



Hanshow Lumina Slim-3150 Product Manual

V1.0.0

HS-ESL-LS001

For more information, visit our website at: <https://www.hanshow.com>

STATEMENT

This document and all its contents contained remain the proprietary material of Hanshow Technology Co., Ltd. (Hanshow) and are protected by Chinese laws and applicable international conventions on copyrights. Any reproduction, transmission, disclosure, revision, modification or use otherwise of this document or the whole or part of its contents, in whatever form and by whatever means, is not permitted without prior express written authorization from Hanshow. Offenders will be liable for any and all damages caused by their offence hereof and will be subject to all remedies that Hanshow is entitled to seek under applicable laws.

⚠ NOTICE

Your purchase of products, services, or features should be governed by the commercial contract and terms of Hanshow Technology Co., Ltd., and all or part of the products, services, or features described in this document may not be within the scope of your purchase or use. Unless otherwise provided in the contract, Hanshow Technology Co., Ltd. makes no explicit or implied representations or warranties concerning the content of this document.

Due to product upgrades or other reasons, the content of this document will be updated periodically. Unless otherwise agreed upon, this document serves only as a usage guide, and all statements, information, and recommendations contained herein do not constitute any explicit or implied warranty.

ABOUT THE MANUAL

This document describes Lumina Slim-3150D1-N, including features, specification, package, and precautions.

Please read this manual carefully before using the device in first, retain the manual for subsequent use or for the next owner. If the instructions contained in this manual are insufficient to resolve issues that occur during device operation or maintenance, please contact Hanshow Technical Customer Service Center (China: 400-0365-305; Benelux: +800-808-36000; France: 0800-90-2530; Germany/Poland: +800-836-86836; USA: 001-866-9570989; Australia: 0061-1800-953008) directly, we will provide you with multi-channel technical services.

TARGET USERS

This document provides engineers with necessary data and related guidelines of Lumina Slim-3150D1-N. Users have to master the basic knowledge on communication and network and so on. This manual is applicable for the below engineers:

- Testing Engineer
- Technical Support Engineer
- After Sales Engineer
- Installation Engineer

SYMBOL DESCRIPTION

Icon	Description
	Information indicated with this icon should be paid special attention and attached great importance by the reader.
	Information indicated with this icon is the explanation on the formal text for the readers to comprehend the text better.
[X-X]	It means special noun definition is provided here.

EXPLANATION OF TERMS

Acronym	Expanded form	Description
PriSmart	PriSmart Smart Retail System	Manage all store product data and issue price update command, as well as support multi-store management.
ESL-Working	ESL-Working System	Manage all the APs and ESLs in store, and ESL-Working 5.0 and above supports multi-store management.
ESL Controller	ESL Controller	Also called AP that is used for data interaction between ESL-Working and ESL Controller.
ESL	Electronic Shelf Label	Used for displaying product information like promotion information, price, and grade.

Table of Contents

Table of Contents	IV
1 Overview	1
1.1 System architecture.....	1
1.2 Features.....	2
2 Product view	3
2.1 Product appearance	3
2.2 Dimensions	5
3 Hardware performance	6
3.1 Specifications.....	6
3.2 Identifying your ESLs	7
3.3 Product nameplate.....	7
4 Packaging and accessories	8
4.1 Packaging.....	8
4.2 Product accessories	9
5 Application scenarios.....	10
6 Precautions	11
6.1 Transportation considerations	11
6.2 Precautions for use.....	11
7 FCC regulatory conformance	12
8 EU Regulations	13
9 IMDA Certification	14

1 Overview

The Lumina Slim-3150D1-N is Hanshow's newest generation Electronic Shelf Labels (ESLs). They adopt E-ink screen to achieve page switching, light flashing, pricing and so on based on 2.4GHz wireless communication. With ultra-thin, extended life and high-definition visual effects, the Lumina Slim-3150D1-N widely serves traditional retail, new retail, department stores and fashion, pharmacies, culture, and entertainment.

1.1 System architecture

Hanshow ESL system includes ESLs, ESL Controller (Access Point, AP), ESL-Working, PriSmart, Database, Integration server, CloudMonitor and Handheld Terminal (PDA), as shown in [Figure 1-1](#). Specifically, the ESLs are used for electronically displaying product information such as name and price, and services available for customers.

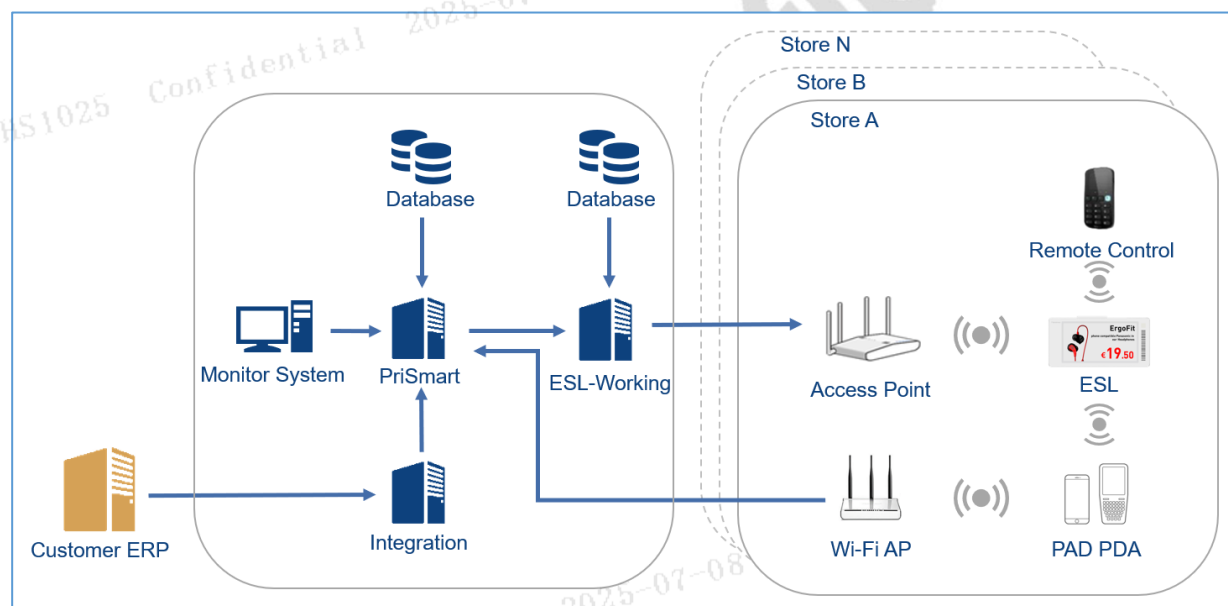


Figure 1-1 Hanshow ESL system architecture

1.2 Features

The features of Lumina Slim-3150D1-N are as follows:

- Display colors include: BWRYBG (Black-White-Red-Yellow-Blue-Green) display.
- Operating frequency band: 2402~2480,2481~2493 (Japan only)
- Embedded NFC chip: Supports NFC function. NFC response distance is 10mm.
- Lumina Slim ESLs support multiple functions, including binding/unbinding, updating, instant flashing, multi-page storage, page switching, geolocation, temperature collection, NFC function and so on.
- Supports AES-128 encryption.
- Supports OTA (Over-The-Air) upgrade.

2 Product view

This chapter describes Lumina Slim series appearance and composition.

2.1 Product appearance

Figure 2-1 shows Lumina Slim-3150D1-N.

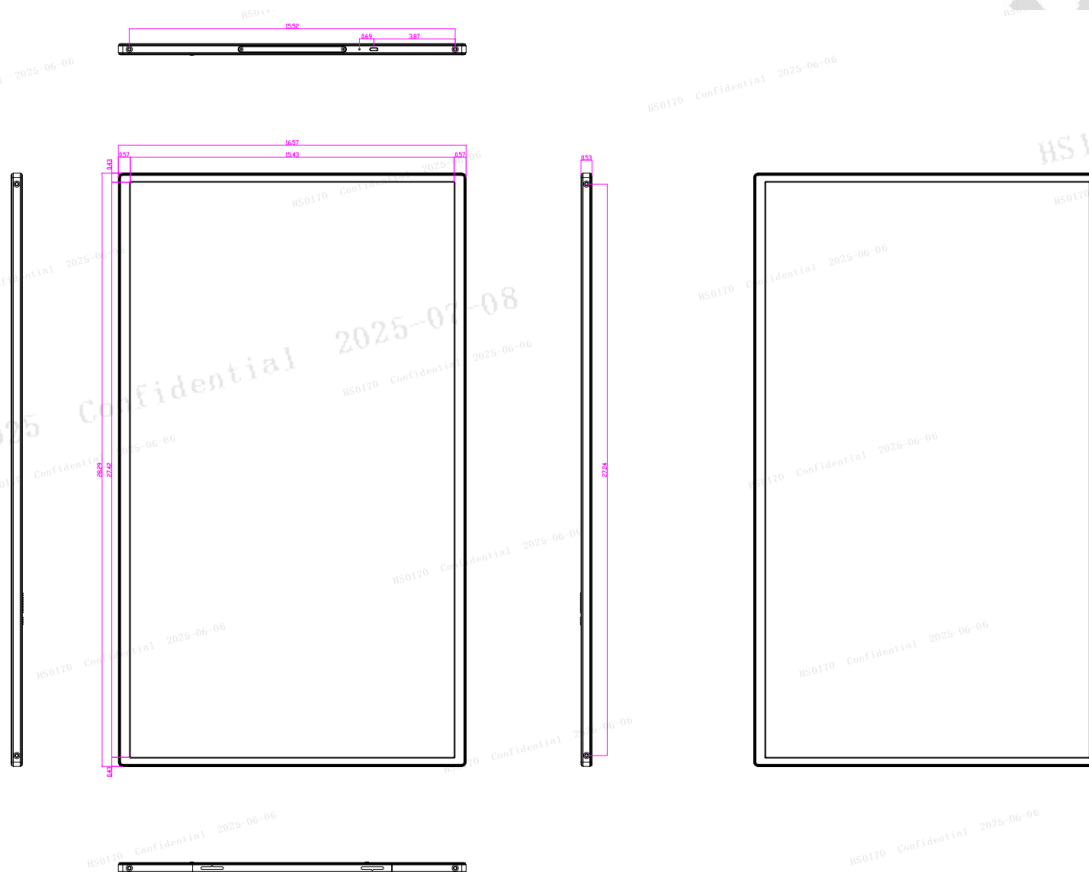


Figure 2-1 Lumina Slim-3150D1-N

Each section of Lumina Slim and its relative description is shown in [Figure 2-2](#) and [Table 2-1](#).

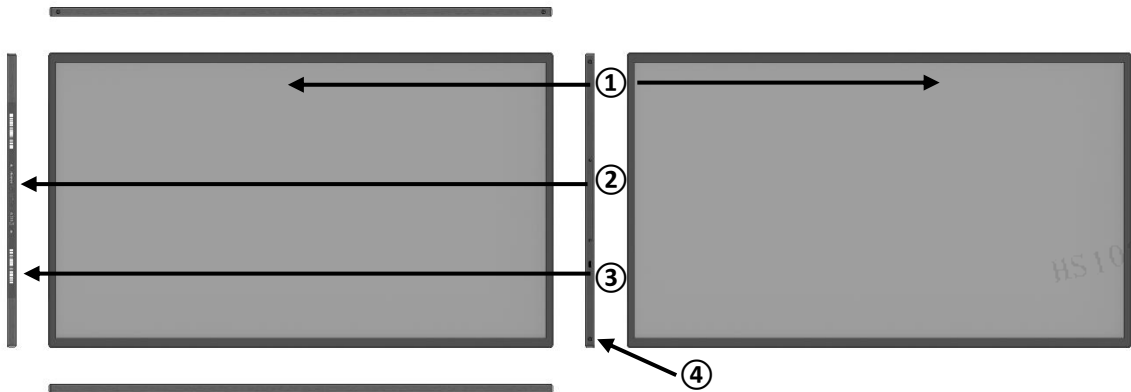


Figure 2-2 Key area of Lumina Slim-3150D1-N

Table 2-1 Each area description of Lumina Slim-3150D1-N

No.	Name	Description
1	Display area	Supports BWRYBG display on E-ink screen. Display text, images, barcode, QR code and others. Product information display such as name, price, origin, unit, grade, phone number, barcode, and QR code. Supports customizable display position and font size.
2	Nameplate	Product information mark, including model, S/N, and certifications such as CE and UKCA.
3	Barcode area	18-digit barcode used for product binding and maintenance.
4	Screw hole	Install all types of accessories

2.2 Dimensions

This section covers the dimensions of Lumina Slim series

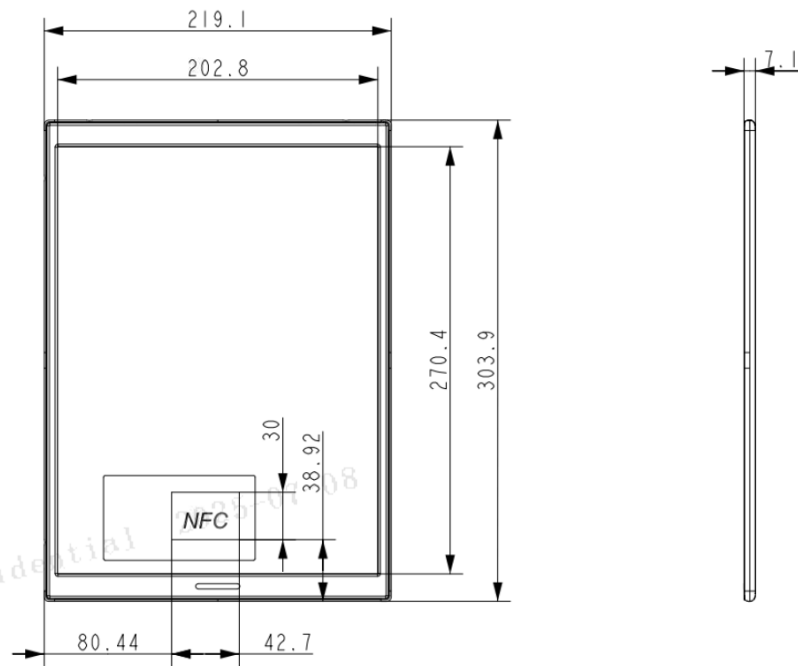


Figure 2-3 31.5" dimensions

3 Hardware performance

This chapter consists of:

- [Specifications](#)
- [Identifying your ESLs](#)
- [Product nameplate](#)

3.1 Specifications

[Table 3-1](#) lists the Lumina Slim-3150D1-N specifications.

Table 3-1 Lumina Slim-3150D-N specifications

Name	31.5 D1"	31.5 D2"
Dimensions (mm*mm*mm)	718.4*420.7*13.5	718.4*420.7*13.5
Active display area (mm*mm)	696.4*391.8	696.4*391.8
Resolution (pixel) ^[3-1]	2560*1440	2560*1440
DPI ^[3-1]	94	94
Display color	Black-White-Red-Yellow-Blue-Green	Black-White-Red-Yellow-Blue-Green
Viewing angle	Nearly 180 degrees	Nearly 180 degrees
Battery life ^[3-2]	0.8 years	0.6 years
Multiple pages	6pages	6pages
NFC	Yes	Yes
Protection level	IP5X	IP5X
Operating temperature ^[3-3]	0~40	0~40
Storage temperature(°C) ^[3-3]	0~40	0~40
Humidity (%RH)	45 ~ 65	45 ~ 65

 Note:

- [3-1]: The resolution and DPI might be subject to slight variations.
- [3-2]: Battery life is calculated based on the following scenarios: The battery life is up to 10 years if updated once a day.
- [3-3]: Room-temperature ESLs operate within 0°C ~ 40°C, however low temperatures (0°C~10°C) might impact the ESL lifespan.

3.2 Identifying your ESLs

You can identify your ESLs from the following Lumina Slim series naming rules:

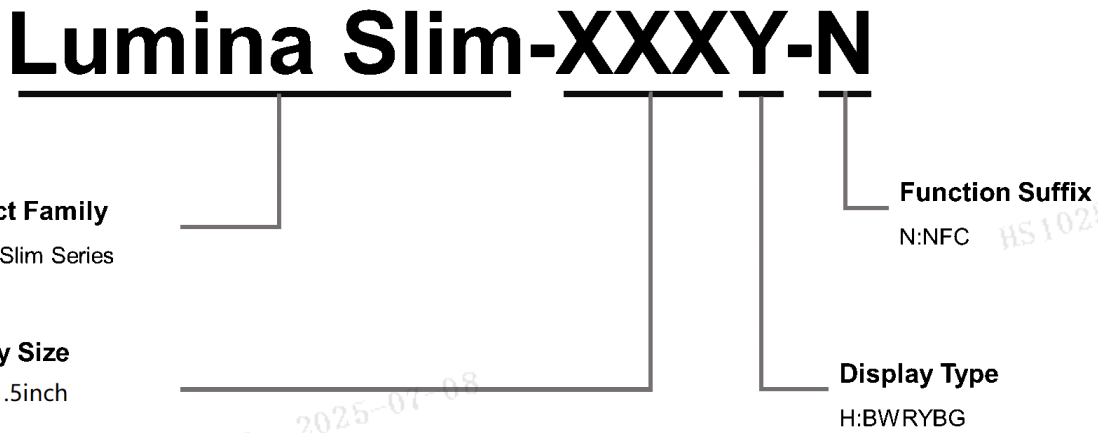


Figure 3-1 Naming rules for Lumina Slim series

3.3 Product nameplate

Taking Lumina Slim-3150D1-N as an example, [Figure 3-2](#) shows the nameplate of Lumina Slim-3150D1-N.



Figure 3-2 Nameplate of Lumina Slim-3150D1-N

Note: Each ESL has a unique S/N number. The above is for reference only, actual label information might vary.

4 Packaging and accessories

This chapter describes Lumina Slim-3150D1-N packaging and required accessories.

4.1 Packaging

Lumina Slim family packaging and the specific ESL quantity is shown in [Figure 4-1](#).

1

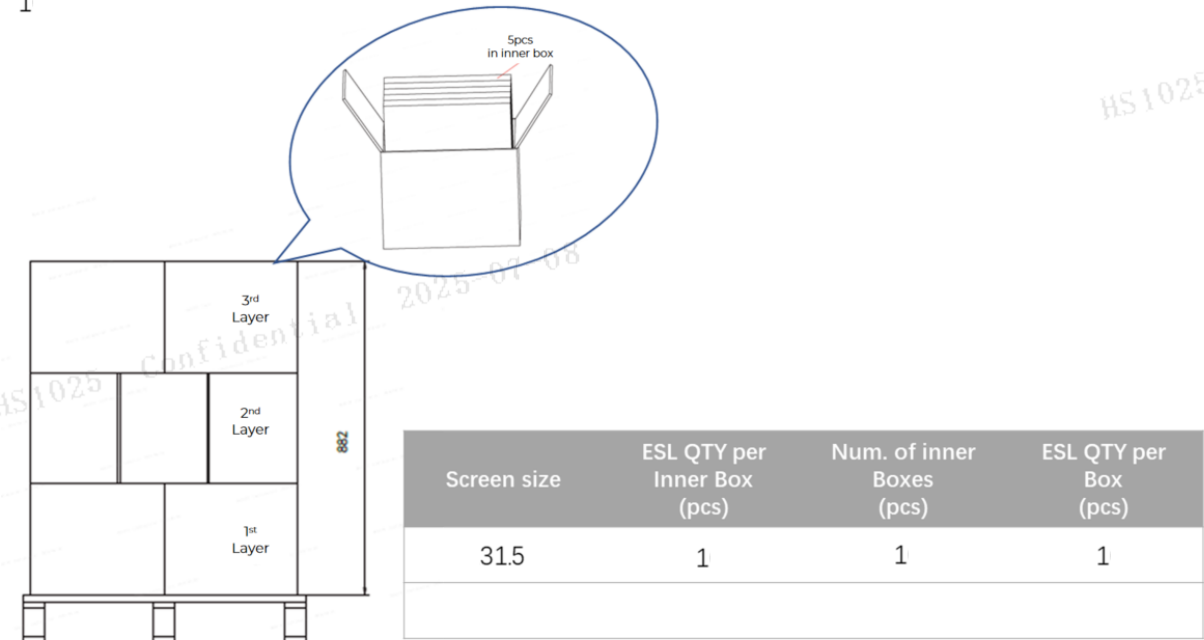
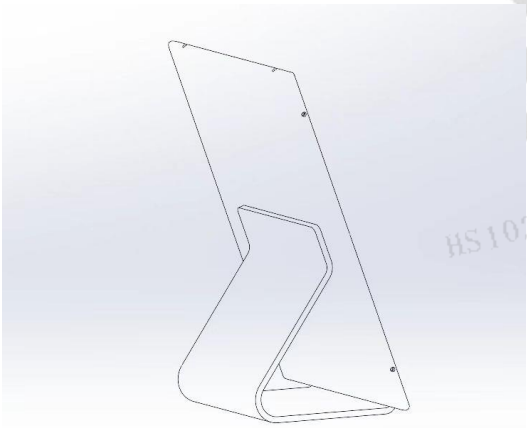
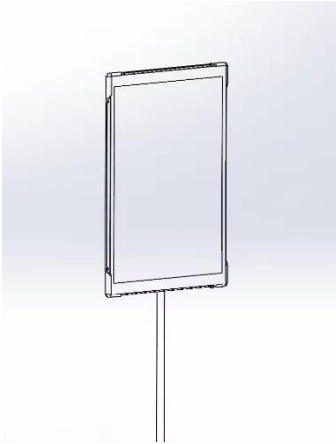


Figure 4-1 Lumina Slim-family packaging

4.2 Product accessories

Common accessories of Lumina Slim-3150D1-N are shown in [Table 4-1](#).

Table 4-1 Common accessories of Lumina Slim-3150D1-N

Table stand	
Hook	
Floor stand	

5 Application scenarios

Lumina Slim-3150D1-N are available to various zones and shelves of hypermarket, supermarket and retail stores. The ESLs are applicable to areas with different fixtures:

- Hooks
- Tables
- Stand

6 Precautions

During transportation and usage of Lumina Slim-3150D1-N, please note the following precautions.

6.1 Transportation considerations

Avoid the following considerations during transport:

- Water leakage or heavy moisture.
- Heavy stacking.
- High heat conditions above 40°C.

6.2 Precautions for use

Follow the precautions:

- The room-temperature ESLs operate best in normal operating and storage environment, 0°C ~ 40°C, 30% ~ 70%RH.
- Keep ESLs within the specified temperature range, otherwise ESL screens might be damaged and the battery life might be shortened.
- The output capacity will degrade at low temperature.
- Frequent communications or updates might shorten battery life during the use.
- Avoid dropping or tossing ESLs.
- Do not disassemble ESLs without permission.
- Do not disassemble ESL batteries.
- Do not scratch ESL bodies with sharp objects.
- Use Lumina Slim-3150D1-N dedicated disassembly tools when disassembling.
- The mineral substances in rainwater, moisture or liquids might corrode the electronic circuit. Avoid water on the product as much as possible.
- Regularly clean the screen.
- Promptly remove cosmetics, perfume and other dirty on ESLs to avoid screen, case, or lens damaged.
- Avoid direct contact with chemical detergent.
- Avoid direct sunlight or incandescent light on ESLs.
- Do not install ESLs in a strong magnetic environment.
- Do not place ESLs near or in a fire.
- Do not place ESLs near kitchen appliances such as a stove, a microwave oven.
- ESLs communications might be limited or affected by other wireless communication systems that share the 2.4GHz frequency-band, such as Wi-Fi, Bluetooth, or Zigbee.

7 FCC regulatory conformance

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.
- (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 residential installation.

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 interference will 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 to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help

NOTE: The manufacturer is not responsible for any radio or TV interference caused by unauthorized modifications to this equipment. Such modifications could void the user's authority to operate the equipment.

RF Exposure

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment.

8 EU Regulations

Frequency Bands and Power:

SRD 2.4GHz 2402MHz-2480MHz: 10dBm

WIFI 2.4GHz band: 20dBm

WEEE:

Special precautions must be taken to safely dispose of this product. This marking indicates that this product may not be discarded with other household waste in the EU.

To prevent harm to the environment or human health from inappropriate waste disposal, and to promote sustainable reuse of material resources, please recycle responsibly.

To safely recycle your device, please use return and collection systems or contact the retailer where the device was originally purchased.

9 IMDA Certification

Complies with
IMDA Standards
DA108197