LUXX Light + Retail Technology

eShelf®
ESP15
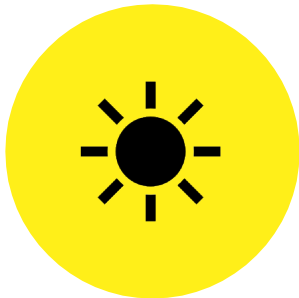## 15.6″ Digital Screen
(LUXX-ESP15-300)

Engaging shelf signage.

The 15.6" Digital 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.

CE

Vibrant

Our high-definition LCD display delivers crystal-clear visuals with vibrant colors and sharp details, ensuring your content stands out with stunning clarity.

Convenient

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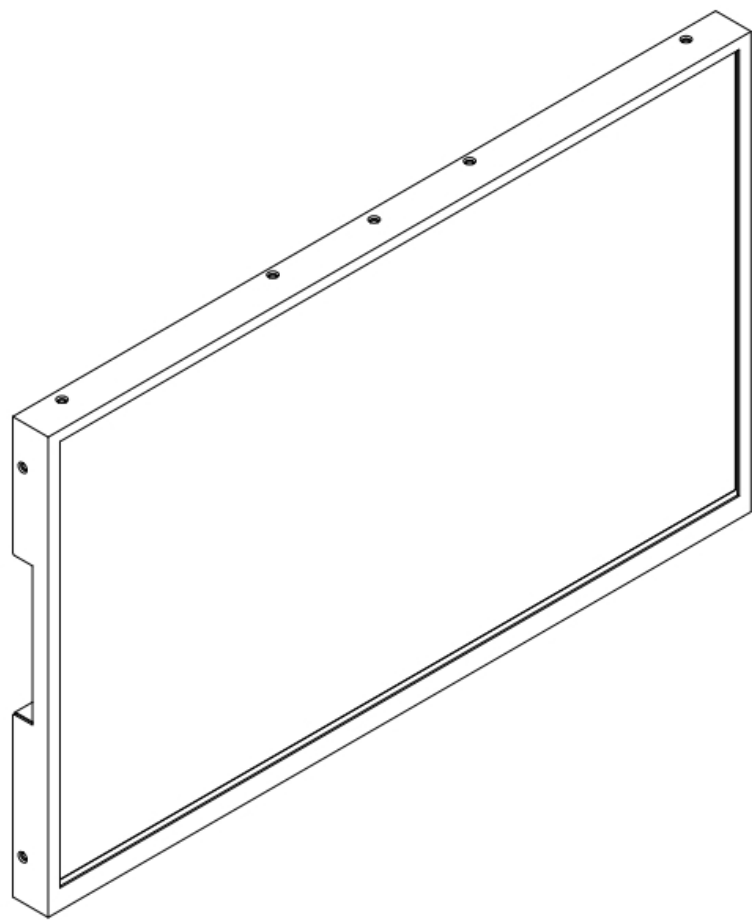
Reliable

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.

LCD Screen

Size	15.6"
Dimension	357 x 211.4 x 18mm
Active area	344.16(H) x 193.59(V) mm
Resolution	1920 x 1080px
Backlight	LED
Brightness (nits)	300cd/m²
Lifespan	30000 hours
Viewing angle	89/89/89/89
Contrast	3000: 1
Frequency	60 Hz
Display color	16.7M, 72% NTSC

Systems

CPU	RKPX30 Quad core ARM Cortex-A35
RAM	1G
ROM	8G EMMC (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*WIFI, 1*USB-C Power Input (DC12V). Must match with our special adapter for power supply
OS	Android 8.1

Packing Info

N.W	1.45KG
Packing Dimension (4 Pcs/CTN)	460 x 300 x 300mm
G.W. (4 Pcs/CTN)	7.25KG

Accessories

Optional	Power adapter, Mounting bracket, OTG cable

Power

Power consumption	≤ 16W
Voltage	DC 12V

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

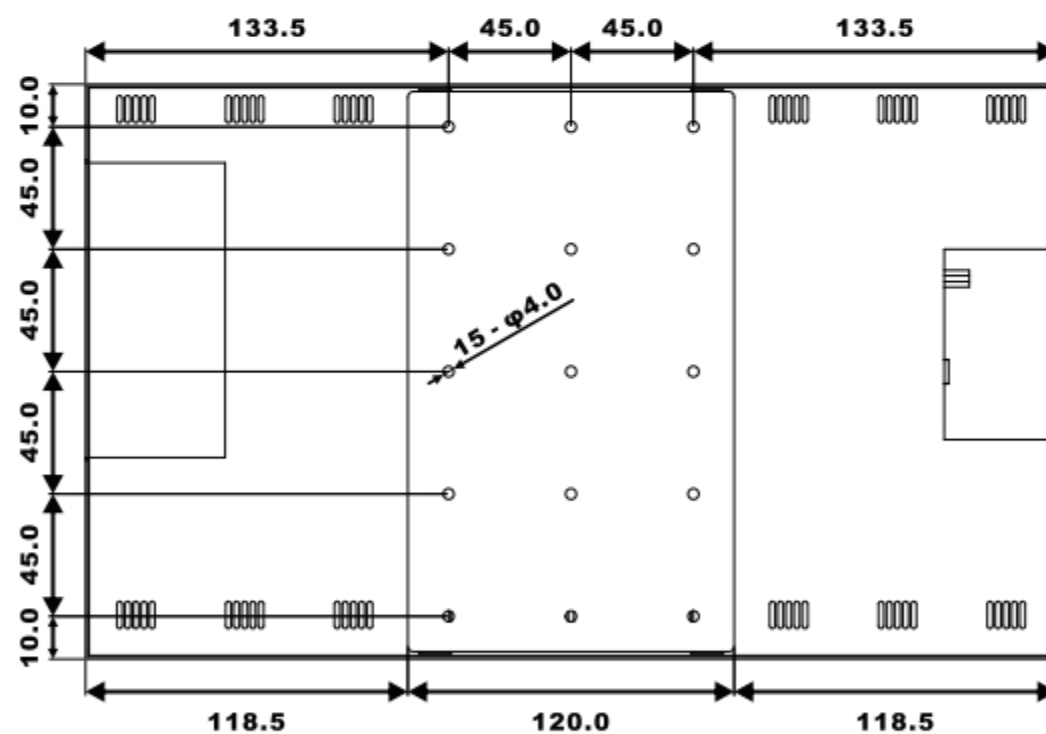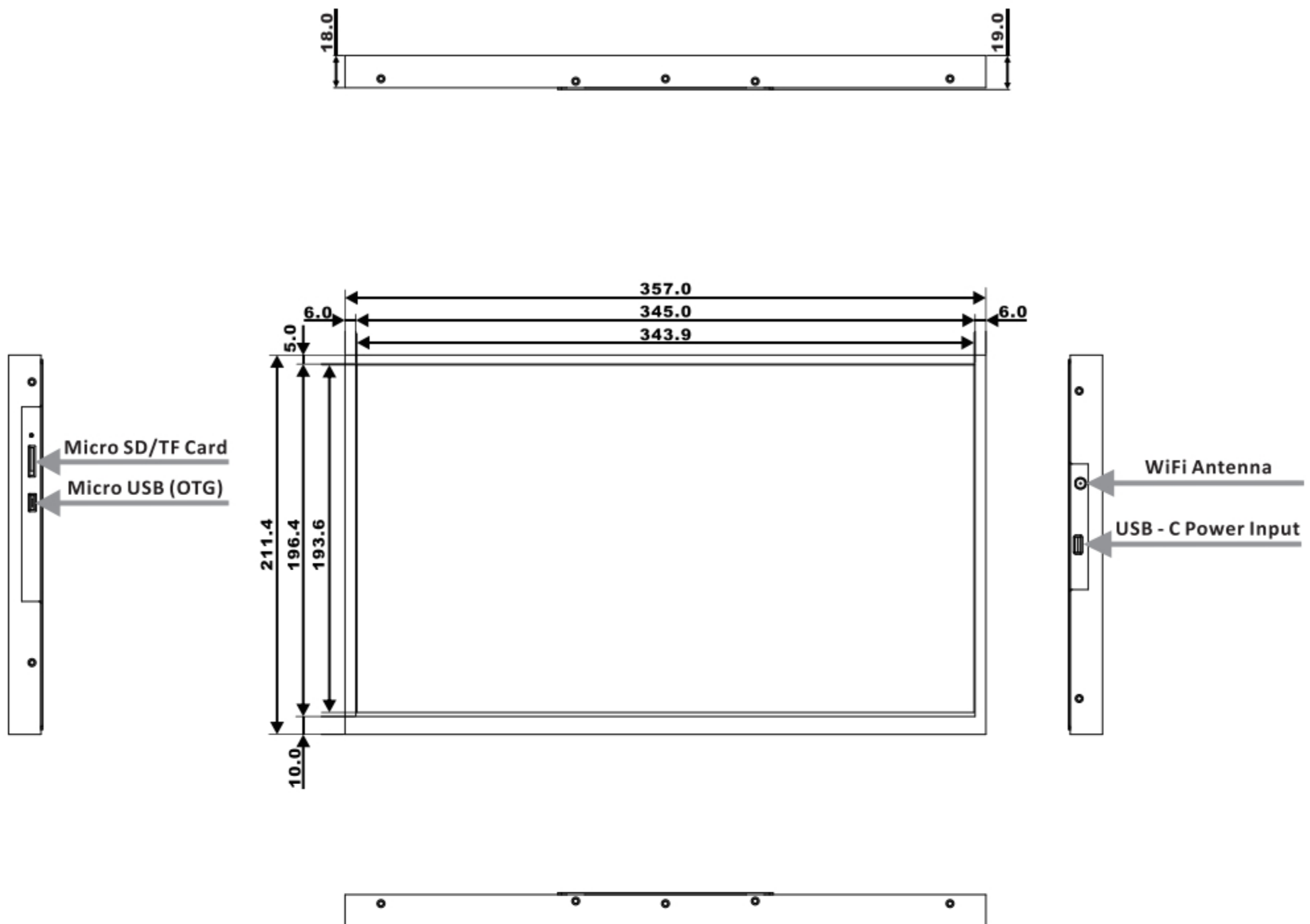|	
Year	1Y (more options on request)

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.

357.0
345.0
343.9
6.0
6.0
5.0
18.0
19.0

Micro SD/TF Card
Micro USB (OTG)

WiFi Antenna
USB - C Power Input

211.4
196.4
193.6
10.0

133.5
45.0
45.0
133.5
10.0
45.0
45.0
45.0
45.0
10.0

15 - Φ4.0

118.5
120.0
118.5

eShelf®

LUXX

Item No.:   LUXX-ESP15-300
Input Voltage: 12V DC
Power: Max.20W
Screen Size: 15.6 inch
Active Area: 344.16 x 193.59mm
Resolution: 1920 × 1080px
System: Andriod 8.1
Radio: 2.4GHz 17.72dBm Max.

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

eShelf®
ESP15
V1.1-2025-03-OR