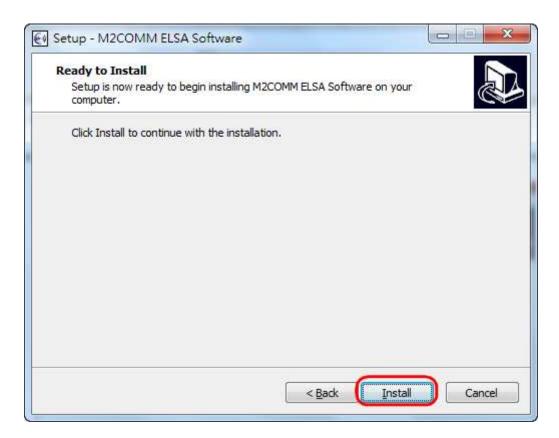
Click Next> to continue

cense Agreement	
Please read the following important information before continuing.	¢
Please read the following License Agreement. You must accept the terms of the agreement before continuing with the installation.	nis
ELSA Software Suite	
IMPORTANT - READ CAREFULLY:	
DO NOT INSTALL, COPY OR USE THE ENCLOSED SOFTWARE, DOCUMENTAT	ION
(AS DEFINED BELOW), OR ANY PORTION THEREOF, (COLLECTIVELY "SOFTWARE") UNTIL YOU HAVE CAREFULLY READ AND AGREED TO THE	
FOLLOWING TERMS AND CONDITIONS.	
THIS IS A LEGAL AGREEMENT ("AGREEMENT") BETWEEN YOU (EITHER AN	+
I accept the agreement	
I do not accept the agreement	

Select Accept, and Click Next> to continue

Information		
Please read the following import	ant information before continuing.	Ċ
When you are ready to continue	e with Setup, dick Next.	
Version 2.7.3.638		*
[Fix] - Handheld association page is :	showing server error after auto upgrade	
- Fix failed auto deployment		
- Fix layouts for few stores		
Version 2.7.1.594		
[Update]	10540 at	
- Update daemon to v2.1.0b (3	025)	
Version 2.7.0.584		
[New]		
- PP Scheduler - Add / edit XML layout now is b	noine unlidated	
- Regulation and promotional pi		-
the man have been	101	102.01
		-

Click Next to continue



Click Install to start



Click Finish to complete the installation

The ELSA-E Demo system has now been installed and executed on your computer. The icon will be hidden inside the toolbar, and you should now be able to locate this icon on your computer screen, by right click.

Open in browser (M2COMM ELSA Software)

Show M2COMM ELSA Software console

Turn off M2COMM ELSA Software

And you can also launch the ELSA software by double click the icon on desktop.



Setting Up the ELSA-E 2.7" ESL

Ensure that the Access Point is connected to your computer that the Router(s) and 2.7" ESL are installed throughout your premises and are powered on.

• Install the AP



Input "*sa*" for user name and "*passw0rd*" for password, to access the ELSA web.

M2COMM	ELSA - E (1.0)	Bagian constra Biological III (), Esperant
-	10.54 Installation Witnest	
	Weikome to M2COMM ELSA device installation expansi From here, you can sistail new devices into your ELSA system. Cikit start below when you are ready.	
	nee of you want to tagget productment from another tangation (Sale Serve	

Press "*Start*" to initial the ELSA system installation process.

Input your stor	e name
Store name:	m2comm_test
	Submit

Input the store name, and press *Submit*



ELSA system will find the connected AP, and press "Yes" to confirm

• Preparing the Network



ELSA system will start to find the available wireless channel to use, and the whole process will take 1 hour.

Press "Show detail" for more information.

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11		frank fatter: West	6 - Proparing Notwork		
-	HELITARIA				
		Network Prepa You can go to in Judy ch	ration Complete. Initial Routers now annet 81		
				(100%
7 an Des	inen Annel				

Press "Install Routers" for next step, when the progress bar reaches to 100%

• Install Router

Power on the Router

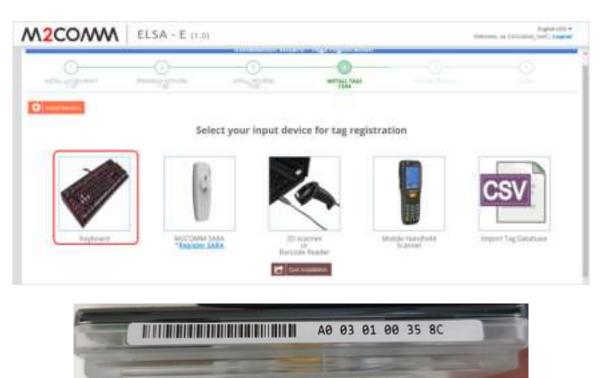
0	0			-0
e)		go to install lags after all of y	our routers are online	
Damine Sylpe	MAC	NU	Bandar Banan Unaber anderen anderen	Party ALVER
REATER	041401003485	ett a	UNUM DEPHERATION IN	

After the ELSA system install the Router automatically, press "Install tags"

Confirmation	
ELSA system found that you have folio	wing roulers
Online router: 1 Offline router: 0 Connecting router: 0 Not registered router: 0	
Do you want to continue?	
Yas	NO

Press "Yes" to confirm the device status and enter to next step

• Install Tags



Select "*Keyboard*" to input the MAC address posted on the bottom side of the ESL

M2COMM	ELSA - E (1.0)				899-0-001 + 810-10 (harmin, 1910), 910
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Check "Without product" and Press "Power-on"

• Power ON Tags



Select "Auto power-on"

• Finish



After several minutes, the ESL will change display to "registered" page

Total routers to be registered	0
Registered routers - unfinished	0
Registered routers - finish	0
Total tags to be registered	1
Registered tags - unfinished	0
Registered tags - finish	1
Total SARA to be registered	0
Registered SARA - unfinished	0
Registered SARA - finish	0



Press "Finish" to leave the installation wizard and back to ELSA dashboard

Load the CSV file to import the inventory list first.

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A Constant	W . No. 1 Benedia I Benedia I Anna I Benedia I Pole I Inconstruction	Processing Proces

Switch to "Inventory" page, and press "Import"

Import Inventory	
CSV file inventory99.csv	
Import	Cancel

Select the CSV file, "inventory99.csv" and press "Import"

Done importing produ	ct	
- New product: 32		
 Updated product: 0 		
- Deleted product: 0		
- Associated product cha	anged: 0	
- Deassociated tag: 0		

Press "OK" to finish the inventory importing



Switch to "ESL Management" page, and double click the 2.7"ESL

Profile	Medium 2.2" Red	
產品	3264680009754 [NUXE HUILE PRODIGIEUSE 100ML]	
Layout	2p1_BWR_Template1 M	
	Ph*ly 999.00€	

Select any one of the product, and press "Save"

	SOME OF SOAL SESS	and the second
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Waiting for the job status become from "Processing" to "SUCCESS"



2.7" ESL shown with image

How to Display FCC ID Label

- 1. Wake Up the Tag: Ensure the EPD is not blank or shows a "sleep mark" (red/black square in the top-left corner).
 - If "sleep mark" present, use a tool to press the button ONCE inside the tag via the side opening.
- 2. Switch Screens: Press side button TWICE to reach the authentication screen.
 - The number of operations is based on the current display screen but does not exceed two times.



2.7" ESL internal button



2.7" ESL FCC ID display results

Battery Caution:

The elements of the instructional safeguard shall be as follows:

- element 1a: not available
- element 2: "Do not ingest battery, Chemical Burn Hazard" or equivalent wording
 element 3: the following or equivalent text [The remote control supplied with] This product contains a coin / button cell battery. If the coin / button cell battery is swallowed, it can cause severe internal burns in just 2 hours and can lead to death.
 element 4: the following or equivalent text 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.
 - If you think batteries might have been swallowed or placed inside any part of the body, seek immediate medical attention.

FCC Statement:

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.

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.

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

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with a minimum distance of 20 cm between the radiator and a human body.

NCC Statement:

低功率射頻器材技術規範

取得審驗證明之低功率射頻器材,非經核准,公司、商號或使 用者均不得擅自變更頻率、加大功率或變更原設計之特性及功能。 低功率射 頻器材之使用不得影響飛航安全及干擾合法通信;經發現有干擾現象時,應立即停用,並改善至無干擾時方得繼續使 用。前述合法通信,指依電信管理法規定作業之無線電通信。低功率射頻器材須忍受合法通信或工業、科學及 醫療用電波輻射 性電機設備之干擾。

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