

eShelf[®]

ESP20

16.4" Digital Stretch Screen

(LUXX-ESP20-500)

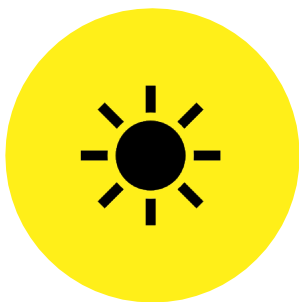
Engaging shelf signage.



The 16.4" 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.

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	16.4"
Dimension	432.3 x 93.9 x 17.8mm
Active area	409.8(H) x 71.4(V) mm
Resolution	1366(V) x 238(H)
Backlight	WLED
Brightness (nits)	500cd/m²
Lifespan	30000 hours
Viewing angle	178°(H) x 178°(V)
Contrast	3000: 1
Frequency	60 Hz
Display color	16.7M
Response time	6 ms

Systems	
CPU	Rockchip PX30 Quad core ARM Cortex-A35
RAM	1G DDR3 (1G/2G 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*DC 3513 Power Input (DC12V3A). Must match with our special adapter for power supply
OS	Android 8.1

Packing Info	
N.W	0.7KG
Packing Dimension	TBA
G.W.	TBA

Accessories	
Optional	Power adapter, Mounting bracket, OTG cable

Power	
Power consumption	≤18W
Voltage	DC 12V

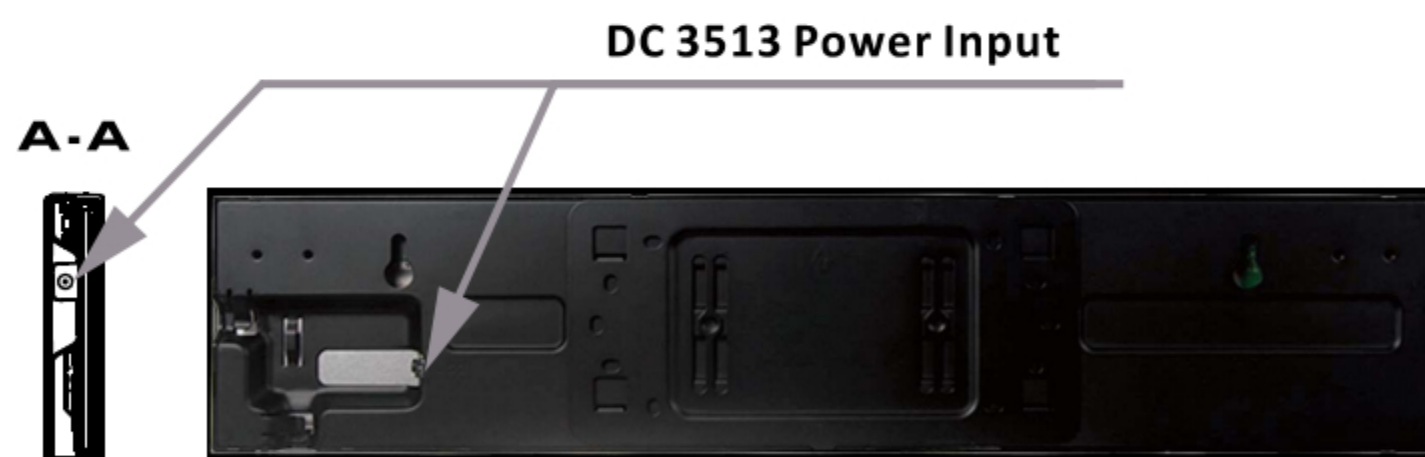
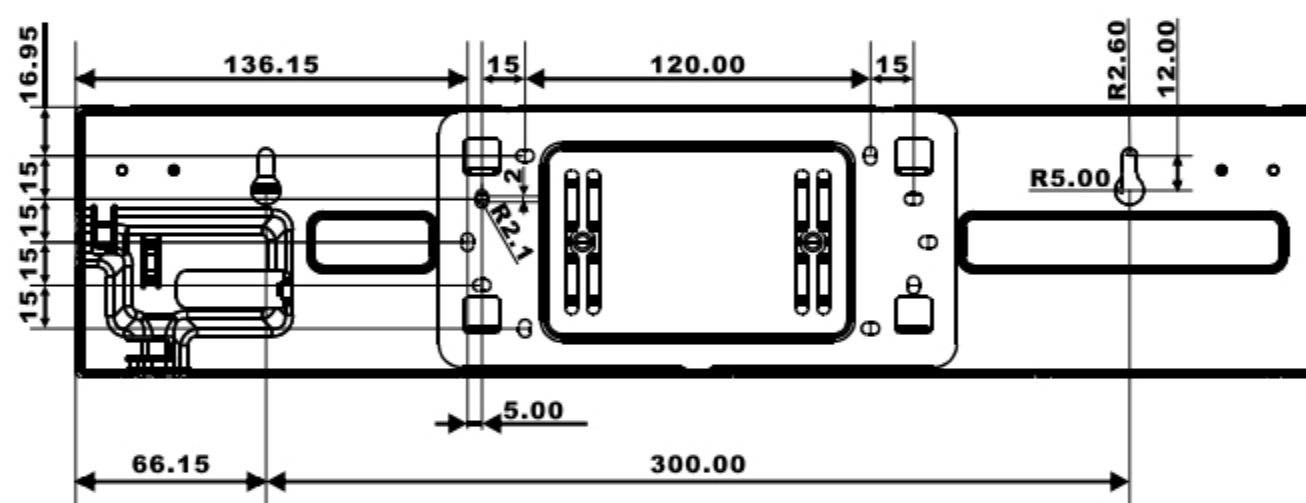
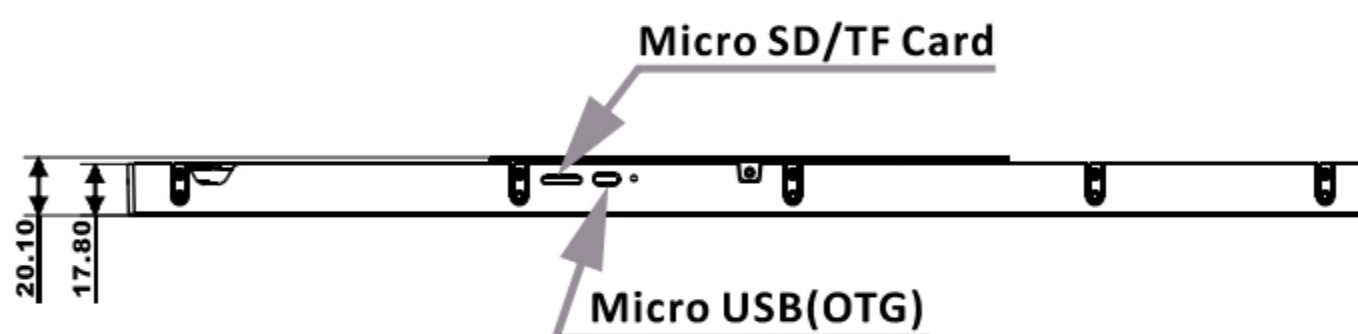
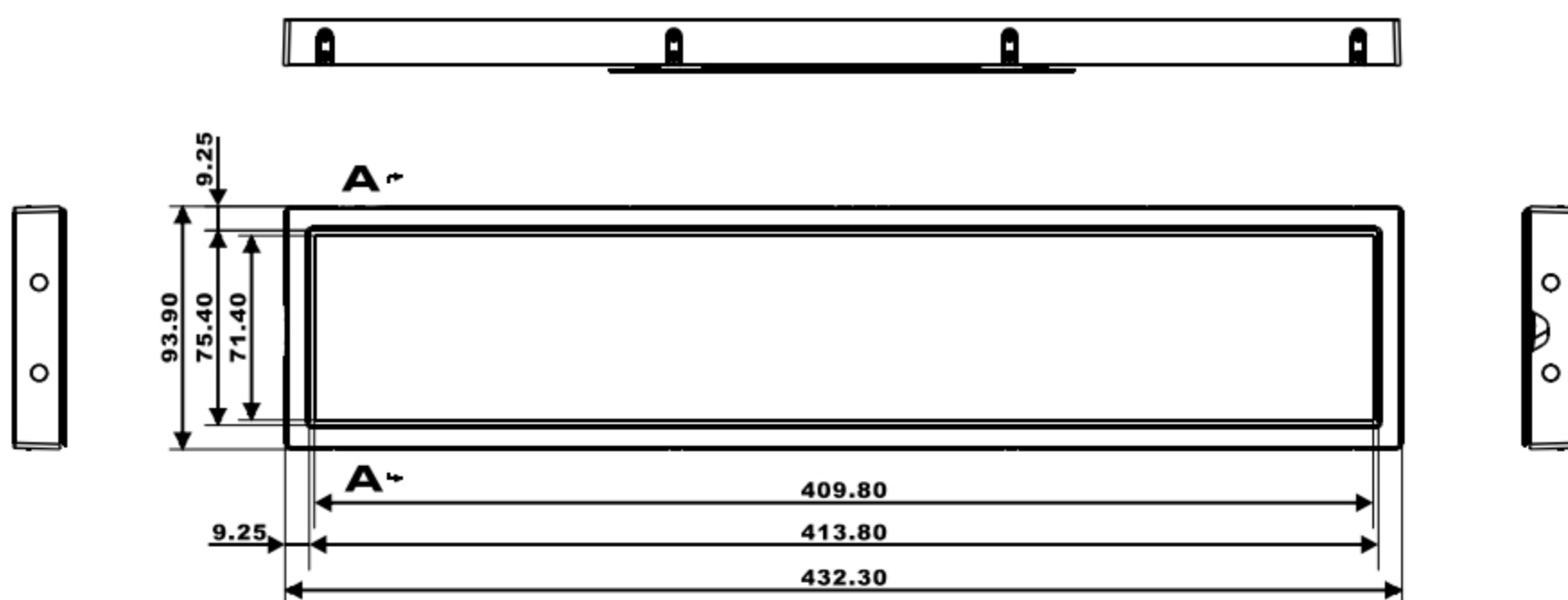
Environment	
Working environment	Temperature: 0°C~45°C
	Humidity: 10%~85%
	Atmospheric Pressure: 86KPa~104KPa
Storage environment	Temperature: -20°C~60°C
	Humidity: 5%~95%
	Atmospheric Pressure: 86kPa~104kPa

Warranty	
Year	1Y (more options on request)

Supported Media Formats	
<ul style="list-style-type: none">Audio - MP3, WMA, WAV, APE, FLAC, AAC, OGG, M4A, 3GPP formatsVideo - Multi-format 1080P 60fps video decoding (H.265, H.264, VC-1, MPEG-1/2/4, VP8), 1080P video encoding, supports H.264, VP8Picture - 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.

<p>What is Image Retention?</p> <p>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.</p>
<p>What is Image Burn-In?</p> <p>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.</p>
<p>Causes of Burn-In</p> <ul style="list-style-type: none">Videos that have a static logo, such as product logos, can leave a burn-in if displayed for a prolonged periodPausing a video and leaving the eShelf on for prolonged periods
<p>Avoiding Burn-In</p> <p>To prevent eShelf burn-in,</p> <ul style="list-style-type: none">AVOID displaying static images or videos that have a static logo on eShelfALWAYS incorporate dynamic content to maintain eShelf's quality over time.



eShelf®
ESP20
V1.1-2025-03-OR

eShelf®

Item No.: LUXX-ESP20-500
Input Voltage: 12V DC
Power: Max.18W
Screen Size: 16.4 inch
Active Area: 409.8 x 71.4mm
Resolution: 1366 x 238px
System: Andriod 8.1
Radio: 2.4GHz 17.72dBm Max.

LUXX



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