

	Product Engineering Specification	PO#: TBD	rev 3.0
		Date: 5/07/2015	
	7" LCD Shelf Talker	Manufacturer : Clegg	1/2

1. Product Features

- 7" TFT Screen w/ 36mm speaker
- LCD Resolution: 800x480
- Video Format: AVI
- operate on 4D battery pack as well as a 5~6V adapter input
- One Push Button video play activation; optional Motion Sensor
- Front OptiFlasher red LED for attracting passer-by
- Up to 5600-5800 activations for 20 secs video play per alkaline 4D battery Pack
- Super low current consumption for 2+ years shelf life per battery recharge
- MicroSD Card Video Storage: 128MB for 5 minutes of video
- L-shape PC mounting bracket supplied for easy installation onto the 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 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, AV1
- Custom loading screen (with counter value showed at the right lower corner of LCD display) showed up for around 1.8 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 (no video play when USB plugged in)
- Press and hold V+ button for 8 seconds to disable the Motion sensor function. Display the battery logo in the LCD center for 3 seconds to indicate the activation
- Press and hold V- button for 8 seconds to reset the counter value.
- optional motion sensor to trigger AV0 (with 45 seconds trigger delay)

3. Hardware specifications

Items	Description	Specifications	Conditions	Ver A
1	Operating Temperature	0° - 50°C		
2	Operating Voltage	3.6-6.5V		
3	Average Operating Current	<400mA	@6V	
4	Power down Current	<0.05mA	@6V	
5	LCD view angle	12H	Horizontal orientation	
6	Battery Capacity	12000mAH	4x D cell battery	
7	Number of video play	5600-5800	for 20 sec video; w/ D cells	
8	Power on to video play time	<2 seconds	button pressed to video start	
9	video off standby time	30 seconds		
10	Number of video play buttons	1	Tact switch Button	
11	Number of function key button	4	Vol-,Vol+, Brightness+ and Brightness-	
12	reset button	1	holes accessible	
13	Video Activation Method	Button press	Optional with motion detection	
14	Button usage life	>5000		
15	Speaker loudness	> 80dbA	@ 60cm distance from 36mm 1/2 W , 8ohm speaker	
16	Audio Output	0.5W	@8ohm, 36mm speaker	
17	input port	Micro USB	for battery recharge and content upgrade	
18	Battery OCP	2.5A		
19	Internal Memory Capacity	128MB	onboard Nand Flash Memory	
20	Face label	250g , 4 Color print	Mat'l: PC	
21	adapter input socket	TBDmm barrel jack	5~6V adapter	
22	Mounting mechanism	L-shelf mount bracket		
23	Product Dimension	9.5"x5.88"x5.6"		
24	Firmware version	15053015.bin		
25	Packaging dimension Master carton	TBD		
26	Product weight + mounting flips & screws	TBD	not include packaging	
27	weight with Packaging	TBD	include packaging	

Optional Features

1	Motion Sensor	~3m of motion detection	w/ a short video clip for attracting audience	no
2	Internal Rechargeable Li-ion Battery	6000mAH	either ext 4D pack or internal	no
	-Number of video play	2300-2500	for 20 sec video; w/ 6000 mAh BAT	
	-Battery charging current	950mA+/-50mA	@ 3.4V battery voltage	
	-Charging time	6 hours	at 1A charging current	
3	Number of video key button extension	4	optional	no
4	Content Memory extension	TF card	Optional up to 8G TFcard	no

3. Product Dimension

9.5"x 6" x0.6"