I see that Maretron's DSM150, DSM200, and DSM250 displays have a TLA100 configuration setting called "Tank Type:"; what is this?

Maretron's DSM150, DSM200, and DSM250 displays have a TLA100 configuration setting called "Tank Type", which is used to set the type of fluid so subsequent transmissions from the TLA100 can identify the fluid or tank type.