

## 23" Shelf Edge Displays

MSE-23016 - Display Only

MST-23016 - Display with Android Player



*An attractive Shelf Edge Display well suited for a variety of in store, on shelf digital signage applications.*

### 23" Shelf Edge Display with Android Player

The shelf edge wide LCD display is designed for on shelf advertising in supermarkets, grocery stores, liquor stores, clothing stores and other retail applications. The very wide screen makes it easy to display your digital signage content or pricing quickly and easily along with the ability to update content via WiFi.

### 23" Shelf Edge Stretch Display Only

You can also daisy-chain up 6 total displays with an HDMI splitter.

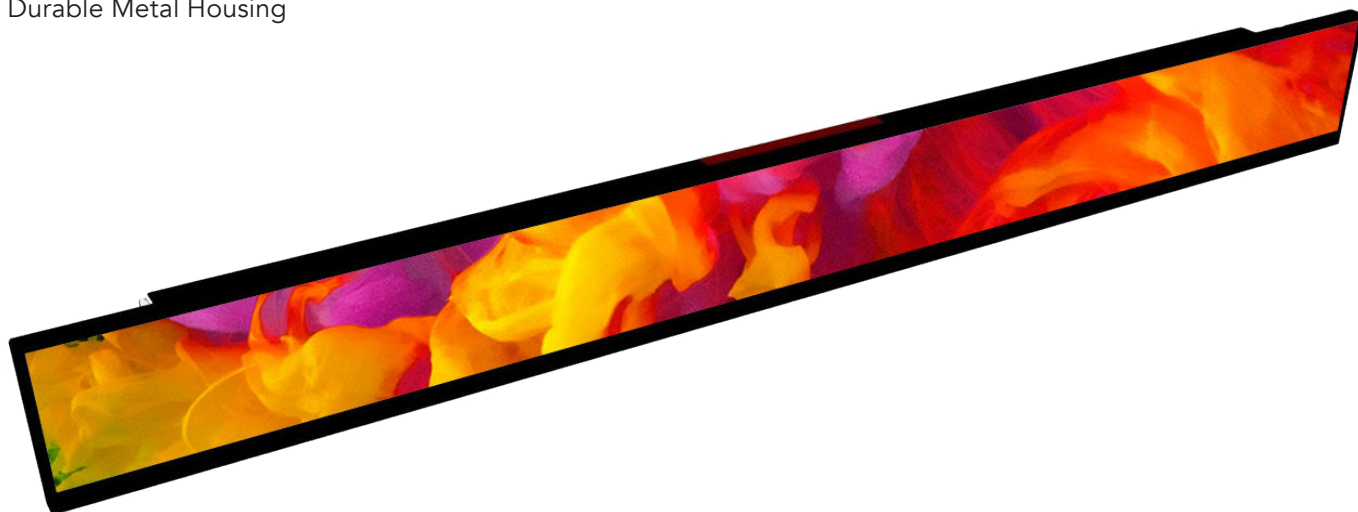
For a more detailed explanation of different configurations, see the scenarios that begin on page 2.

#### Features:

- 23" LED Display
- Low operating temperature
- Slim Border (4.1mm)
- Anti Glare Surface
- Durable Metal Housing

#### Applications:

- Retail Shelf Edge Pricing
- Retail Shelf Edge Advertising
- Multi-Shelf Digital Signage

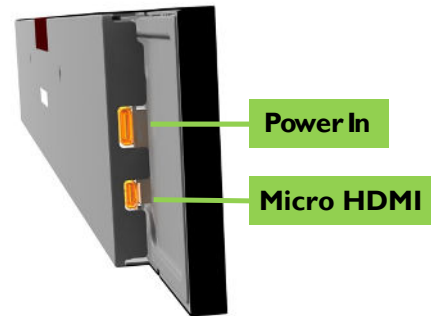


# Product Specifications

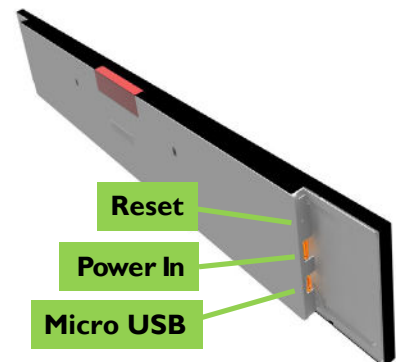
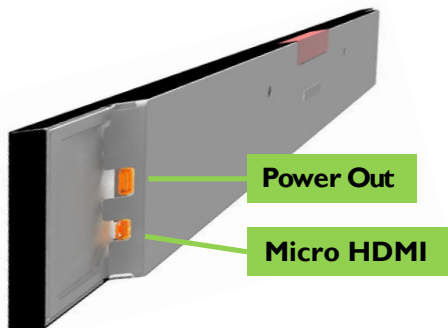
DISPLAY (for both versions)	Display	23" horizontal
	Resolution	1920x165
	Brightness	700 NITS
	Contrast	1000:1
23" Shelf Edge Display with Android	I/O	Micro HDMI, Micro USB
	CPU	ARM CORTEX - A35 Quadcore 1.3GHz
	Operating System	Android 6.0
	RAM	1GB DDR3
	Storage	8GB eMMC

## Product Pictures

MSE-23016 - Display Only



MST-23016 - Display with Android Player



# Display Scenarios - MSE 23016

Special firmware required for some configurations, please contact us to discuss your specific configuration.

## Scenario 1

### ■ Connect to PC/Media Player



## Scenario 2

### ■ Connect to USB

➤ picture / video loop

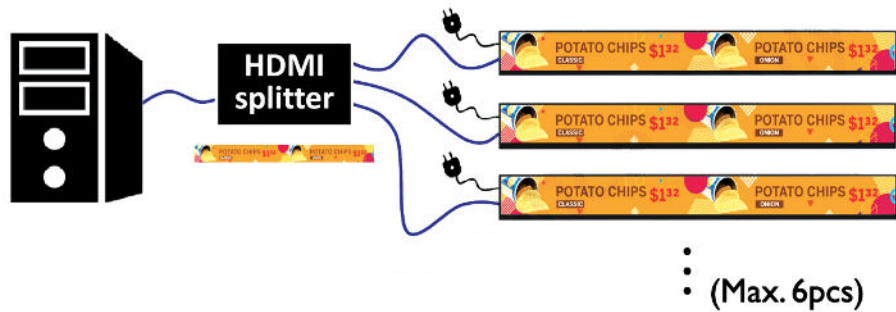
- format supported : JPEG 、 BMP 、 MPEG4 、 H.264 、 GIF



## Scenario 3

### Multi-screens with identical content

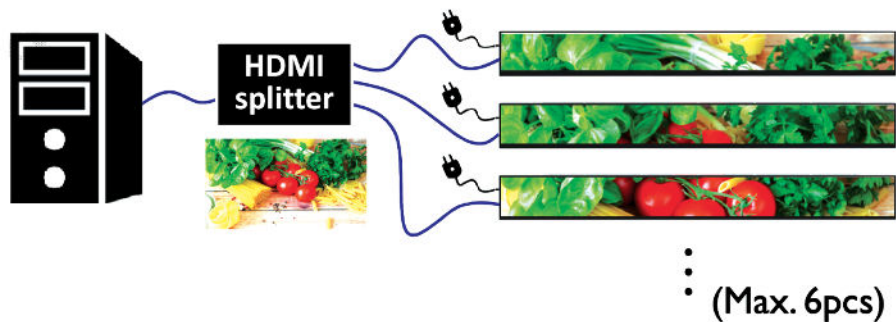
- Configuration :
- ✓ MSE- 23016 x 2-6pcs
  - ✓ Content
  - ✓ HDMI splitter
  - ✓ PC/media player
  - ✓ CMS (Option)



## Scenario 4

### Multi-screens with different content (video wall)

- Configuration :
- ✓ MSE- 23016 x 2-6pcs
  - ✓ Firmware code #1~#6
  - ✓ Content
  - ✓ HDMI splitter
  - ✓ PC/media player
  - ✓ CMS (Option)



# Android Version Scenarios - MST-23016

Special firmware required for some configurations, please contact us to discuss your specific configuration.

## Scenario 5 : Connect to CMS for real time update

- Configuration :
- ✓ Content
  - ✓ CMS



## Scenario 6

- Configuration :
- ✓ Content
  - ✓ Media Player APP



## Scenario 7: for 48" shelves (MST-23016 + MSE-23016)

- Configuration :
- One Android Version
  - One Display Version
  - ✓ Content
  - ✓ CMS

**Two screens can show identical or different content, controlled by CMS.**

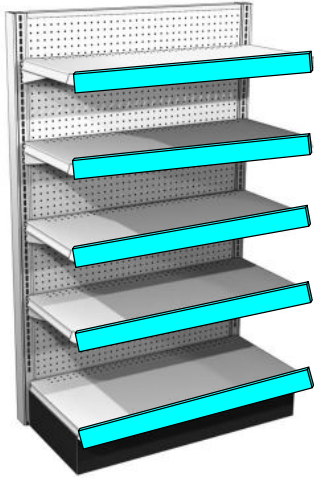


All-In-One + Monitor

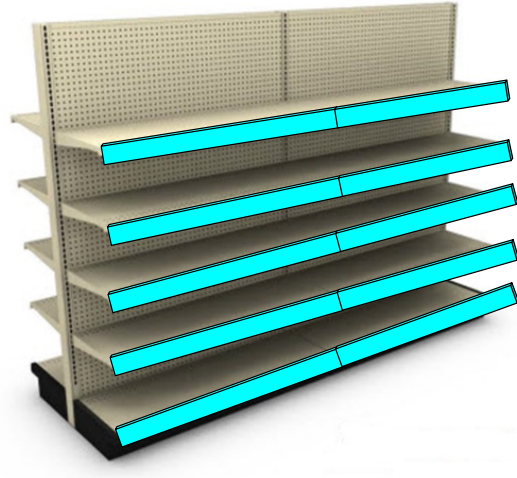
# Multi-Screens Scenario

■ Our Shelf Edge design works great for both 24" & 48" shelves.

**Ex. 24" wide shelf :**  
**24" x 1 x N shelves**



**48" wide shelf :**  
**48" x 2 x N shelves**



## 48" Shelf

### ■ Key Feature

- **Cost effective structure**  
- use one CPU to drive two screens.



- **Slim border design**  
- border size(AA to AA) : 8.2mm only.



slim border :  
8.2mm

5.

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