LUXX Light + Retail Technology

eShelf®
ESP35-W
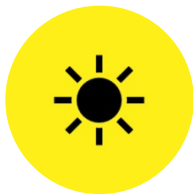## 24″ Digital Stretch Screen

Sale

CE

Engaging shelf signage.

The 24″ Digital Stretch Screen is a sleek, high-definition display designed for 24/7 operation, making it perfect for continuous use in retail, hospitality, and other commercial settings. This stand-alone unit supports independent playback, allowing you to effortlessly display content without needing a network connection. Ideal for digital signage applications that require clear, eye-catching visuals in compact spaces.

Whether you're showcasing promotions, menus, or product information, this durable and energy-efficient display delivers sharp, vibrant content around the clock.

Compatible

Compatible with a broad range of input voltages (15-36V DC), offering businesses flexibility in installation across different regions.

Convenient

This stand-alone unit offers hassle-free operation, allowing you to play content directly without the need for a network or external connections.
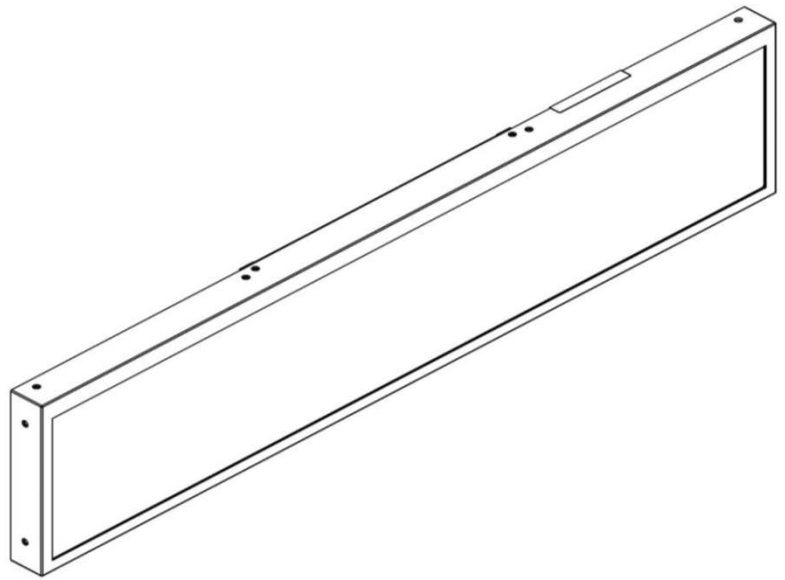
Reliable

Supports 24/7 continuous operation, ensuring your content stays visible and engaging around the clock.

Let your message stand out

With a vibrant digital display.

Panel

Size	24"
Active area	597.888(H) x 112.104(V) mm
Resolution	1920(V) x 360(H)
Backlight	LED
Lifespan	30000 hours
Viewing angle	89/89/89/89
Contrast	1000: 1
Frequency	60 Hz
Display color	16.7M, 72% NTSC

Systems

CPU	Rockchip PX30 Quad core ARM Cotex-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 (DC 15-36V). Must match with our special adapter for power supply
OS	Android 8.1

Mechanical Packaging

Dimension	617.5 x 137.0 x 27.2mm
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

Power

Power consumption	≤ 20W
Voltage	DC 15-36V

Environment

Working environment	Temperature: 0℃ ~ 50℃ Humidity: 10% ~ 85% Atmospheric Pressure: 86KPa ~ 104KPa
Storage environment	Temperature: -20℃ ~ 60℃ Humidity: 5% ~ 95% Atmospheric Pressure: 86kPa ~ 104kPa

Warranty

Year	2Y

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.
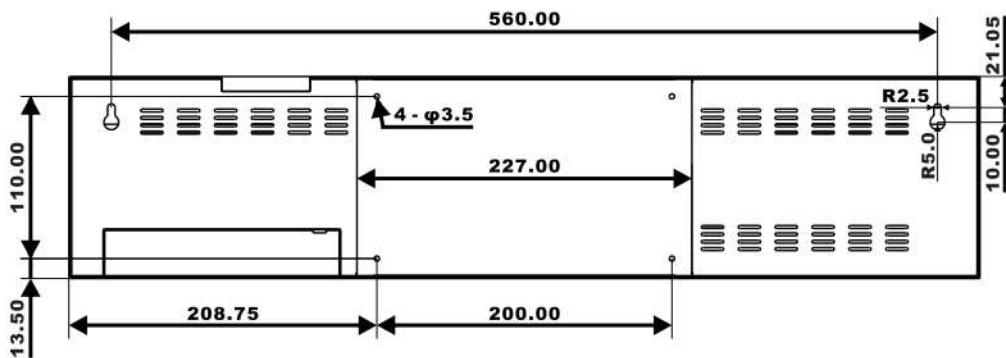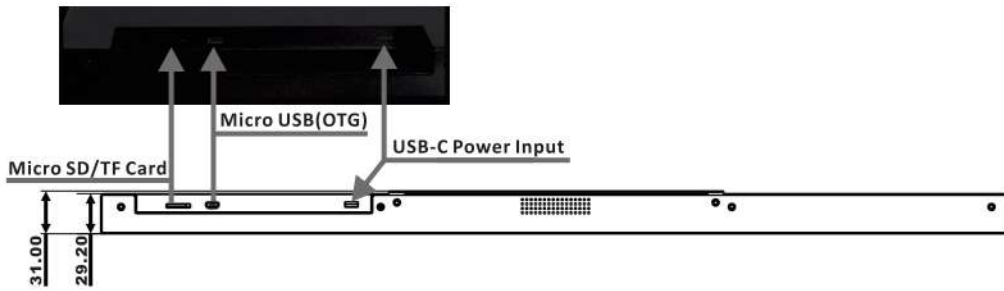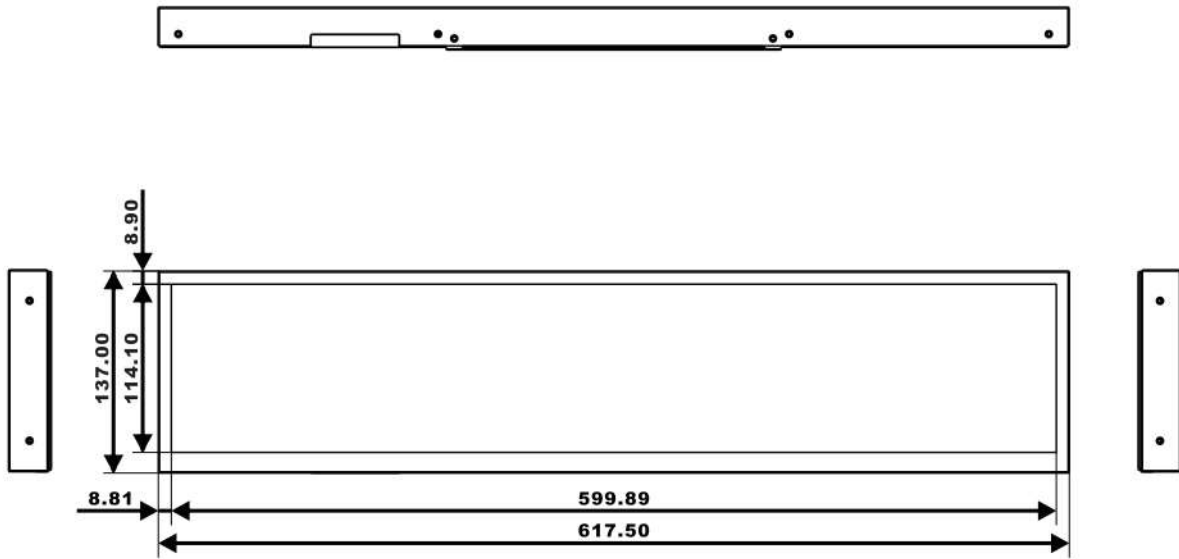
Causes of Burn-In

- 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.

8.90

137.00
114.10

8.81

599.89

617.50

Micro USB(OTG)

USB-C Power Input

Micro SD/TF Card

31.00
29.20

560.00

21.05

R2.5

4 - φ3.5

110.00

227.00

R5.0

10.00

13.50

208.75

200.00

eShelf®

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

LUXX Light Technology (HK) Ltd.
www.luxx.com

eShelf®
ESP35-W
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