1. Product Features

- 4.3" TFT Screen w/ 36mm speaker
- LCD Resolution: 480x272
- One Push Button video play activation; also acts as a next button
- PIR sensor available
- Front Opti-Flasher LED for attracting potential customer
- Up to 7500 activations for 20 seconds video play per alkaline 4D Battery Pack, or up to 2000 activations with built-in battery
- Super low current consumption for 1 year+ shelf life per battery recharge
- 128MB micro SD card for 10 minutes of video playback (access on the back)
- L-shape PC mounting bracket supplied for easy installation onto any shelf for promotion
- Vesa Mounting screws location to adapt to monitor Vesa standard
- Custom boot up loading screen for branded promotion
- Custom face label to cater to any special promotional champaign
- A counter function recorded in the unit to show how many video play has been activated.
- Built-in hidden FN1 and FN2 buttons for special features

2. User Interface

- Press the front button briefly to trigger AV1, press the button again to advance to the next video (AV2,AV3..etc)
- 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
- If there is no more video on the list, 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
- Optional motion Sensor to trigger AV0 (with 45 seconds trigger delay)
- Counter reset method: take out the sd card and turn on the unit
- FN1 Button function: Press and hold 3 seconds to disable/enable all the button, motion sensor, and opti-flasher LED
- FN2 Button function: Press and hold 3 seconds to reset the unit, and the counter

3. Hardware specifications

Items	Description	Specifications	Conditions
1	Operating Temperature	0° - 50°C	
2	Operating Voltage	3.6- 6.5V	
3	Average Operating Current	<300mA	@5V
4	Power down Current	<0.05mA	@5V
5	Battery Capacity	12000 mAH	Alkaline D cell
6	number of video play	up to 7500	for 20 sec video
7	Power on to video play time	<2 seconds	when button pressed
8	Activation Method	Button Press	Up to 3 buttons with motion sensor
9	button usage life	>5000	
10	Speaker loudness	> 80dbA	@ 1FT
11	Audio Output	0.5W	@8ohm ; 36mm
12	input port	Micro USB	for battery recharge and content upgrade
13	Battery OCP	2.5A	
14	SD Card Memory Capacity	128MB	unless specified otherwise
15	Face label	250g , 4 Color print	
16	Adapter input socket	4mm barrel jack	5~6V adapter
17	Product Dimension	5.75"x4.125"x0.6"	
18	Packaging dimension Master carton	TBD	for 72 piece
19	Product weight + mounting flips & screws	TBD+ 13g	not include packaging
20	weight with Packaging	TBD + 13g + 5g	include packaging

Optional Features			
1	Motion Sensor	~3m of motion detection	Default: 45 seconds delay
2	Internal Rechargable Li-ion Battery	4000mAh	available with external 4D pack/Adapter
3	Battery charging current	950mA+/-50mA	@ 3.4V battery voltage
4	Charging time	8 hours	at 450 mA charging current
5	Content Memory extension	Micro SD Card	Up to 4 GB

3. Dimension

5.75" x 4.125" x 0.6"