

**LUXX** Light + Retail Technology

# eShelf<sup>®</sup> ESP35



## 24" Header Display

**LUXX-ESP35-700-12-A8.1-XXX**

**LUXX-ESP35-700-24-A8.1-XXX**

**LUXX-ESP35-700-12-A11-XXX**

**LUXX-ESP35-700-24-A11-XXX**

**Screen Protector: LUXX-ESP35-PC**



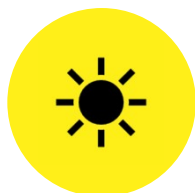
### To Stand Out.

This 24" high-definition screen deliver sharp, vibrant content with high visibility. It offers 24/7 continuous use in retail environments, even without a network connection.

Perfect for clear, eye-catching digital signage, as well as promotions and information.

- Stand-alone unit
- Hassle-free operation
- Now offered in Android 11 for enhanced data safety, video playback multi-tasking and more

#### Bright and Crisp



Clear signage that stands  
out on shelving

#### High Visibility



Bold signage that stands  
out over the shelf

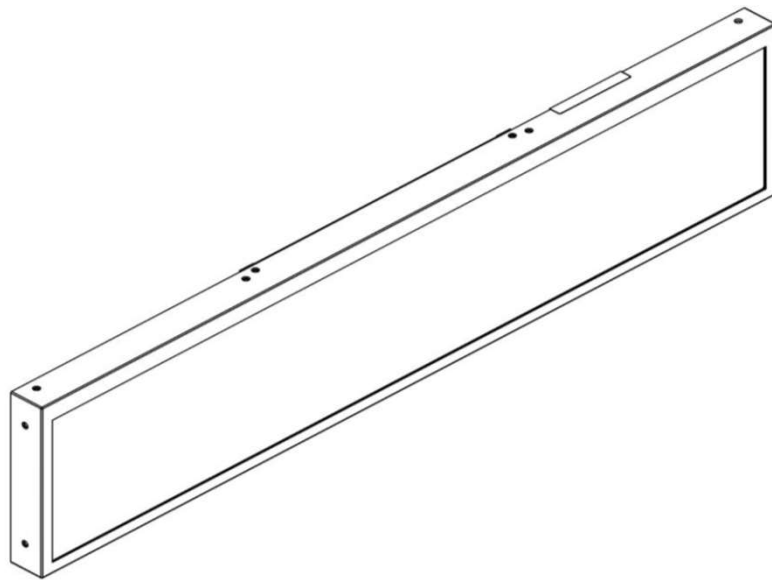
#### Premium Screen



High resolution LCD screen for  
beautiful branding and clear  
messaging

# Let your message stand out

With a vibrant digital display.



## LCD Screen

|                   |                                                                       |
|-------------------|-----------------------------------------------------------------------|
| Size              | 24"                                                                   |
| Dimension         | 617.5 x 137.0 x 27.2mm (DC 12V)<br>617.5 x 137.0 x 29.2mm (DC 15-36V) |
| Active area       | 597.888(H) x 112.104(V) mm                                            |
| Resolution        | 1920 x 360                                                            |
| Backlight         | LED                                                                   |
| Brightness (nits) | 700cd/m <sup>2</sup>                                                  |
| Lifespan          | 30000 hours                                                           |
| Viewing angle     | 89/89/89/89                                                           |
| Contrast          | 1000: 1                                                               |
| Frequency         | 60 Hz                                                                 |
| Display color     | 16.7M, 72% NTSC                                                       |

## Android 8.1 System

|                  |                                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------|
| CPU              | Rockchip PX30 Quad core ARM Cortex-A35                                                                          |
| RAM              | 1G (1G/2G/4G/8G optional)                                                                                       |
| ROM              | 8G EMMC (8G/16G/32G/64G EMMC optional)                                                                          |
| Memory extension | 64G TF, TF Card extension with the highest support for 64GB                                                     |
| Networks         | 2.4G WIFI, support 2.4G WIFI connection                                                                         |
| Bluetooth        | Bluetooth V4.0                                                                                                  |
| Interface        | 1*micro USB (OTG), 1*TF card, 1*USB-C Power Input (DC12V). Must match with our special adapter for power supply |

## Android 11 System

|                  |                                                                                                                 |
|------------------|-----------------------------------------------------------------------------------------------------------------|
| CPU              | RK3566 Quad core Cortex-A55                                                                                     |
| RAM              | 2G Standard (4G/8G optional)                                                                                    |
| ROM              | 16G Standard (16G/32G/64G EMMC optional)                                                                        |
| Memory extension | 64G TF, TF Card extension with the highest support for 64GB                                                     |
| Networks         | 2.4G WIFI, support 2.4G + 5G WIFI connection                                                                    |
| Bluetooth        | Bluetooth V4.0                                                                                                  |
| Interface        | 1*Micro USB (OTG), 1*TF Card, 1*WIFI, 1*USB-C Power Input. Must match with our special adapter for power supply |

## Warranty

|      |                              |
|------|------------------------------|
| Year | 1Y (more options on request) |
|------|------------------------------|

## Power

|                   |                                                         |           |
|-------------------|---------------------------------------------------------|-----------|
| Power consumption | ≤ 20W                                                   |           |
| Voltage           | LUXX-ESP35-700-12-A8.1-XXX<br>LUXX-ESP35-700-12-A11-XXX | DC 12V    |
|                   | LUXX-ESP35-700-24-A8.1-XXX<br>LUXX-ESP35-700-24-A11-XXX | DC 15-36V |

## Packing Info

|                               |                   |
|-------------------------------|-------------------|
| N.W                           | ≤ 2.6KG           |
| Packing Dimension (4 Pcs/CTN) | 710 x 220 x 200mm |
| G.W. (4 Pcs/CTN)              | 10.8KG            |

## Accessories

|          |                                            |
|----------|--------------------------------------------|
| Optional | Power adapter, Mounting bracket, OTG cable |
|----------|--------------------------------------------|

## Supported Media Formats

- Audio - MP3, WMA, WAV, APE, FLAC, AAC, OGG, M4A, 3GPP formats
- Video - Multi-format 1080P 60fps video decoding (H.265, H.264, VC-1, MPEG-1/2/4, VP8), 1080P video encoding, supports H.264, VP8
- Picture - Supports browsing of various image formats such as JPG, BMP, PNG and supports rotation/slideshow/image enlargement functions

**Note:** LCD screens, including eShelf, may experience image retention or burn-in without effective content management.

### What is Image Retention?

Image retention refers to any image that "sticks" on a screen, even when the content changes. It usually appears as a faint ghost that fades after a moment.

### What is Image Burn-In?

Burn-in is a form of image retention that lasts much longer. It is a visible mark that remains, no matter what you are watching or doing.

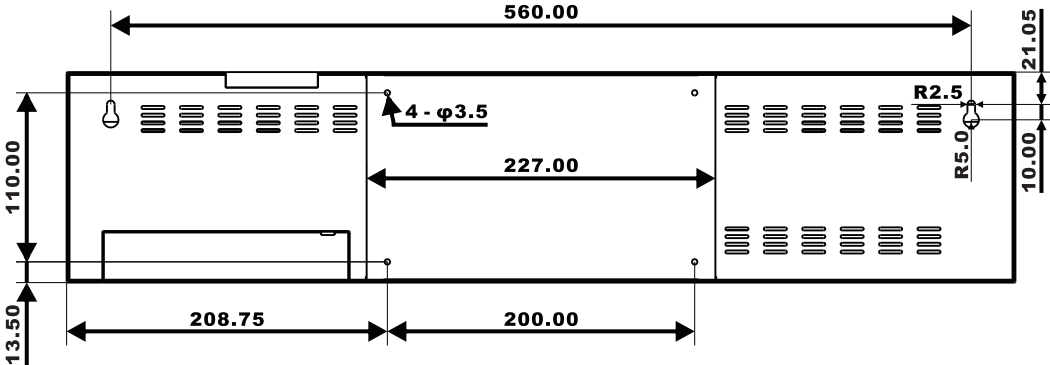
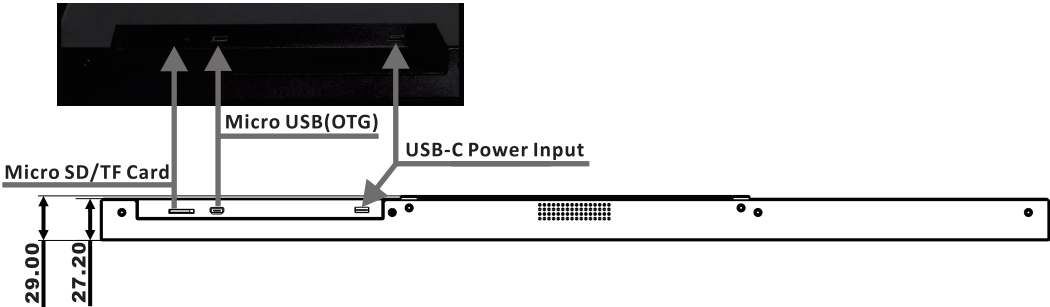
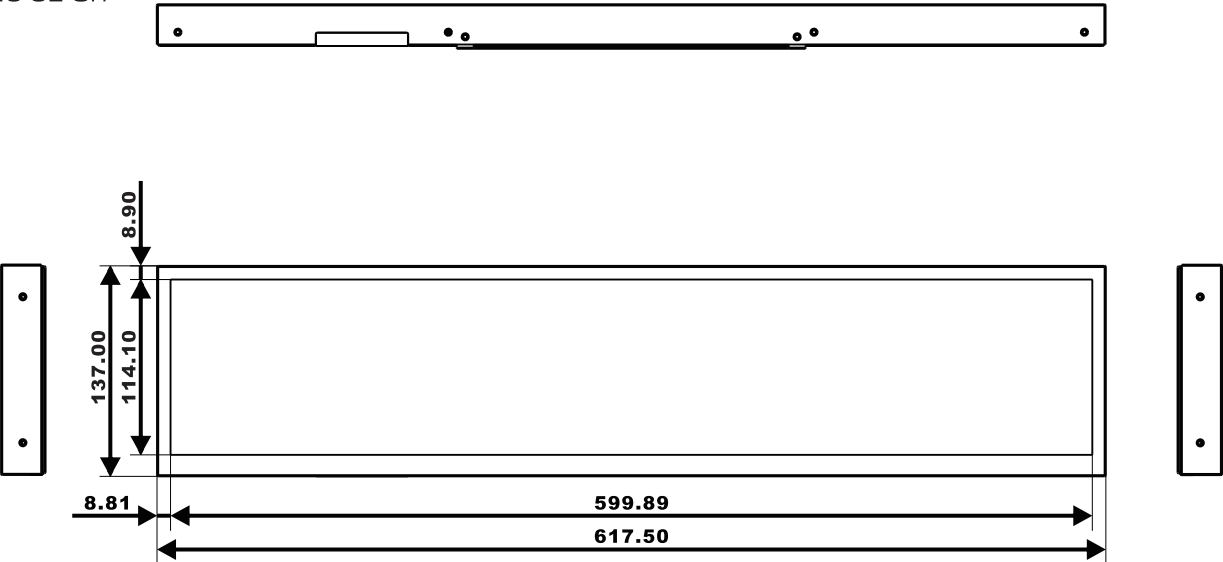
### Causes of Burn-In

- Videos that have a static logo, such as product logos, can leave a burn-in if displayed for a prolonged period
- Pausing a video and leaving the eShelf on for prolonged periods

### Avoiding Burn-In

To prevent eShelf burn-in,

- **AVOID** displaying static images or videos that have a static logo on eShelf
- **ALWAYS** incorporate dynamic content to maintain eShelf's quality over time.



eShelf®

LUXX

Item No.:

LUXX-ESP35-700-12-A8.1/A11-XXX

Input Voltage:

12V DC

Power:

Max.20W

Screen Size:

24 inch

Active Area:

597.8 x 112.1mm

Resolution:

1920 x 360px

System:

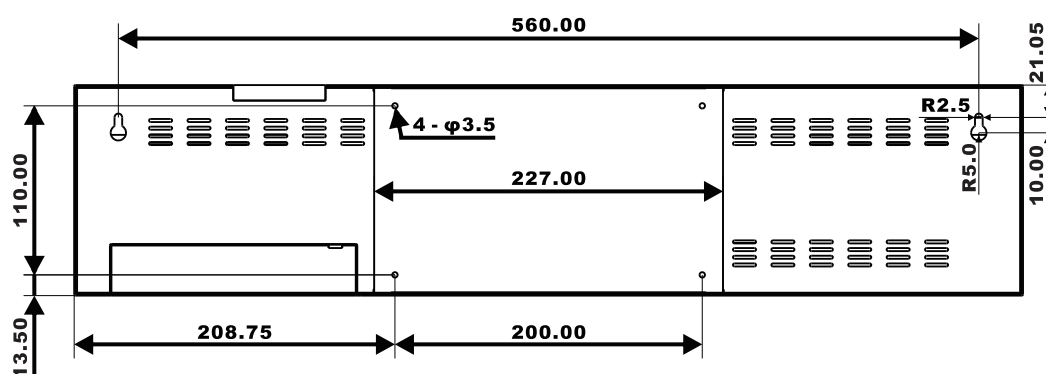
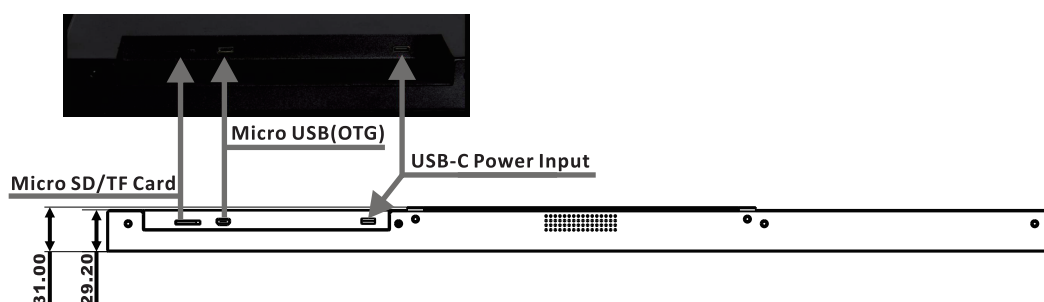
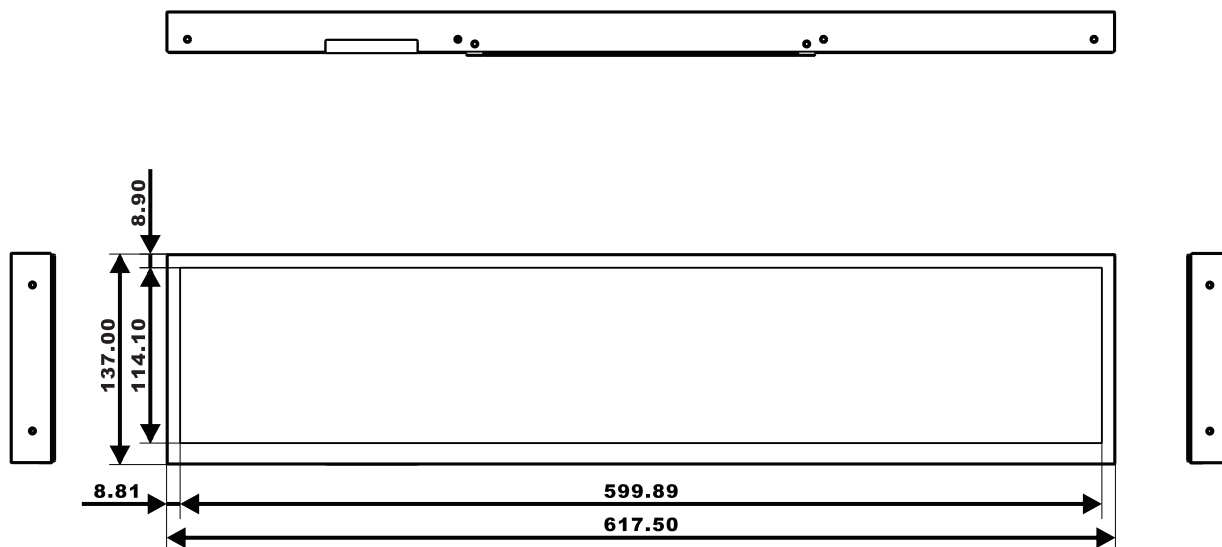
Andriod 8.1/Andriod 11

Radio:

2.4GHz 17.72dBm Max.



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**DISPLAY LOGIC**

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**eShelf®**

Item No.: LUXX-ESP35-700-24-A8.1/A11-XXX  
Input Voltage: 15-36V DC  
Power: Max.20W  
Screen Size: 24 inch  
Active Area: 597.8 x 112.1mm  
Resolution: 1920 x 360px  
System: Andriod 8.1/Andriod 11  
Radio: 2.4GHz 17.72dBm Max.

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