

**eShelf<sup>®</sup>**  
**ESP35**

**24" Digital Stretch Screen**  
**(LUXX-ESP35-700)**



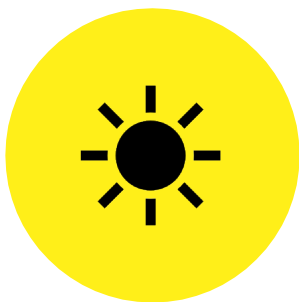
**Engaging shelf signage.**



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.

**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.

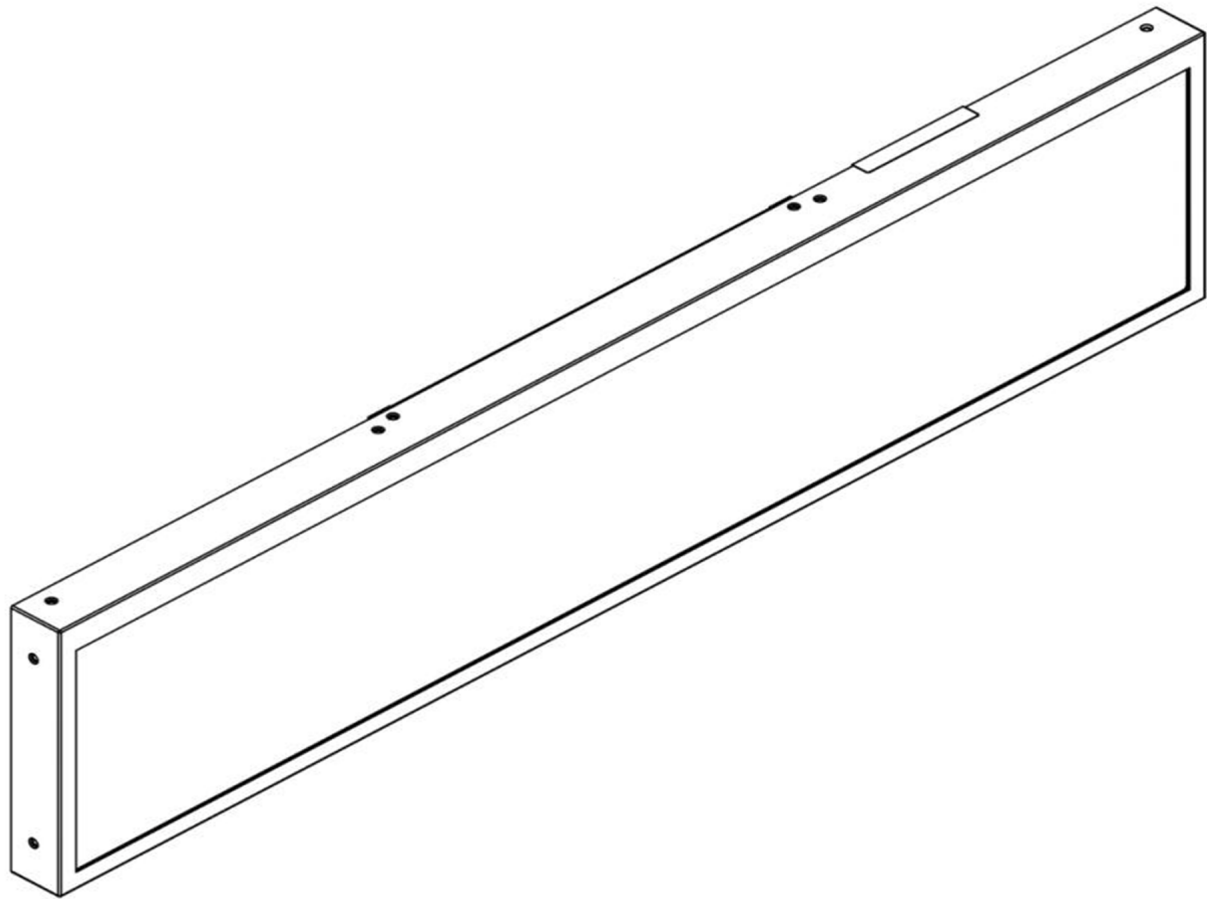
**Reliable**



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	24"
Dimension	617.5 x 137.0 x 27.2mm
Active area	597.888(H) x 112.104(V) mm
Resolution	1920(V) x 360(H)
Backlight	LED
Brightness (nits)	700cd/m²
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 Cortex-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 (DC12V). Must match with our special adapter for power supply
OS	Android 8.1

Packing Info	
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 12V

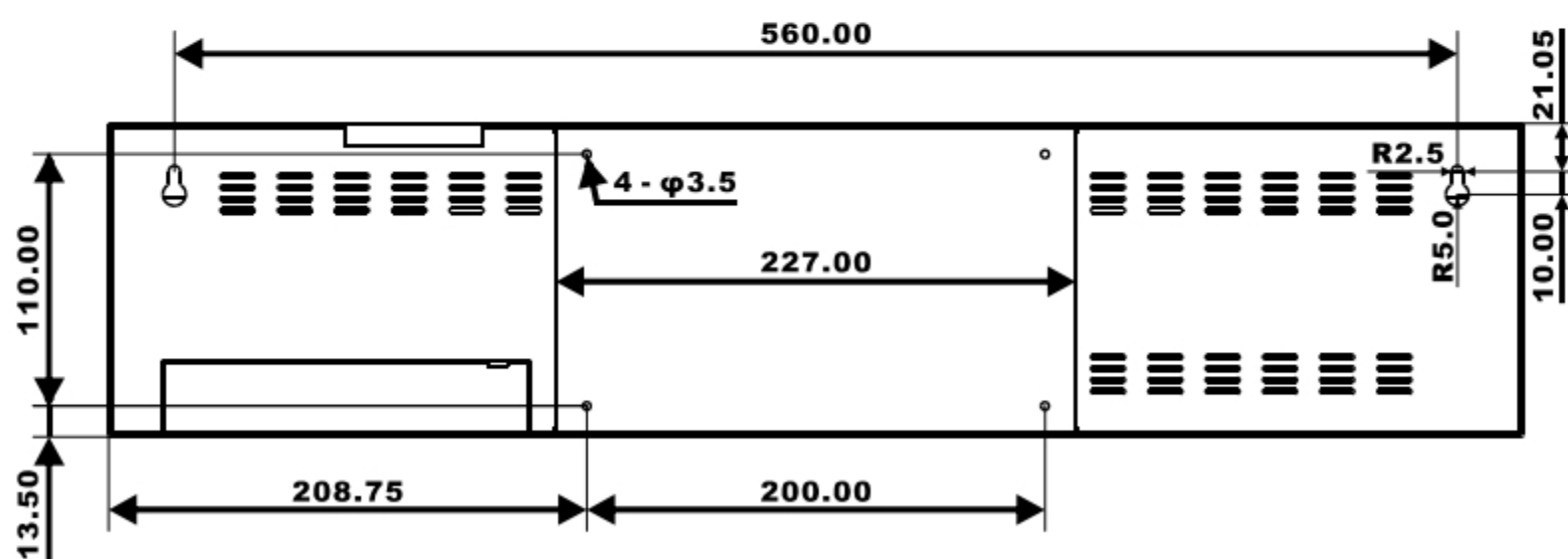
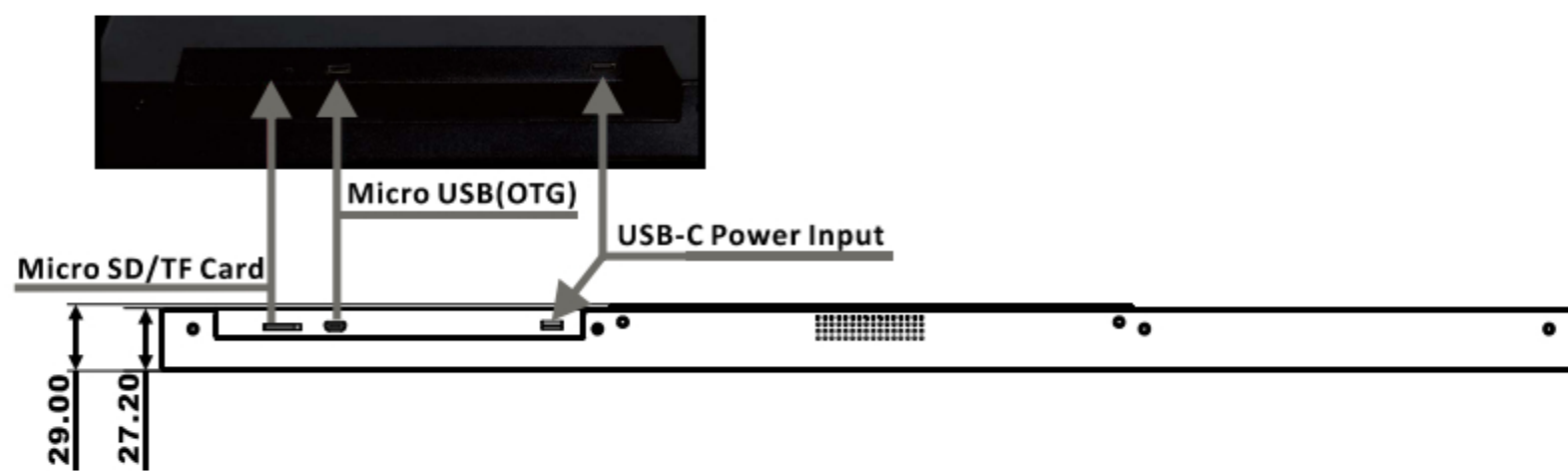
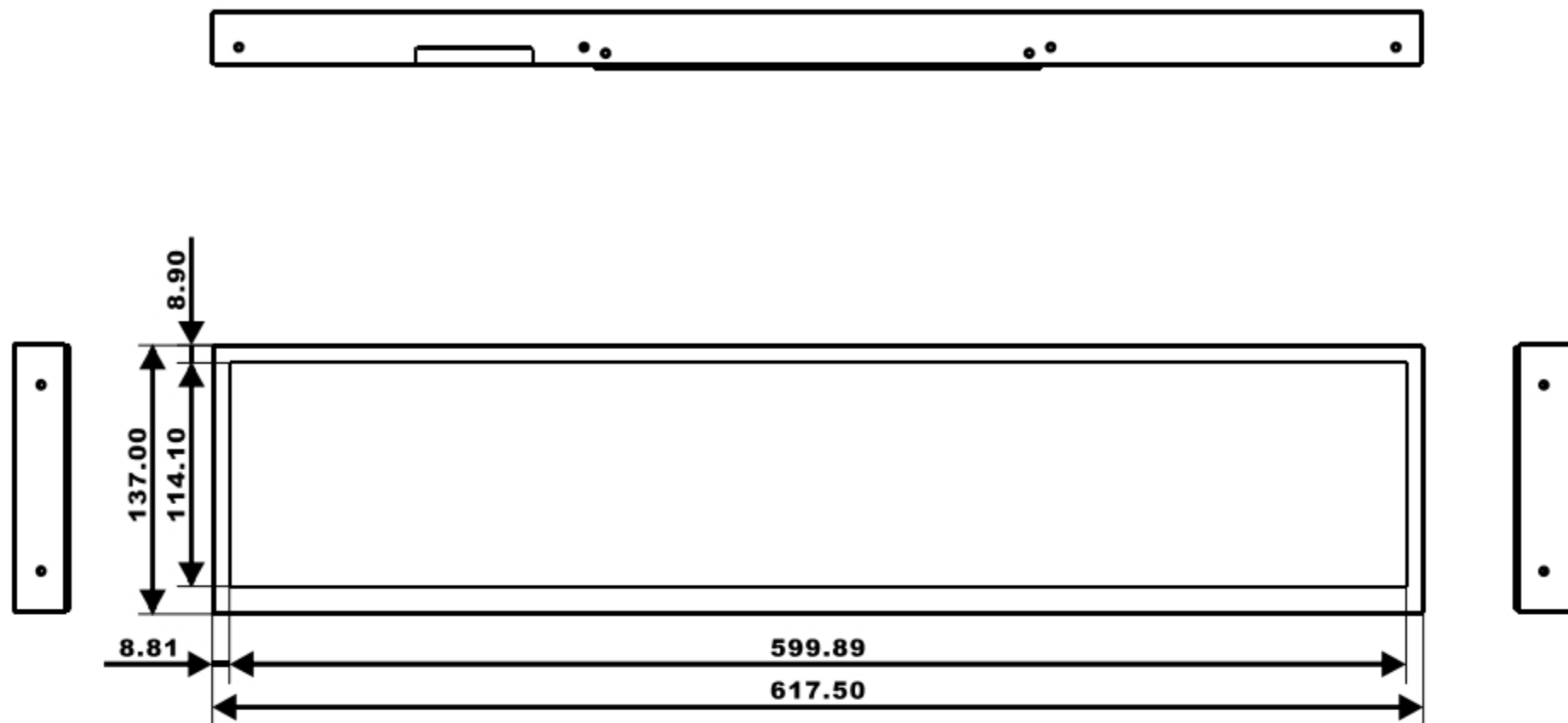
Environment	
Working environment	Temperature: 0°C~50°C Humidity: 10%~85% Atmospheric Pressure: 86KPa~104KPa
Storage environment	Temperature: -20°C~60°C Humidity: 5%~95% Atmospheric Pressure: 86kPa~104kPa

Warranty	
Year	1Y (more options on request)

Supported Media Formats	
<ul style="list-style-type: none"><li>Audio - MP3, WMA, WAV, APE, FLAC, AAC, OGG, M4A, 3GPP formats</li><li>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</li><li>Picture - Supports browsing of various image formats such as JPG, BMP, PNG and supports rotation/slideshow/image enlargement functions</li></ul>	

**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
<ul style="list-style-type: none"><li>Videos that have a static logo, such as product logos, can leave a burn-in if displayed for a prolonged period</li><li>Pausing a video and leaving the eShelf on for prolonged periods</li></ul>
Avoiding Burn-In
To prevent eShelf burn-in, <ul style="list-style-type: none"><li><b>AVOID</b> displaying static images or videos that have a static logo on eShelf</li><li><b>ALWAYS</b> incorporate dynamic content to maintain eShelf's quality over time.</li></ul>



**eShelf<sup>®</sup>**  
**ESP35**  
 V1.1-2025-03-OR

**eShelf<sup>®</sup>**

Item No.: LUXX-ESP35-700  
 Input Voltage: 12V 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**



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