BRR0 TAG

Datasheet

Model	Description
BRR0	Sticker beacon, rectangle shape, white casing, CE&FCC certified module, includes 1pc CR2016 coin battery and gift package box, RoHS

The sticker Beacon is BRR0 a ultra-thin Bluetooth Beacon with ARM core chipset nRF52 series and leverage BLE 4.0 technology. The standard MiniBeacon firmware has been programmed into the device.
It is designed for the commercial advertising, indoor location-based service and personal electronic sticker.
Minew Beacons broadcast 2.4GHz radio signals at regular and adjustable intervals. MiniBeacon can be heard and interpreted by iOS and Android BLE-enabled devices that are equipped with many mobile apps.

FEATURES

- Programmed MiniBeacon standard firmware
- Included 1pc CR2016 coin battery replaceable
- The max. 50 meters advertising distance
- Small size, user-friendly and portable
- Easy to print the logo on the center of top case**;**

T A G

CERTIFICATIONS

- iBeacon MFi License (iBC-14-00582)
- Bluetooth® EPL Certification
- FCC Regulation (FCC Part 15.)
- CE Regulations (Included EN300328/301489/60950/62479)

SPECIFICATION

Compatibility

- Supported iOS 7.0+ and Android 4.3+ system;
- Compatible with Apple iBeacon^{TM} standard;
- Compatible with all Bluetooth® 4.0 (BLE) devices;

Replaceable battery and Battery Level

- Replaceable coin battery;
- Easy to get the real-time battery level notification;

Soft Reboot

- Reboot the device via command without any tools;

OTA and J-Link

- Supported upgrade via Over-The-Air;
- Reserved J-Link port on the board for programming;

Connection Mode

- Advertising mode, non-connectable;
- Configuration mode, connectable;

Configurable Parameters

- UUID, Major, Minor, Device Name, Password etc.
- Special Configuration APP;

Transmission Power Levels

- 8 adjustable levels, range from 0 to 7
- Transmission power range: -30dBm to +4dBm;

Security

- 8 characters password (Lock/Unlock parameters);
- Broadcast the encrypted data if needed;
- AES HW encryption

Mounting

- Double-sided adhesive for direct mounting to wall;

Shape

- Ultra-thin 3.3mm;
- Battery replaceable design

TURN ON BRR0

Please DO take out the battery sheet from BRR0 sticker beacon before using;

ONFIGURABLE PARAMETERS

Characteristic	Item	Default Settings
0xFFF1	UUID	E2C56DB5-DFFB-48D2-B060-D0F5A71096E0 (Proximity)
0xFFF2	Major	0
0xFFF3	Minor	0
0xFFF4	Measured Power	-59 (0xC5)
0xFFF5	Transmission Power	6 (0dBm)
0xFFF6	Change Password	minew123 (8 characters only)
0xFFF7	Broadcasting Interval	9(900mS)
0xFFF8	Serial ID	Random (Unique serial ID for beacon)
0xFFF9	iBeacon Name	MiniBeacon_ (the maximum 12 characters)
0xFFFE	Connection Mode	0 (connectable, configuration mode)
0xFFFF	Soft Reboot	minew123 (it is same as the value of Change Password)

ELECTRONIC PARAMETERS

Item	Value	Remarks
Case Color	white	Other colors can be customized
Battery Model	1 x CR2016	1pc CR2016 coin battery, 3.0V
Operation Voltage	1.8-3.6V	DC
Transmission Circuit	10.5mA (Max.)	Tested at 0dBm transmission power
Transmission Range	50 meters	Maximum
Antenna	50ohm	On board / PCB Antenna
Accessories	Double-sided adhesive	1pc, high strength
Net Weight	4.0g	With battery
Size	32x23x 3.3 mm	Null

TECHNICAL SUPPORT

Item	Version	File Name	Updated Date
Datasheet	V1.01	MiniBeacon Datasheet_1.01.pdf	3rd June, 2019
Instruction	V2.06	MiniBeacon Instruction_V2.06.pdf	25th May, 2017
SDK	V5.0	Both iOS & Android	28th January, 2019
APP Tools	V5.3	BeaconSET	23rd January, 2019

* Minew sales team will send you these documents after the sample arrived.

FCC Requirement

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

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 residentialinstallation. 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 interferencewill 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 towhich 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.

PACKING INFORMATION

Gift/Standard Package:

Details	Box	Carton
Quantity	30pcs per box	300pcs per carton
Net Weight	40.0g	2.2Kg
Gross Weight	130.0g	7.0Kg
Size	44.1*32*4.05mm	32 x 23 x 40 cm

APPDENDIX

1. J-LINK Programmer Kit;
2. Over-the-Air Function;

Please contact Minew sales team to ask more related information if needed.

DECLARATION

The contents of this datasheet are subject to change without prior notice for further improvement. Minew team reserves the right to explain all the terms of this datasheet.

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