LUXX Light + Retail Technology

eShelf®
ESP55-W
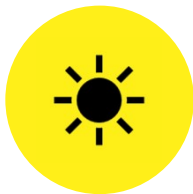## 37" Digital Stretch Screen

Sale

Engaging shelf signage.

CE

The 37" 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.

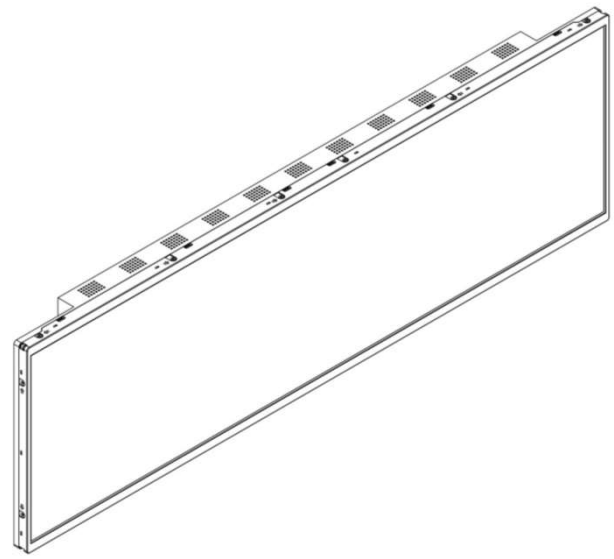| Compatible	Convenient	Reliable
Compatible with a broad range of input voltages (15-36V DC), offering businesses flexibility in installation across different regions.	This stand-alone unit offers hassle-free operation, allowing you to play content directly without the need for a network or external connections.	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	37"
Active area	899.7(H) x 253.0(V) mm
Resolution	1920(V) x 540(H)
Backlight	LED
Lifespan	50000 hours
Viewing angle	89/89/89/89
Contrast	1000: 1
Frequency	60 Hz
Display color	16.7M, 72% NTSC
Response time	14 ms

Systems

CPU	Rockchip PX30 Quad core ARM Cotex-A35
RAM	1G DDR3 – 512MB*2 (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*WIFI, 1*100M Broadband RJ 45 Network Port, 1*TF card, 2*USB-A, 1*Earphone, 1*DC 5.5 Port Power Input. Must match with our special adapter for power supply
OS	Android 8.1

Mechanical Packaging

Dimension	914.9 x 280.9 x 45.7mm
N.W	7.1KG
Packing Dimension (2 Pcs/CTN)	1000 x 210 x 375mm
G.W. (2 Pcs/CTN)	20.65KG

Accessories

Optional	Power adapter, Mounting bracket

Power

Power consumption	≤ 40W
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.
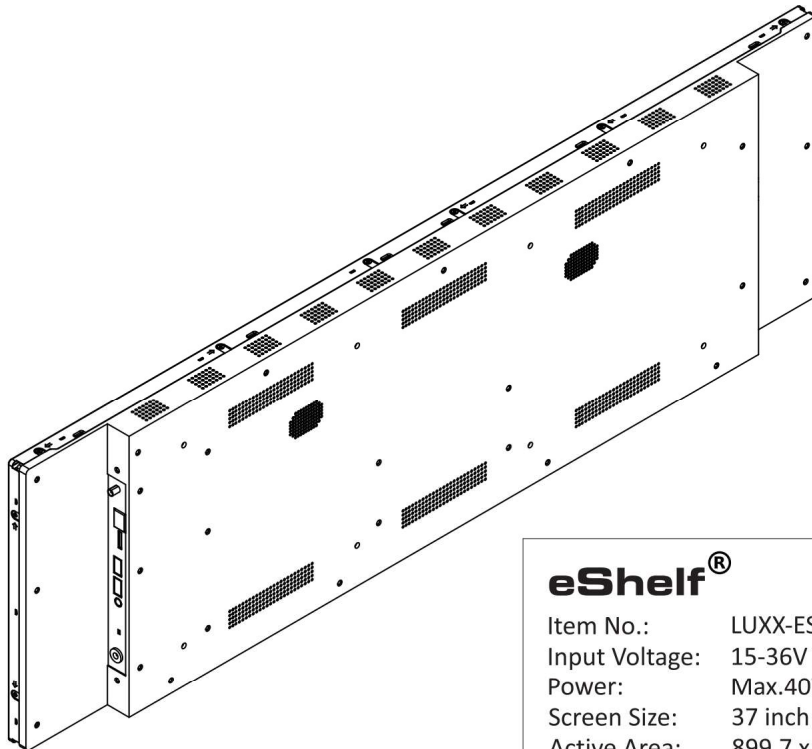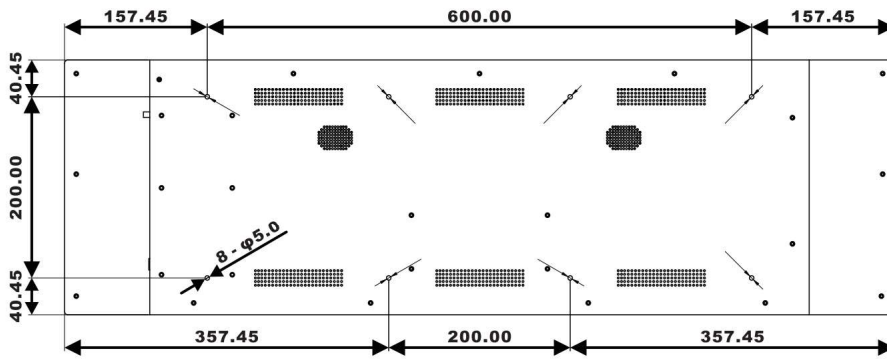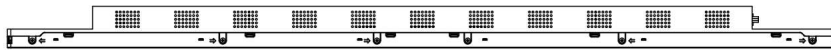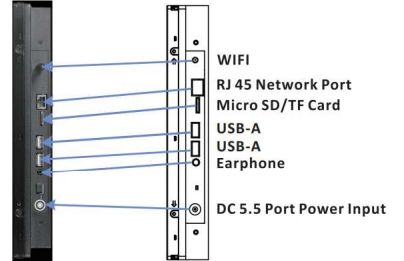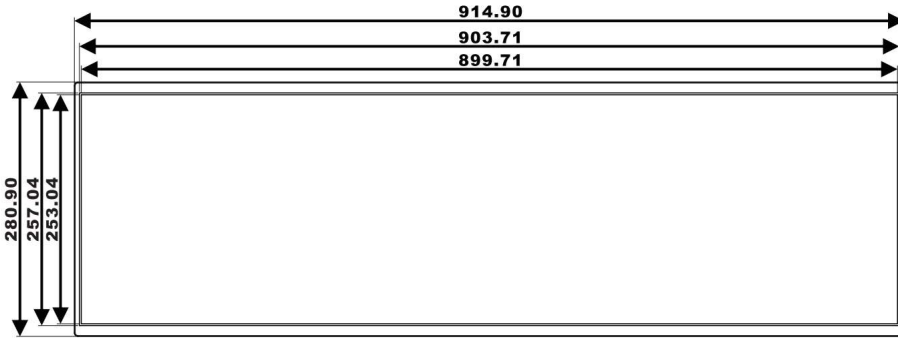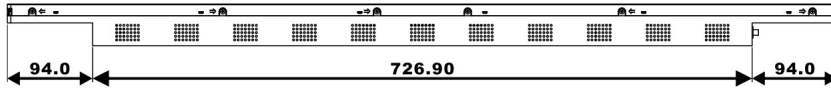
Causes of Burn-In
- Videos that have a static logo, such as product logos, can leave a burn-in if displayed for a prolonged period
- Pausing a video and leaving the eShelf on for prolonged periods

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.
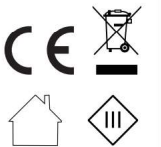
94.0 726.90 94.0

914.90
903.71
899.71

280.90 257.04 253.04

WIFI
RJ 45 Network Port
Micro SD/TF Card
USB-A
USB-A
Earphone
DC 5.5 Port Power Input

157.45 600.00 157.45

40.45
200.00
40.45

8 - φ5.0

357.45 200.00 357.45

eShelf®
ESP55-W
V1.0-2024-12-OR

eShelf®   **LUXX**

Item No.:   LUXX-ESP55-700-W
Input Voltage: 15-36V DC
Power: Max.40W
Screen Size: 37 inch
Active Area: 899.7 x 253mm
Resolution: 1920 × 540px
System: Andriod 8.1
Radio: 2.4GHz 17.72dBm Max.

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