iSEL NEXT GENERATION INTELLIGENT SHELF EDGE LABELS FROM AVERY BERKEL

Providing full control of shelf edge pricing and product compliance information instantly!

About iSELs from Avery Berkel

Redefining how retailers update on display product prices and information, iSELs from Avery Berkel provide an integrated solution that's always compliant across stores, departments and point of sale devices.

How iSELs can be used

iSELs can be utilised and located throughout food and non-food retail environments. From supermarkets, delicatessen and zero waste, to fashion, electricals, and pharmacies. In counters, on shelf edges, on stands or attached to store furniture - they're perfect for any retail point of sale.

UP TO 15 YEAR BATTERY LIFE

- The first up to 15 year battery life Electronic Shelf Edge Label on the market
- Ideally suited in ambient, cold and hot environments such as fresh and hot food counters
- Update prices and product information as often as needed without effort or overhead

NEXT GENERATION COMMUNICATIONS

- Updates take seconds - not minutes or hours
- Incredibly low power consumption
- Easily add new iSELs of different sizes to an existing system
- Always up-to-date and compliant

ULTRA-THIN UNIBODY DESIGN

- Precision manufactured
- Only 7.0 mm to 9.8 mm thick for the entire range of sizes
- Perfectly suited for all store types and food retail scenarios

IP68 PROTECTION RATING

- Water resistance for use in fresh counters and other wet or humid environments
- Dust resistance for use in environments such as bakery or produce
- Outstanding reliability across a huge range of store departments
- Freezer compatible versions available

BUILT TO LAST

- Ultra-clear displays supporting black, white and red colours
- Improved screen abrasion resistance
- Shock resistance

INTELLIGENT ELECTRONIC SHELF EDGE LABEL SYSTEM

- Over the air price and product info updates only take seconds
- Real-time updates
- Automated updates
- Scheduled updates

PRODUCT SPECIFICATIONS

iSEL 1.5 inch

Frame size: 46.7 * 35.8 * 10.0 mm
Screen size: 27.0 * 27.0 mm
Resolution: 200 * 200 px

iSEL 4.2 inch

Frame size: 100.1 * 88.0 * 9.5 mm
Screen size: 81.5 * 47.0 mm
Resolution: 400 * 300 px

iSEL 2.1 inch

Frame size: 69.7 * 33.2 * 7.8 mm
Screen size: 48.6 * 23.7 mm
Resolution: 250 * 122 px

iSEL 5.8 inch

Frame size: 132.8 * 112.2 * 9.8 mm
Screen size: 118.8 * 88.2 mm
Resolution: 648 * 480 px

iSEL 2.6 inch

Frame size: 82.3 * 40.3 * 7.8 mm
Screen size: 60.1 * 30.7 mm
Resolution: 296 * 152 px

iSEL 7.5 inch

Frame size: 178.1 * 125.7 * 10.8 mm
Screen size: 163.2 * 97.9 mm
Resolution: 800 * 480 px

iSEL 4.2 inch

Frame size: 89.5 * 40.7 * 7.8 mm
Screen size: 66.9 * 29.1 mm
Resolution: 250 * 122 px