

Ithina Request

Model : IR-37

The **Ithina Industrial Request-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.

Press the button on the label, and the right action starts instantly, without waiting for someone to notice.

IR-37 is easy to deploy and use; it is purpose-built for enterprise environments, delivering reliable performance, rugged durability, and long-lasting battery life for demanding retail operations.



FEATURES

- E-paper Display with Physical Request Button

Fixed-Location Mount
- 4-Color Display Technology

Optional NFC
- Fast Wireless Updates

Enterprise-Grade Security
- QR code for Scan-Based Reference

Easy Installation
- Cloud or On-Premise Deployment

3-5 Years Battery Life

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TECHNICAL DATA	VALUE
Dimensions (mm)	119.5 x 63.4 x 12.5
Dimensions (inch)	4.7 x 2.49 x 0.49
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)	135
Max Number of Images	9
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	3-5 Years
Active NFC	Optional
LED	1, Addressable RGB
Wireless FW Upgrade	Yes
Water Resistance	No
Cloud Enabled	Ithina CORE Software can be provided on Prem or in the Cloud
Rail Mountable	Yes, Horizontal
Housing Color	RAL9003 White, RAL 9005 Black
Weight (gram)	120
Weight (ounce)	4.233
Packaging Unit (# labels/box)	240
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 label 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



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