

Ithina Locate

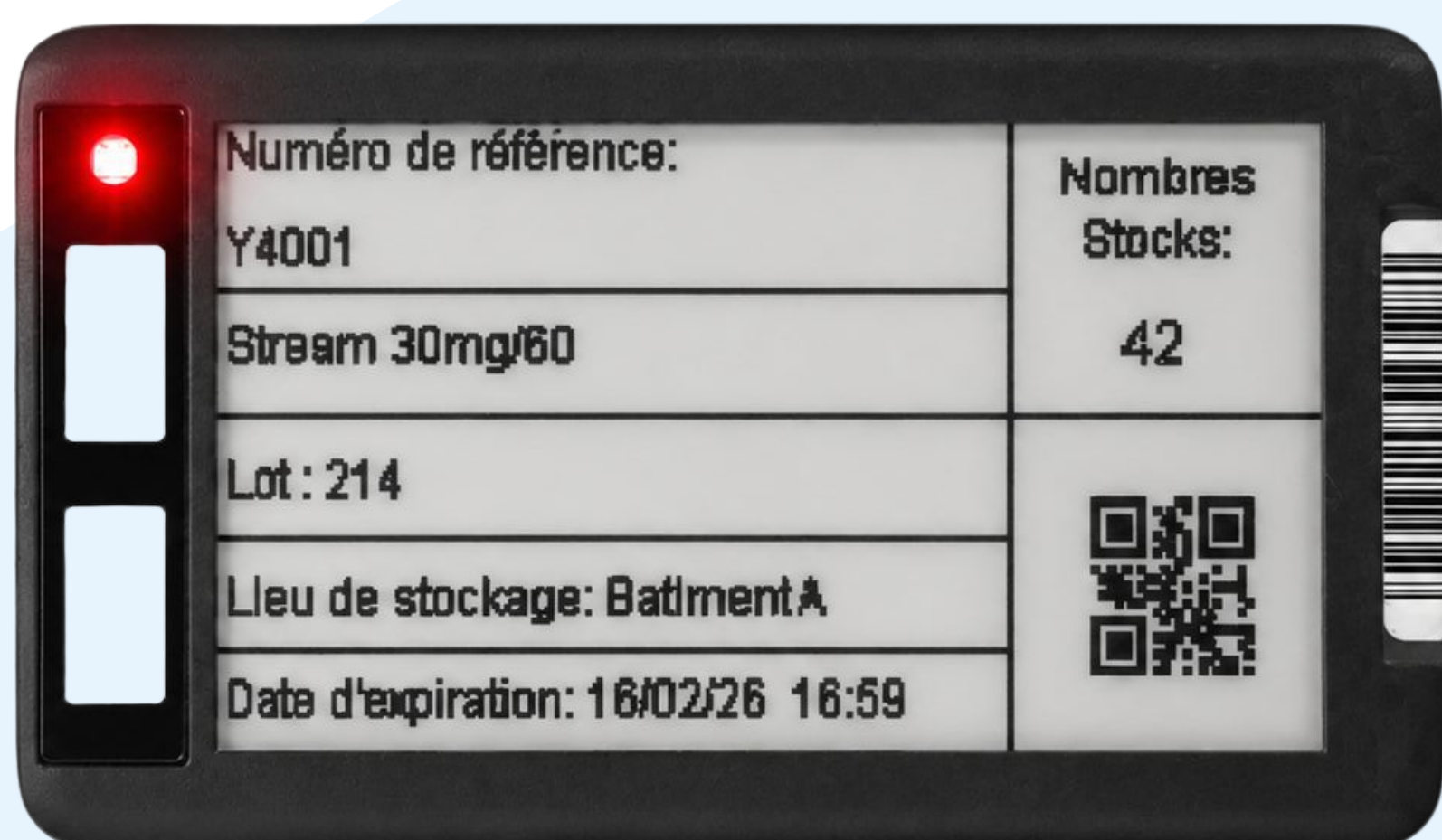
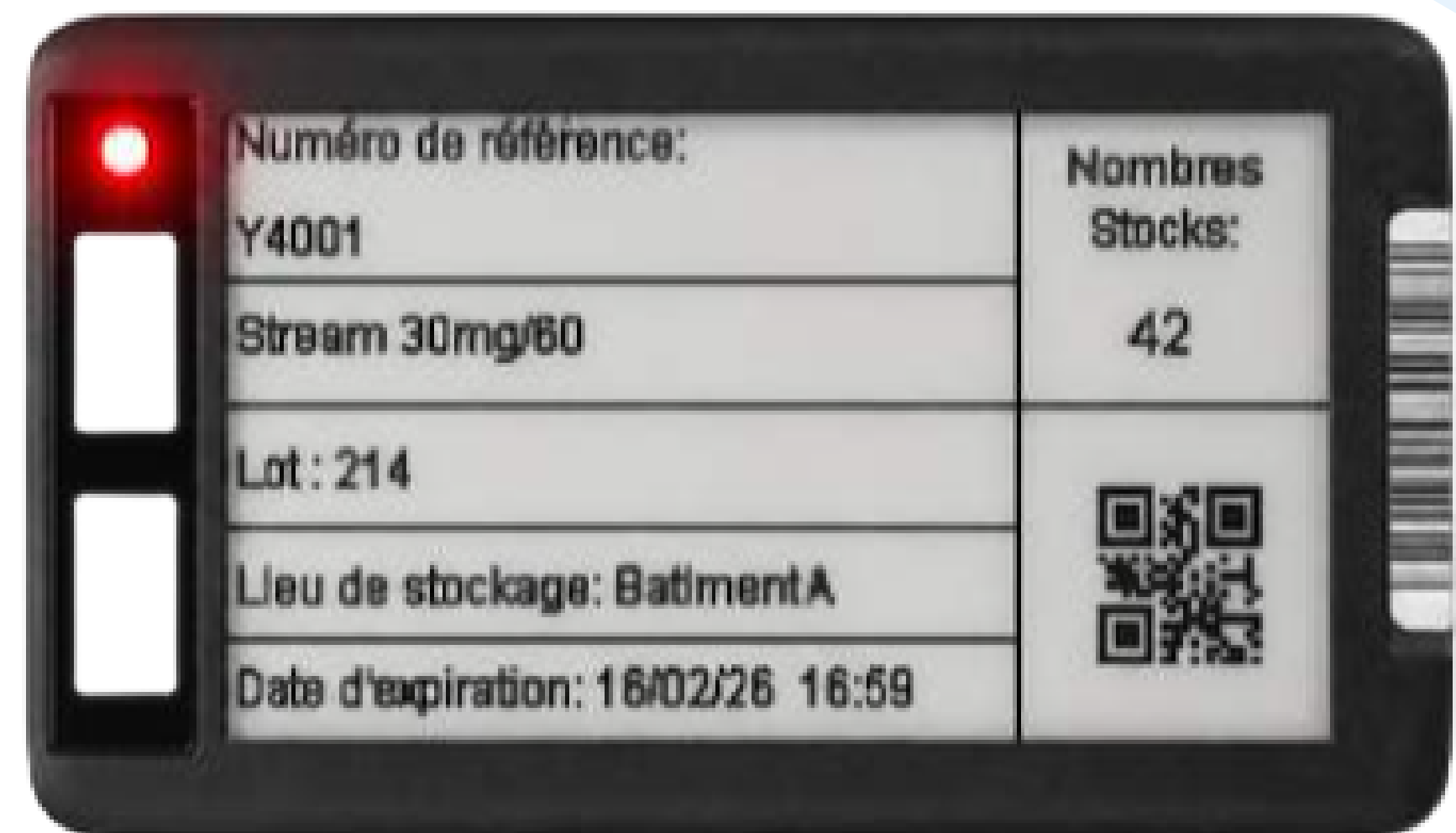
Model : IL-37

The **Ithina Industrial Locate 37** is a smart, high-performance electronic label designed to simplify retail & industrial operations.

These intelligent multi-taskers enable real-time price updates, inventory visibility, & seamless communication, helping teams work faster and more efficiently.

Guidance that moves with the worker, not the shelf. Real-time location guidance with 1meter accuracy, plus NFC validation within 2–4 cm for a secure, tamper-resistant chain of custody.

IL37 is easy to deploy and use, delivering reliable performance, rugged durability, and long-lasting battery life for demanding operations.



FEATURES

Ultra-Low Power E-Paper Display

2 Recessed Buttons

Vivid 4-Color Display

Automated Geolocation

Fast Wireless Updates

Enterprise-Grade Security

Dynamic displays, QR and barcodes enabled

Mounts to moving Equipment/Carts/Forklifts/ Mobile Stations

BLE-based Live Positioning

Sustainable Retail Technology

Ithina Locate

Model : IL-37

TECHNICAL DATA	VALUE
Dimensions (mm)	102.32 × 59.40 × 16.53
Dimensions (inch)	4.0 x 2.33 x 0.65
Display Technology	Active Dot Matrix E-Paper
Display Colors	Quad Color, BWRY
Active Display Area (mm)	81.5 x 47.0
Active Display Area (inch)	3.2 x 1.85
Viewing Angle (°)	170 (H) / 170 (V)
Resolution (pixels)	416 x 240
Pixel Density (ppi)	130
Max Number of Images	4
Operating Temperature (°C [°F])	0 to 40 [32 to 104]
ESL Operating Frequency (GHz)	2.4
Transmission Range (m)	100
Replaceable Batteries	Yes
Battery Qty/Size	3 x CR2450
Battery Lifetime	≥ 3 to 5 Years
Active NFC	Optional
BLE Beacon Operating Frequency	2.4
LED	1, Addressable RGB
Buttons	2 Recessed
Wireless FW Upgrade	Yes
Water Resistance	No
Cloud Enabled	Optional
Rail Mountable	No, Flat Back
Housing Color	Cool Gray
Weight (gram)	120
Weight (ounce)	4.35
Packaging Unit (# labels/box)	10
Compliance	FCC / IC / CE

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. Avoid 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 labels 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



TRANSPORTATION
AND LOGISTICS



MANUFACTURING



HEALTHCARE



HOSPITALITY



RETAIL



WAREHOUSING



FIELD SERVICE
AND UTILITIES



GOVERNMENT
AND PUBLIC
SAFETY

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