

iDISPLAY™ iShelf 2

BUILT FOR
COMMERCIAL USE



The iSHELF 2 is a 7" interactive digital shelf-talker used to attract and communicate with customers as they shop in aisle throughout the store. Attached to the edge of the shelf, this compact display may be branded and used to advertise a special sale, introduce a new product or marketing campaign or share other product information through static images or video messaging. The iSHELF 2 is an effective tool that draws attention and invites participation with your brand at shelf, breaking through much of the visual noise that occurs in the last three feet of the sale. Battery power as an option, the iSHELF 2 does not require a dedicated power source and can be placed virtually anywhere throughout the store. Display deployment and media uploads are so simple, an iSHELF 2 program may be managed by store associates, eliminating the need for technical installation and support.

For more information about the iDISPLAY™ iShelf 2
please visit our website: www.outform.com/iDisplay-iShelf-2

OUTFORM™

Panel Information	Screen Size	7"
	Resolution	800 x 480
	Brightness	250 cd/m ²
	Contrast Ratio	500
	Aspect Ratio	16:9
	Active Area Size (WxH)	154.08 x 85.92mm
	Viewing Angle Touch	50°/70°/70°/70°
	Touch Technology	N/A
Hardware and OS	CPU	Samsung Q248
	GPU	N/A
	Internal Memory	1 GB, DRAM
	Flash Memory	N/A
	Operating System	N/A
	Battery	D cell batteries x 8 (not included)
	Video/Images	Video Formats
Video Codecs		XVID, DIVX 4, DIVX 5
Image Formats		JPG/JPEG, BMP
HDMI Output		N/A
Playback Software		Built-in software allows for easy setup of a playlist of videos and/or stills which can be looped infinitely without any additional software. Alternatively, any installed app can be auto-started upon boot-up.
Audio		Speakers
	Audio Codecs	MP3, WMA, WAV
Communications	Bluetooth	N/A
	Wi-Fi	N/A
	Wired Ethernet	N/A
	Wireless 3G	N/A
General information	Color	Silver (Standard), Red (Optional), Black (Optional) and Customized
	Camera	N/A
	I/O ports	DC, USB 2.0 Host x 1
	Included in Box	Shelf display unit, power adapter, power cables, user manual, warranty,
	Accessories	iSHELF clip
	Sensors	N/A
	Power Input	5V/1.5A
	Power Consumption	5W (max)
	Operation Temperature	0-40 °C
	Relative Humidity	40-70%
	Certifications	Display Unit: ROHS, FCC and CE compliant Power Supply Unit: FCC and CE compliant
Dimensions	Size (L x W x H)	360 x 74 x 114mm
	Product Weight	0.85kg
	Gift Box Size	482 x 156 x 118mm
	Master Carton Size	612 x 495 x 340mm
	Master Carton Weight	18.5kg
	Units per Master Carton	10pcs