

Product Engineering Specification

SO#: TBD

rev 1.0

Date: 6/26/2015

2.4" LCD Shelf Talker

Manufacturer : CleggPOP

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1. Product Features

- 2.4" TFT Screen w/ 23mm speaker
- LCD Resolution: 320x240
- one Push Button video play activation
- Front OptiFlasher LED for attracting passer-by
- Up to 4000-4500 activations for 20 secs video play per battery recharge
- super low current consumption for 8-10 month shelf life per battery recharge
- 128MB internal memory capacity enough for video up to 10 minutes playing
- flip up mounting clip supplied for easy installation onto the any shelf for promotion
- double adhesive foam tape on the back of unit for attaching unit to wherever convenient
- custom boot up loading screen for branded promotion
- custom face label to cater to any special promotional campaign
- A counter function recorded in the unit to show how many video play has been activated.

2. User Interface

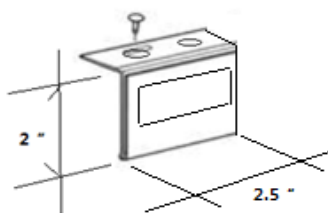
- Press the front button briefly to trigger the video play
- custom loading screen (with counter value showed at the right lower corner of LCD display) showed up for around 1.5 second and video start to play
- while video playing, press button again will turn off the video and enter into power down mode
- when video play ends, the unit will turn itself off and enter into power down mode automatically.
- micro-USB port for battery recharge as well as video content upgrade

3. Hardware specifications

Items	Description	Specifications	Conditions
1	Operating Temperature	0° - 50°C	
2	Operating Voltage	3.6- 4.4V	
3	Average Operating Current	<100mA	@4V
4	Power down Current	<0.05mA	@4V
5	Battery Capacity	2500mAH	Li-ion
6	number of video play	4000-4500	for 20 sec video
7	Battery charging current	450mA+/-50mA	@ 3.4V battery voltage
8	Charging time	6 hours	at 450 mA charging current
9	Power on to video play time	<2 seconds	when button pressed
10	Activation Method	Tact switch Button	
11	button usage life	>5000	
12	Speaker loudness	> 70dbA	@ 60cm distance from speaker
13	Audio Output	0.5W	@8ohm
14	input port	Micro USB	for battery recharge and content upgrade
15	Battery OCP	2.5A	
16	Internal Memory Capacity	128MB	onboard Nand Flash Memory
17	Face label	250g , 4 Color print	
18	Flip up mounting Clip	2" x 2.5"	with 1/4" holes @1" distance apart
19	Product Dimension	108.5x62.5x14mm	
20	Packaging dimension Master carton	135 x235x345mm	for 72 piece
21	Product weight + mounting flips & screws	105g + 13g	not include packaging
22	weight with Packaging	105g + 13g + 5g	include packaging

3. Dimension

Flip up mounting clips



2.4" shelf talker

