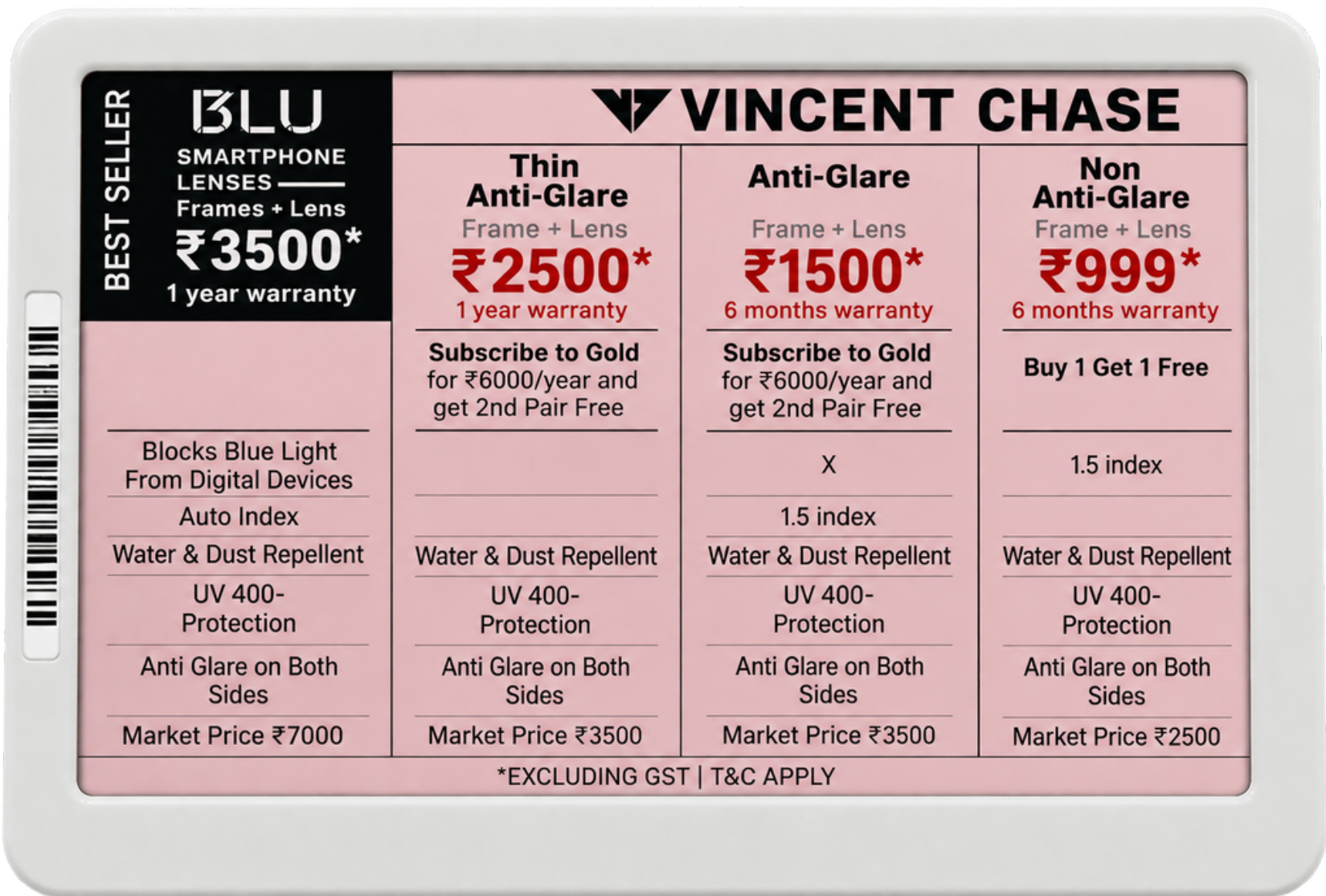


C-74

7.4” - 4 Color - 868/915 Mhz

E4-colour fully graphic electronic shelf labels (ESLs) – red, yellow, black and ‘paper-white’

The Ithina C series is a smart, full-colour Electronic Shelf Label (ESL) solution designed to enhance retail operations and shopper engagement. Featuring advanced 4-colour bistable display technology, it delivers highly visible pricing, promotions, QR codes, and product information with outstanding readability from almost any angle. C series ESLs provide reliable two-way communication, long battery life, flexible deployment options, and seamless store-wide management, helping retailers improve efficiency, accuracy, and the customer experience.



FEATURES

- Full graphic 4-colour display: BWRY

Ultra-low power bistable e-paper technology

Excellent readability with a near 180° viewing angle

Real-time price and promotion updates

Flexible display of text, images, logos, and QR

True 2-way communication with update confirmation

Up to 4 content pages stored within each label

Integrated LED for faster store operations

Up to 7+ yrs battery life with replaceable batteries

Sustainable Retail Technology

C -74

7.4” - 4 Color - 868/915 Mhz

E-Paper Display Electronic Shelf Label (ESL)

TECHNICAL DATA	VALUE
Dimensions	
External (W x H x D)	182 x 122 x 15mm 7.2 x 4.8 x 0.6”
Visible screen area (W x H)	163 x 98mm
Weight	210g
Display	
Pixels	800x480
Dots per inch (DPI)	125
Type	Red, yellow, black and paper-white bistable
Orientation	Landscape or Portrait
Viewing angle	Near 180° viewing angle
Appearance	Standard unit available with white or black bezel front, dark grey rear
Unit identifier barcode	Front and Side
Features	
Pages	4
LED	No
Battery	
Battery life (typical)	7+ years
Replaceable batteries	6 x CR2450
Environmental Conditions	
Operating temperature range and Relative Humidity range	0°C to 40°C / 35-70% RH
Storage temperature range and Relative Humidity range	0°C to 40°C / 35-70% RH. Store in white state
Communications	868MHz or 915MHz ISM Band 2-way wireless
Technical Compliance	
Approvals	CE, ETSI EN300-220, ETSI EN301-489, FCC Part 15c, RSS-210, RSS-Gen
Safety approvals	UL 62368, CB
Options	
Bezel colours available	Yes (MOQ applies)
Water resistant	No
Fittings	Compatible with a variety of fixtures and fittings

Notes:

1. Battery life is stated for a well-managed RF environment and with up to 3 updates per day at room temperature.

2. Batteries are field replaceable and can be procured from Ithina.

3.Prefer avoiding direct exposure to sunlight or other IR/UV sources.

4. Products may be affected if not operated or stored in accordance with Operational and Storage conditions.

5. Long term product storage (more than 2 weeks) should be kept in compliance with specifications listed for the Operational Temperature and Relative Humidity range.

6. It is highly recommended to use bold text when selecting small font sizes and any feature containing color to be at least two pixels wide.

7. Labels should be left at the operational temperature for at least 1 hour before any updates are made.

8. There is a trade-off between more frequent ESL updates and the impact of LED flashing on battery life, balancing usability with battery longevity.

9. Image quality and perception is limited by display resolution, color and type/size of the font selected.

10. Technical data is subject to change at Ithina’s discretion. Fixtures and fittings should not be designed based on this information.

A PERFORMANCE EDGE IN ANY ENVIRONMENT



Contact Details:

Registered Office

4th Floor, Abbotts House, Abbey Street,
Reading, Berkshire RG1 3BD

sales@ithina.com

US: +1 (470) 419 7330 | EU: +33 392 251 566
UK: +44 20 8611 5856