LUXX Light + Retail Technology

eShelf®
ESP30-TOU
## 23.1" Digital Stretch Screen
(LUXX-ESP30-700-TOU)

Sale

CE

Engaging shelf signage.

The 23.1" 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.
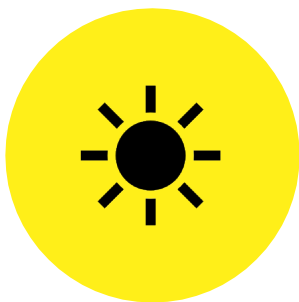
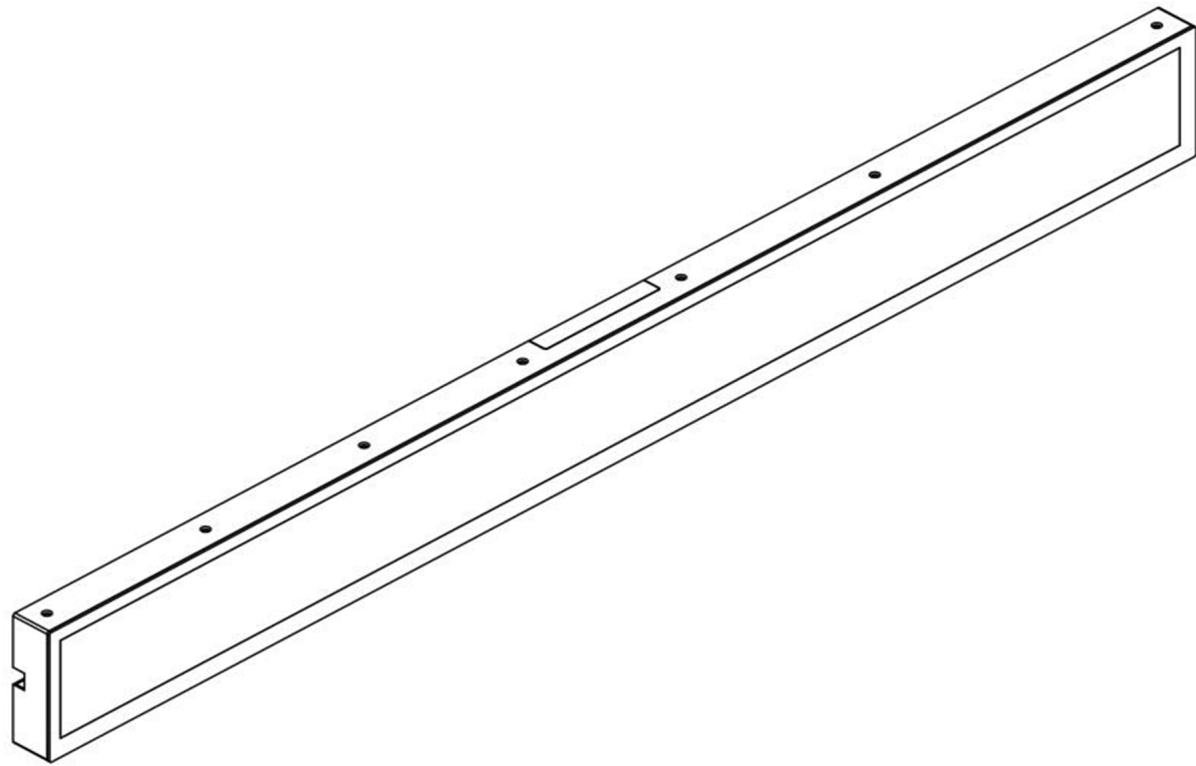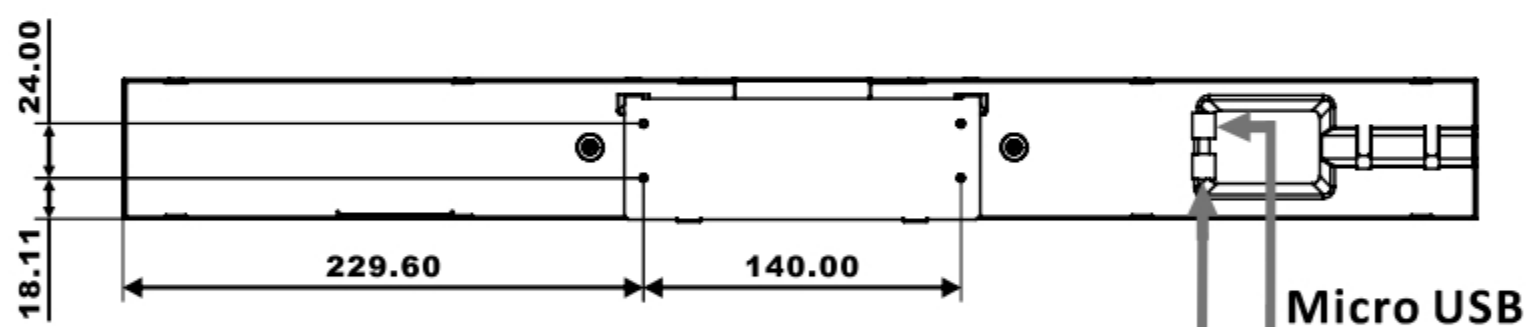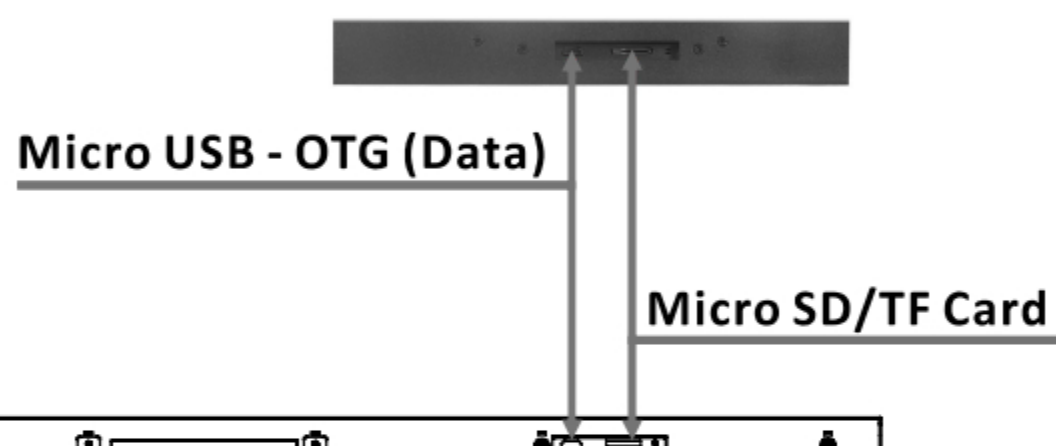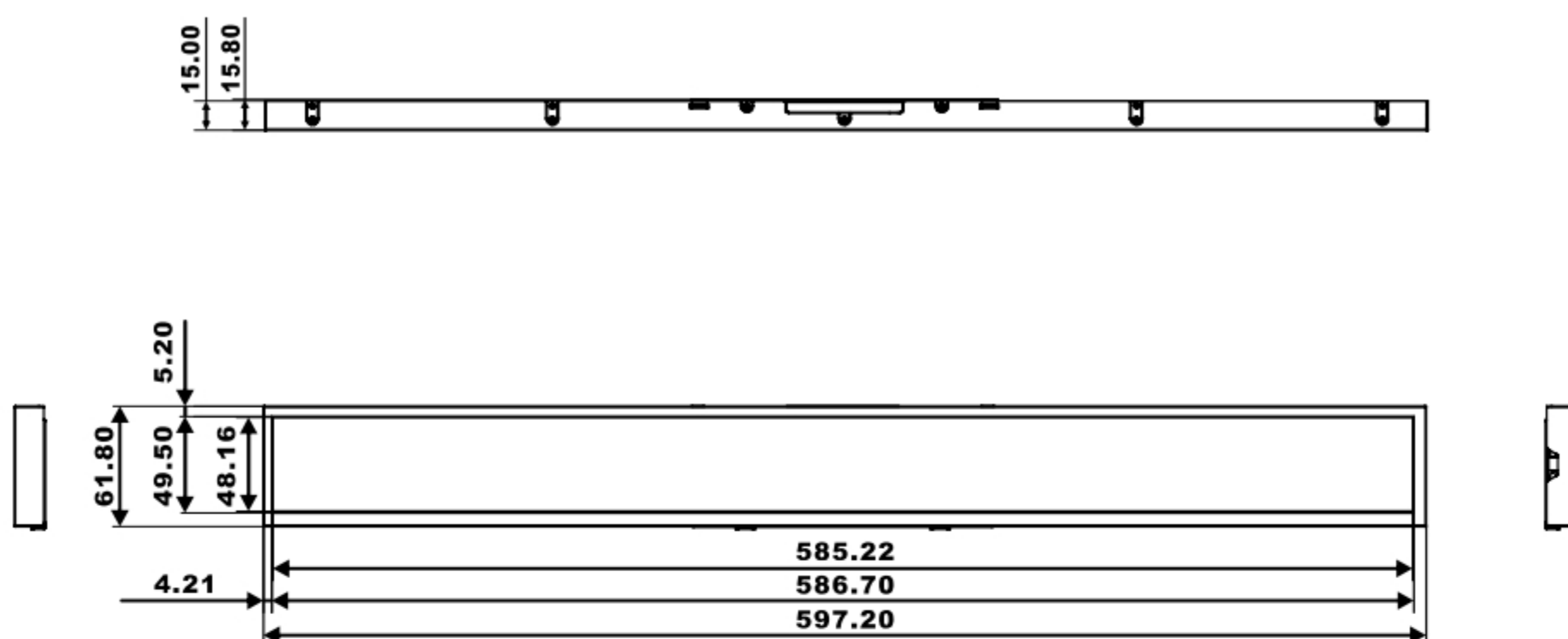| **Versatile**	**Convenient**	**Reliable**
☀	★	💪
Put interactive campaigns at shoppers' fingertips, allowing them to engage with your brand with a simple tap.	This stand-alone unit offers hassle-free operation, allowing you to play content directly without the need for a network or external connections.	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.

LCD Screen

Size	23.1"
Dimension	597.2 x 61.8 x 15mm
Active area	585.6(H) x 48.19(V) mm
Resolution	1920(V) x 158(H)
Backlight	LED
Brightness (nits)	700cd/m²
Lifespan	30000 hours
Viewing angle	85/85/85/85
Contrast	1000: 1
Frequency	60 Hz
Display color	16.7M
Response time	3 ms

Systems

CPU	RKPX30 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	2*micro USB (OTG), 1*TF card, 1*USB-C Power Input (DC12V). Must match with our special adapter for power supply
OS	Android 8.1

Packing Info

N.W	0.65KG
Packing Dimension (5 Pcs/CTN)	820 x 300 x 140mm
G.W. (5 Pcs/CTN)	5KG

Accessories

Optional	Power adapter, Mounting bracket, OTC cable

Power

Power consumption	≤ 18W
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.

15.00
15.80

5.20
61.80
49.50
48.16
585.22
586.70
597.20
4.21

Micro USB - OTG (Data)

Micro SD/TF Card

24.00
18.11
229.60
140.00

Micro USB

USB-C Power Input

eShelf®

eShelf®		LUXX
Item No.:	LUXX-ESP30-700	
Input Voltage:	12V DC	
Power:	Max.18W	
Screen Size:	23.1 inch	
Active Area:	585.6 x 48.19mm	
Resolution:	1920 × 158px	
System:	Andriod 8.1	
Radio:	2.4GHz 17.72dBm Max.	

LUXX Light Technology (HK) Ltd.
www.luxx.com
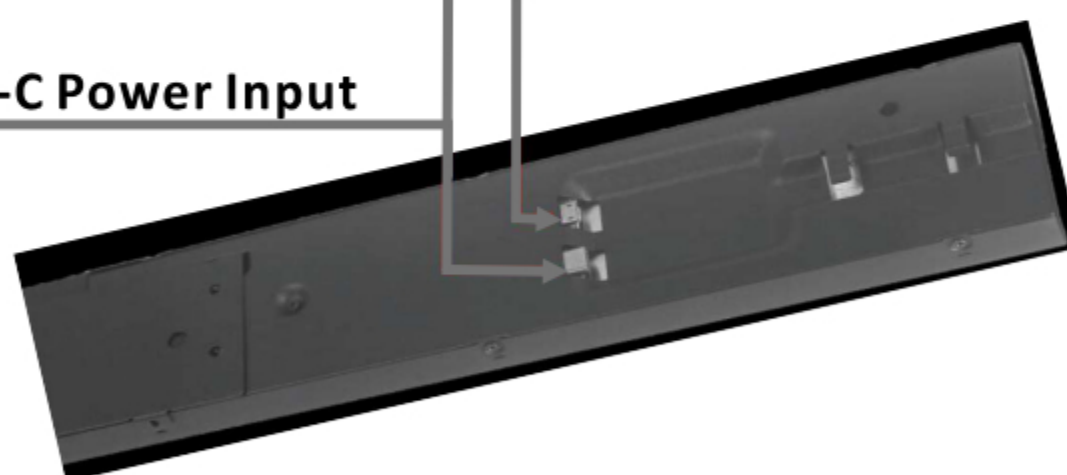
eShelf®
ESP30
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