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Colored ePaper Solutions
For Advertising

SEEKINK

"Newest Colored ePaper Technology With High

Resolution, Wireless And Real-time Updating"

--Create A New Era of Advertising Promotion

CONTENTS

01 Technology

02 Applications

03 Products

Power Consumption & Carbon Emission

The carbon emission of LCD display module is **3 to 4 times** more than that of ePaper module manufacturing.

LCD module

3~4

ePaper module

1

Carbon Emission
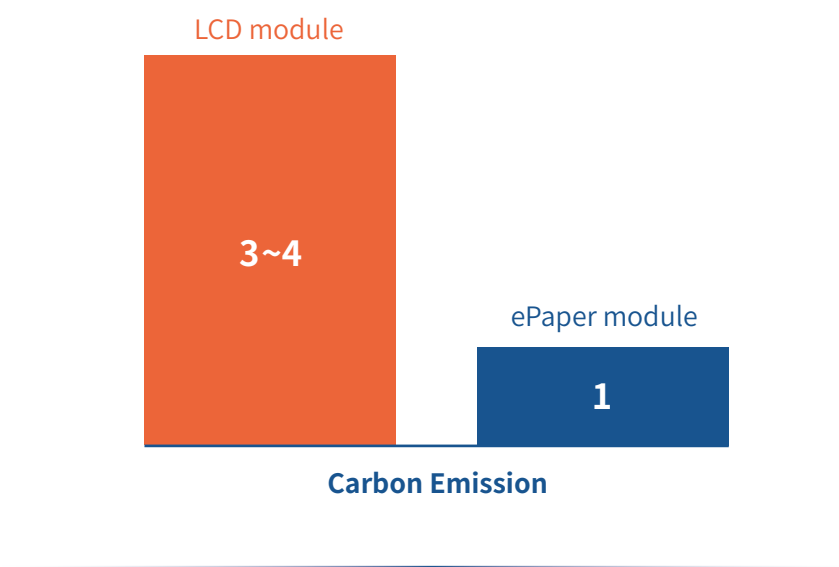
- Indoor: The power consumption of ePaper only takes **3.3%** (1/30) of that of LCD.
- Outdoor: The power consumption of ePaper only takes **0.8%** (1/120) of that of LCD.

ePaper Power Consumption | 1

LCD(Indoor) Power Consumption | **30 times**

LCD(Outdoor) Power Consumption | **120 times**

for reference only
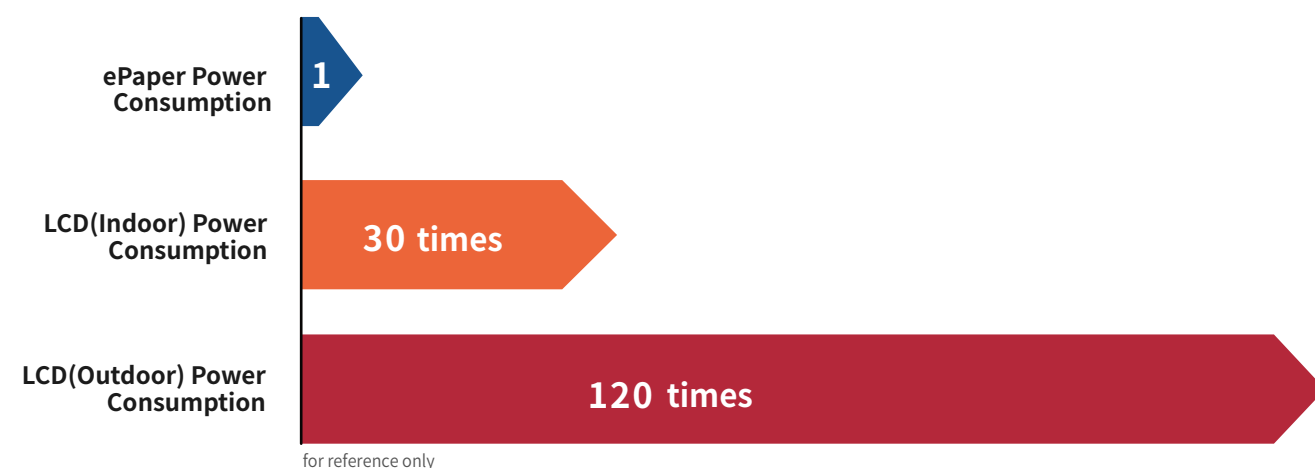
Assumption

Condition: A LCD digital signage screen time: display for 16h per day(lasting 3 years)
32'' LCD digital signage's power consumption: 200W(Outdoor)/50W(Indoor)

Condition: An ePaper signage screen time: update once every minute, each updating only needs 1 sec
32'' ePaper signage's power consumption(Outdoor/Indoor): Updating: 23.7W, Static: 1.3W

Features of ePaper Technology

Reflective Display

The stronger the light is, the clearer the display effect will be. ePaper screen has 178 ° super-wide view angle without emitting light and eye-damaging blue light, providing more comfortable reading experience with its paper-like visual performance.
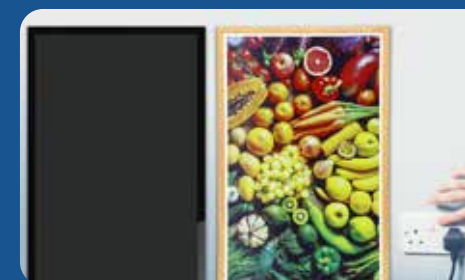
Bi-stability

Continuously display and keep showcasing images or information on the screen even power off. The ePaper screen only costs 0.5W to be powered on and needs zero power to stay static display; Thus, its application reduces repairing cost with the wireless installation, also decreasing total cost with ePaper solution.

Full-color ePaper Technology

Development of High-resolution

Carta	Spectra 3000	Spectra 3100	Spectra 6
B/W	B/W/R	B/W/R/Y	B/W/R/Y/B/G

- **Create a new era of advertising display**

SEEKINK Spectra 6 products adopt advanced E Ink Spectra 6 Colored ePaper display technology, and the technology has excellent color displaying performance, high resolution and incredible contrast, rendering every advertisement blooming wonderful visual charms. With DPI 200 ppi, meanwhile, it has wider range of environmental temperature and consumes shorter time on updating images, conforming to the ESG trend on energy conservation and carbon-emission reduction.

Catchy Color Displaying Performance

Distinguished visual showcasing effect with high resolution brought by colored ePaper technology, can efficiently attract consumers,thus improving the conversion rate.

Easy Content Management

The flexibility brought by real-time updating advertising and product information is able to rapidly response to market changes, keeping freshness of displaying contents, and promote consumers to purchase.

Reduction on Total Cost

The ePaper screen does not consume power when staying static display, decreasing the power output. Therefore, its durable design and less maintenance need make the cost on long-term operation remarkably lower, also an oxidizer of realizing higher economic benefits for retailers or brands.

Ready-to-use Installation

The ePaper billboards in multiple sizes require no power supply and have no installation requirement on complex cable, allowing itself to be easily wall-mounted or placed at any position for promotion or advertising.

Applications in Catering Scene

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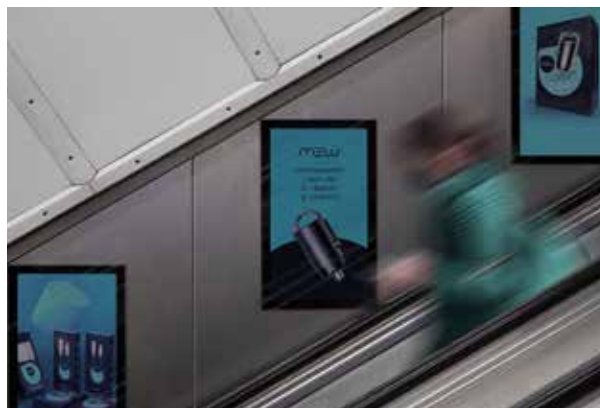
Other Applications

Art Gallery & Museum

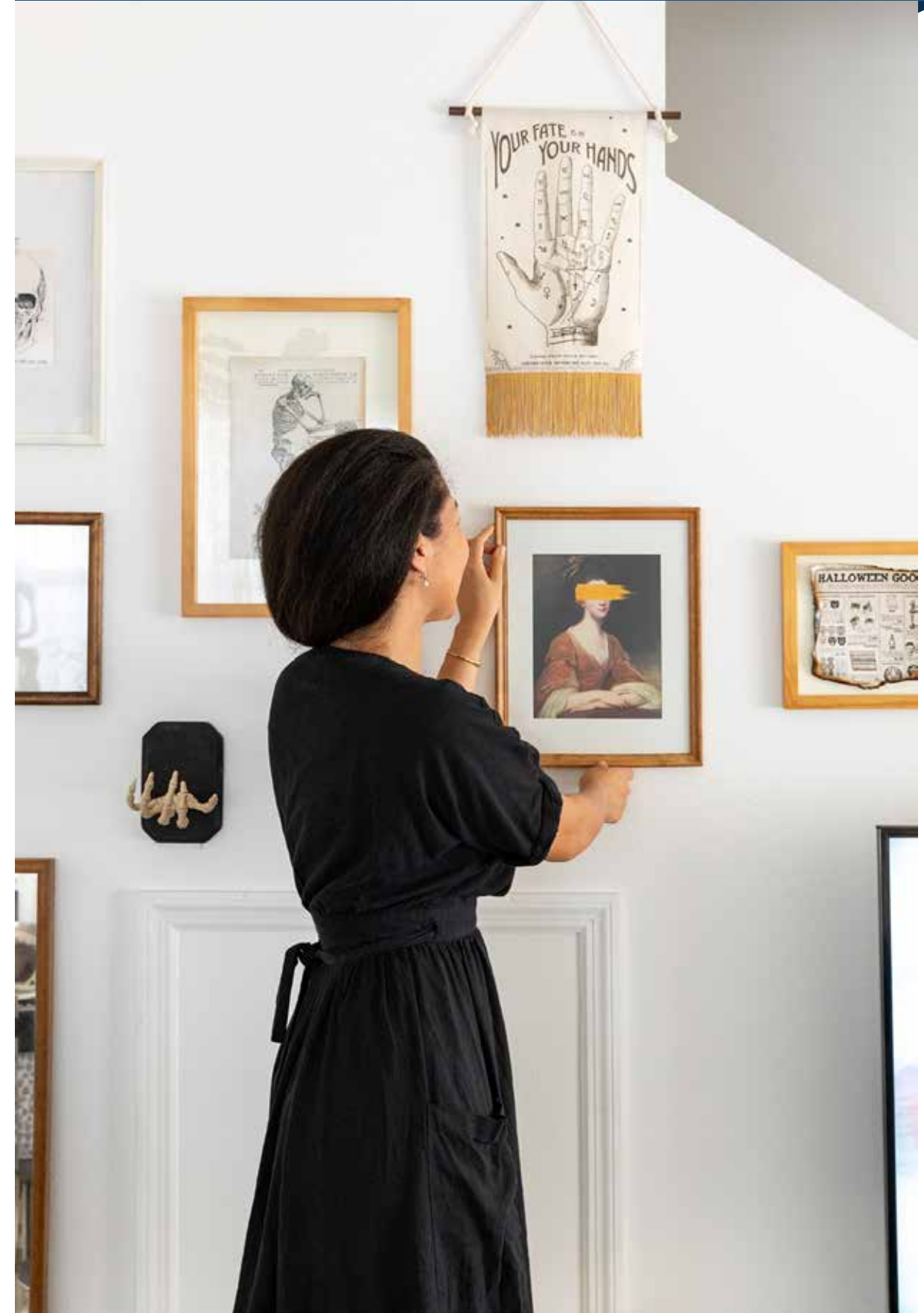**Exhibitions**

Instructions

Escalator Advertising

Information Publication

Supermarkets

Photo Frames

Full-Color ePaper Billboard
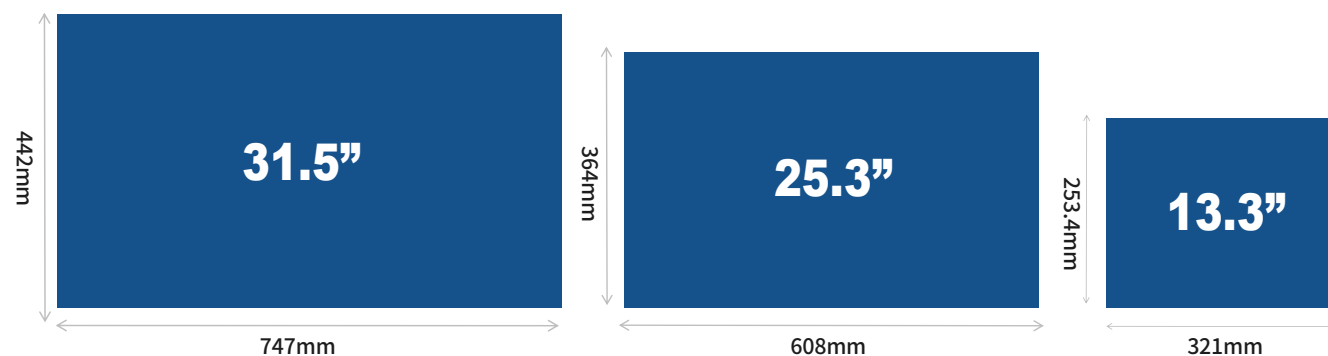
S315E6

S253E6

S133E6

Overview

The wall-mounted advertising device series (S133E6, S253E6, S315E6) utilizes advanced E Ink Spectra 6 colored ePaper display technology, paired with an elegant wood grain frame design, adding a natural and modern aesthetics to the commercial environment. This series of products have different screen sizes (13.3 inches and 25.3 inches, 31.5 inches) to meet the needs of different places and display targets.

Six colors of electronic ink particles are dynamically combined and precisely mixed through voltage control to achieve the display of 60,000 full-color gamut images. The display showcases excellent color performance, ensuring that advertising information is presented with extremely high contrast and true colors.

In addition, the wall-mounted design allows the integrated advertising devices to fully utilize the wall space and to be perfectly integrated into various commercial environments. Users can easily change the content and update the information in real time to meet different publicity needs.

● Specifications

Product	Model Name	S315E6	S253E6	S133E6
Module parameters	Display Size(diagonal)	31.5 inches	25.3 inches	13.3 inches
	Display Type	E Ink Spectra 6		
	Color	Red, Yellow, Blue, White, Green, Black		
	Display Viewing Area(H*V) (mm)	696.32*391.68mm	560*315mm	202.8*270.4mm
	Resolution	2560*1440	3200*1800	1600*1200
	Aspect Ratio	16:9	16:9	4:3
	DPI	93	145	150
	View Angle(H/V)	178°(H)/178°(V)		
System	System	RT OS	Android 7.1	RT OS
I/O	USB2.0	1X	2X: HOST 1X, OTG 1X	1X
	4G	Optional		
	WIFI	2.4GHZ WIFI(802.11 b/g/n)		
	BT	Bluetooth5.0	Bluetooth4.0	Bluetooth5.0
Structure	KEY	POWER, UP, DOWN, RESET		
	VESA Mount	Standard VESA holes, 200*200mm, fixed M5 screws	Standard VESA holes, 100*100mm, fixed M5 screws	Standard VESA holes100*100mm, fixed M5 screws
	Shell Material	Wood Grain Metal		
Power	Power adapter	USB-C connector		
	Battery	Plugged-in Lithium Battery: 50.4W/H 16.8V/3500MAH		3.85V/4000MAH 15.4WH
	Working Power(Updating)	≤5W	≤5W	≤0.85W
	Standby Power(Non-updating)	≤0.015W	≤0.001W	≤0.08W
	Shutdown Power	≤0.0015W	≤0.001W	≤0.0005W
Life Cycle	Updating Times	2200 times	1000 times	5000 times
	Battery Life	31 months (using frequency: once per day)	18 months (using frequency: once per day)	36 months (using frequency: once per day)
System	Update Time	≤15s		
	Update Method	Via USB Flash Disk; Cloud Platform & Android Demo App		
Dimensions & Weight	Product Dimensions	747*442*34.5mm	608*364*34.5mm	321*253.4*25mm
	Packing Dimensions	843*590*151mm	684*475*100mm	/
	Net Weight	8.35KG	4.5KG	Approx. 1.5KG
	Gross Weight	9.7KG	7KG	Approx. 2KG
Temperature & Humidity	Storage Temperature	-25℃~60℃		
	Working Temperature	0℃~50℃		
	Humidity	30%~90%		

31.5 ” Full-Color ePaper Signboard

● Overview

The S315E6-S ePaper vertical billboard utilizes E Ink Spectra 6 colored display technology, creating a new era of POP(Point of Purchase). The six kinds of colored electronic ink particles as red, yellow, blue, white, green and black are dynamically combined and precisely mixed by voltage control to achieve the display of 60,000 full-color gamut images. A new colored ePaper drive waveform structure is utilized to improve the color display contrast, making the image more vivid and brighter, bringing the unparalleled visual charm to each advertisement.

Compared with wall-mounted billboards, S315E6-S stands out for its excellent flexibility and portability. Users can easily move it and freely switch the locations of the advertising display to different places to meet diverse business demands. Whether for promoting products, publishing promotional information, or displaying brand images, event consultation and exhibition guidance, it can bring you eye-catching advertising effects and add luster to your brand!

Model Name		S315E6-S
Module Parameters	Display Size(diagonal)	31.5 inches
	Display Type	E Ink Spectra 6
	Color	Red, Yellow, Blue, White, Green, Black
	Resolution	1440*2560
	Aspect Ratio	9：16
	DPI	93
	Displaying Mode	Portrait
	Display Viewing Area(H*V) (mm)	696.32*391.68mm
System	System	RT OS
	Module Driving Method	MCU WiFi Solution
I/O	USB2.0	1X
	4G	Optional
	WIFI	2.4GHz Wifi(802.11 b/g/n)
	BT	Bluetooth 5.0
Structure	KEY	POWER, UP, DOWN, RESET
	LED Indicator(RED)	Flashing red light: power on;Stable red light: charging
	Floor Stand	Floor stand with adjustable angles
	Shell Material	White metal sheet
	Stalinite	2MM
	Tilt Angle	Support
Power	Power adapter	USB-C connector
	Battery	Plugged-in lithium battery: 50.4W/H 16.8V/3500MAH
	Working Power(Updating)	≤5W
	Standby Power(Non-updating)	≤0．015W
	Shutdown Power	≤0．0015W
	Update Time	≤15s
	Update Method	Via USB Flash Disk；Cloud Platform & Android Demo App
Life Cycle	Updating Times	2200 times
	Battery Life	31 months (using frequency: once per day)
Dimensions & Weight	Product Dimensions	930.32mm*425.68mm*32.5mm
	Packing Dimensions	990*490*135mm
	Net Weight	12.4KG
	Gross Weight	13.3KG
Temperature & Humidity	Storage Temperature	-25℃~60℃
	Working Temperature	0℃~50℃
	Humidity	30%~90%