MINEW TAG

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RS133W

Specification

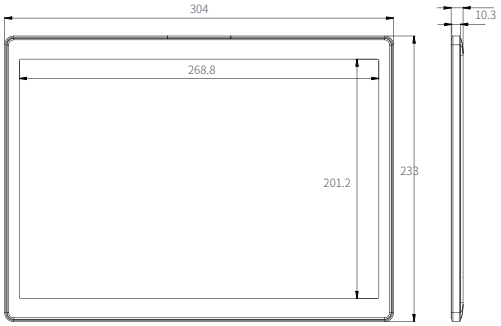
13.3-inch 6-color ESL

Brief Introduction

RS133W

The RS133W is a self-developed Wi-Fi electronic shelf label designed to replace paper tags. It features a 13.3-inch low-power E Ink Spectra™ 6 screen offering higher resolution, a wider operating temperature range, and over 60,000 vivid colors via a six-particle color mixture (black, white, red, yellow, blue, and green). Encased in an ultra-slim 10.3 mm body with a 2.5D anti-glare glass panel for wide viewing angles and an anodized sandblasted metal frame with high-gloss edges, it combines premium aesthetics with durable protection. Powered by a high-capacity lithium-polymer battery with Type-C charging, it ensures reliable and long-lasting performance.

- Appearance



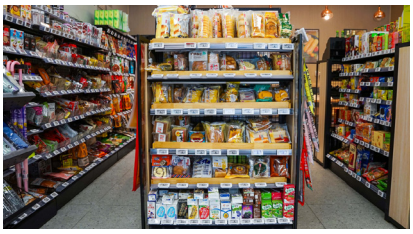
- Product Dimensions

Highlight

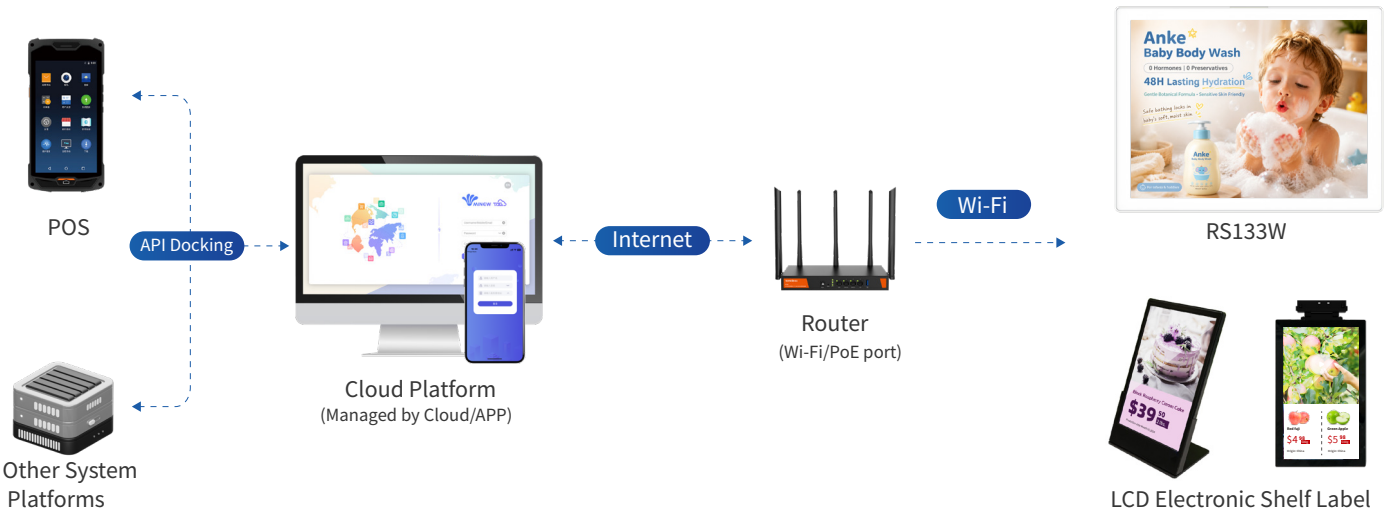
- Wi-Fi Communication Protocol
- 6-color E-ink display
- Customized templates
- 13.3-inch large screen
- up to 7 months of battery life(1 update/day)
- Rest API
- Landscape / Portrait Switch
- LED location indicator
- NFC function
- Charging with Type-C
- Metal frame
- Managed by Cloud/APP

Application Scope

Suitable for various sectors including upscale department stores, supermarkets, 3C retail, convenience stores, industrial, and warehousing.



Logical Architecture



Specification

Basic Parameters

Model	RS133W
Material	Aluminum Alloy + AC2300
Color	Silver-white
Dimension(LWH)	304.6 * 233 * 10.3 mm
Weight	724 g
Screen Size	13.3-inch
Display Area	268.8 * 201.2 mm
Resolution	1600 * 1200 pixels
Pixel Density	150 dpi
Dot Pitch	0.169 * 0.169 mm
Display Color	Black/White/Red/Yellow/Blue/Green
Mounting	Backpanels, VESA expansion bracket, etc
Protection Level	/
OTA	Support
NFC Functionality	Support

Technical Parameters

	Parameters	Notes
Power Supply	PANS525060	Rechargeable Polymer Lithium Battery
Operating Voltage Range	3.0 - 4.2V	DC
Battery Capacity	4000 mAh	Two Batteries in Parallel
Charging Interface	Type-C	
Operating Temperature	0 ~ 50°C	
Operating Humidity	45 ~ 70% RH	
Storage Temperature	-25 ~ 60°C	Do not exceed 10 days of storage at -25°C to 0°C or 40°C to 60°C
Battery Life (Theoretical)	7 months	1 update/day
Transmitting Distance	30 m	Depends on the Performance of the Upstream Router

Product Description

- **Data Reception & Display Refresh**

  Replaces traditional paper labels using low-power Wi-Fi communication. Receives image data from the platform, performs data verification, and refreshes the display upon command.

- **Periodic Status Reporting**

  Periodically transmits device status—including Wi-Fi signal strength, battery level, charging status, firmware version, display parameters, and current image ID—to the platform for device identification and operational monitoring.

- **Centralized Batch Management**

  Enables centralized batch operations via the ESL platform, including batch image updates, Wi-Fi configuration, and remote OTA upgrades.

- **Battery Level Monitoring**

  Collects real-time battery voltage/capacity and reports it to the platform for clear status visibility.

- **OTA Firmware Upgrade**

  Supports over-the-air firmware updates pushed remotely via the ESL platform for efficient maintenance.

- **LED Light Bar Control**

  Equipped with an RGB (Red/Green/Blue) indicator light bar supporting up to 7 lighting effects. Configurable remotely via the platform, including color, flash cycles, and duration settings.

Operation Instructions

- **Power-On**

  The device powers on automatically upon startup. Wi-Fi configuration is required to connect to the network.

- **Wi-Fi Configuration Steps**

  2.1 Log in to the ESL Cloud Platform and add the device to the corresponding store.
  * Platform-based Network Configuration: Select the target device, click More → Network Configuration, enter the required Wi-Fi information, and confirm.
  * Mobile-phone-based Network Configuration: Enable Bluetooth on your smartphone, open the CloudTag App, and bring it close to the device.Navigate to the Wi-Fi configuration interface, select the target device's MAC address, enter the Wi-Fi SSID and password, and confirm to send the credentials to the device.
  2.2 Once successfully configured, refresh the platform device list. The device status will show "Online," enabling remote commands.

- **Platform Operations**

  For image updates, RGB light control, and other operations, please refer to the ESL Cloud Platform User Manual.

- **Low Battery Warning**

  The red LED flashes once every 60 seconds to indicate low power; prompt charging is required.

- **Type-C Charging Status**

  * Solid Blue LED: Charging in progress.
  * Red LED Stops Flashing: Battery has reached a functional level.
  * Blue LED Turns Off: Fully charged.

ESL Safety Guidelines

- To maintain optimal display performance, the device will automatically refresh the current screen if the content has not been updated for over a week. This is normal operation.
- Recommended storage temperature is 0°C to 40°C. Storage between -25°C to 0°C or 40°C to 60°C should not exceed 10 days.
- For extended inactivity, it is recommended to refresh the screen to full white, store the device face up, and perform a screen refresh at least once every 3 months.
- Due to large image file sizes, transmission during image updates takes approximately 60 seconds. This is normal; please wait patiently.
- Once connected to Wi-Fi, the device disables Bluetooth broadcasting to reduce power consumption. To reconfigure Wi-Fi settings, send parameters via the platform or the CloudTag App. (Note: Web-based Wi-Fi configuration is supported on the 31.5-inch model, but is not currently available for the 13.3-inch model.)
- The electronic paper screen is fragile. Avoid impacts, drops, or physical shocks during use.
- Theoretical battery life is calculated based on power consumption and battery capacity at an ambient temperature of 25°C, serving as a reference only. Actual battery life may vary depending on environmental conditions, usage frequency, and other factors.
- Use metric M4 machine screws for VESA mounting, ensuring at least 5 full thread turns to prevent the device from falling. The device screw hole depth is approximately 4.5 mm; select appropriate screw length accordingly. Stop tightening when resistance is felt to prevent structural damage to the enclosure from over-tightening.

Statement

Declaration of Rights

Disclaimer

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