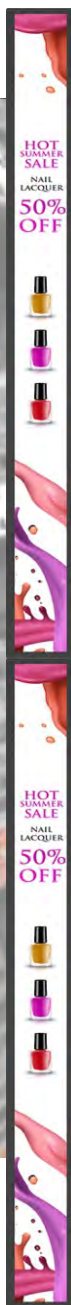


BRS2348K Series - 23 inch Bar-type Retailed smart Shelf display



■ 23" smart shelf display with Android player

- BRS2348K is designed for on shelf advertising in supermarkets, grocery stores, liquor stores, clothing stores and other retail applications.
- The wide screen displays digital signage content easily or pricing quickly and along with the feature to update content via WiFi.

■ Full functional CMS system with quad-core Cortex-A35 CPU up to 1.3GHz

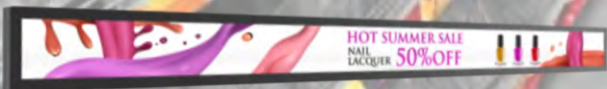
- WiFi embedded to support content management

■ 23" Shelf display Only

- It can be connected to BRS2348K where content comes from via HDMI port.
- You can also daisy-chain up 6 total displays with an HDMI splitter.

■ Three playing modes for various applications -

- Tag mode: display as product tag showing all expected product information.
- Advertising mode: playing as signage upon content you planned.
- Multi-shelf digital signage : advertising cross multi-display



Specification I

ITEM	DETAILED			
System	(BRS2348K only)	(BRS2308 is a display only)		
SOC	Quad Core Cortex-A35 CPU; up to 1.3GHz			
OS	Android 8.1			
Display	22.9" 1920* 165 TFT LCD display	/ Active Area : 578.88* 49.75 mm	/ Brightness : 700 cd/m ²	/ Back-light LED life : 50,000 (Min.)
Memory	1GB DDR3	/ 8GB eMMC	/ SD Card slot (standard, up to 64GB)	
Connectivity				
WiFi / Bluetooth	WiFi 802.11 b/g/n	/ BT is a customized option, project base discussion		
LAN	Connected Ethernet dongle through Micro USB to RJ45 Ethernet adapter, 10/100 Mbps LAN			(optional, BRS2348K only)
Peripherals				
Functional keys	Reset	(BRS2348K only)		
I/O Ports				
BRS2348K				
Data Input	* 1, Micro USB	/ support image & video	/ support mouse & RJ45 via external dongle	
Audio/Video Output	* 1, Micro HDMI	/ support DDC & CI	(BRS2348K)	
DC-In	* 1, type-C USB, 12V/ 3A			
DC-Out	* 1, type-C USB, 12V/ 3A			
BRS2308				
Audio/Video Input	* 1, Micro HDMI	/ support DDC & CI	(BRS2308)	
Data Output	* 1, Micro USB			
DC-In	* 1, type-C USB, 12V/ 3A			
Power System				
Clock Battery	Lithium-ion non-rechargeable coin battery for RTC			
DC-Input:	DC 12V +/- 5%, 3A Max.			
Power consumption	System : 15W (typical for both of BRS2348K & BRS2308)		/ LCD panel : 7.53W	
Mechanical & Environmental				
Dimension / Wight	BRS2348K	/ 587* 62* 16.5 mm		/ Weight : 700g
	BRS2308			/ Weight : 670g
Enclosure	Metal, black / Slim boarder, 4.1mm			
Mounting holes	M3* 4mm * holes/ 190mm			
Temperature	Operating : -0°C ~ 50°C		/ Storage : -20°C ~ 60°C	
Humidity	Operating : 5% ~ 80%		/ Storage : 5% ~ 80% / under 40°C	

Specification II

ITEM	DETAILED			
Regulation Compliance	FCC certified, to be discussed	/ CE certified, to be discussed	/ ROHS complied, to be discussed	
Default Accessory	Input : AC 100~240V	/ Output : 50~60Hz; DC 12V/3A	/ Power cord	(BRS2348K only)
Ordering Information				
BRS2348K	Bar-type display + Android system			
BRS2308	Bar-type display + ad board without android system			
RJ45 Dongle_BRS2348K	Ethernet adapter to RJ45 via , 10/100 Mbps LAN			
Packaging	6PCS packaging box	Dimension: 73(H)* 33.6(W)* 28.9(H) cm	/ Weight: up to 10kg (6 sets contained with power adapter & power cord)	



Put 1st unit 1 & 2 into layer 3 (the bottom layer)



Put 1st unit 1 & 2 into layer 3 (the bottom layer)



Put 1st unit 1 & 2 into layer 3 (the bottom layer)



Put a protection foam board on top of box



A completed carton box

BRS2348K + BRS2308 connected



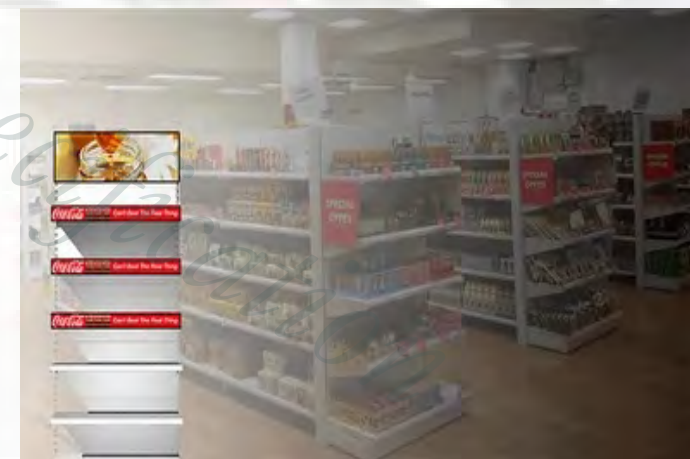
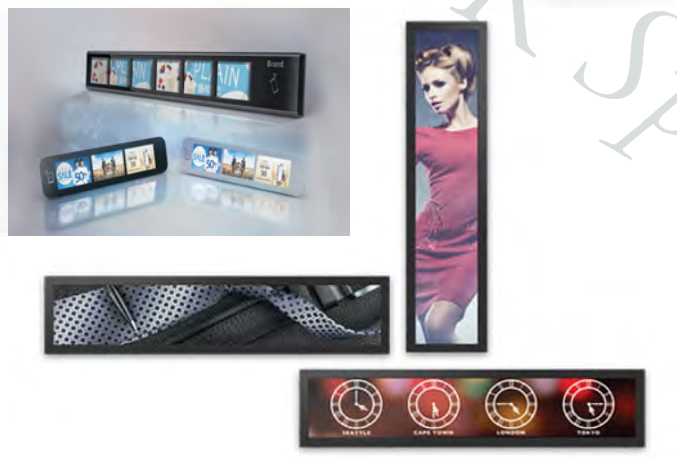
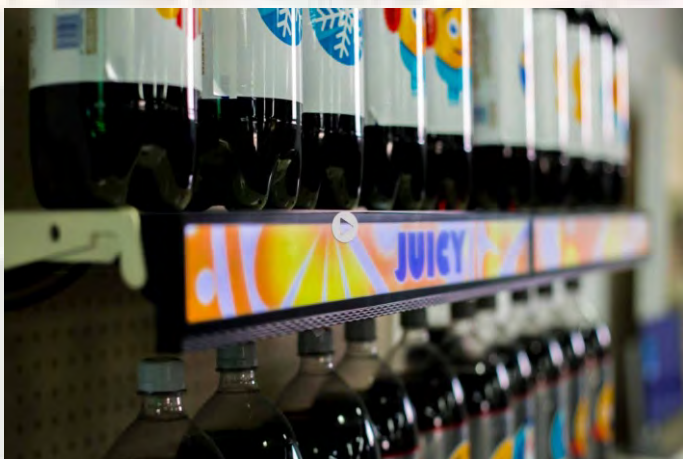
BRS2348K

Slim boarder design
Gap width (from AA to AA) is 8.2mm only

BRS2308



Application Concept - Retail applications



Application Scenario I - BRS2348K (Android AIO)

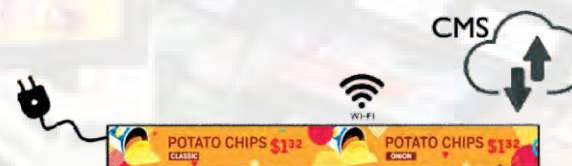
BRS2348K Scenario I-1

Working stand alone, by embedded media player app
- Content was copied into BRS2348K



BRS2348K Scenario I-2

Working stand alone
Connected to CMS server for playing content management



BRS2348K Scenario I-3

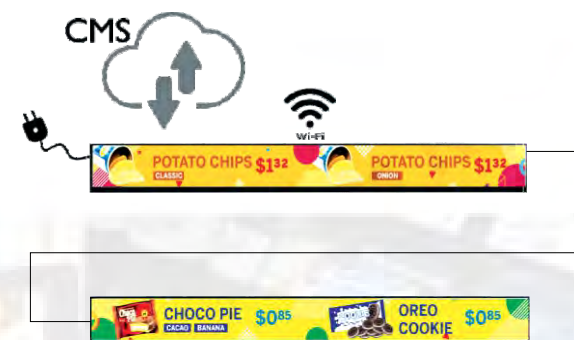
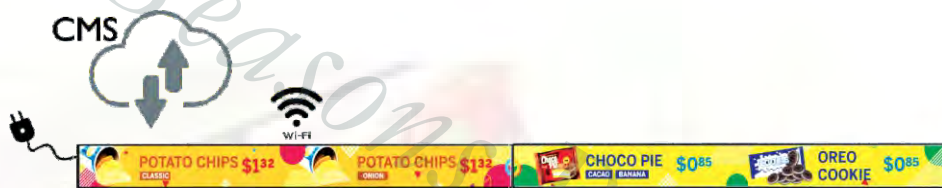
Connected dual units working alone.
Powered by type-C linked power ports
Each connected to CMS server for playing content management



Application Scenario II - BRS2348K (Android AIO) + BRS2308 (Display only)

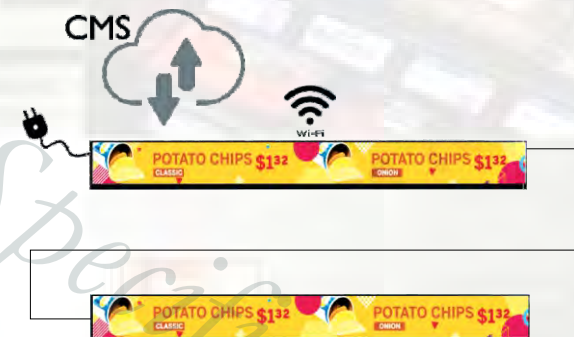
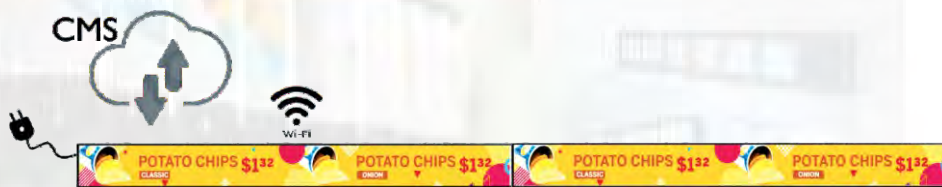
BRS2348K + BRS2308 II-1

Play different content controlled by CMS server



BRS2348K + BRS2308 II-2

Play identical content controlled by CMS server



Key Feature

Cost effective architecture
Use one CPU to drive two display



Application Scenario III - BRS2308 (Display only)

BRS2308 Scenario III-1

Connected to PC or Media player



BRS2308 Scenario III-2

Connected to USB flash driver

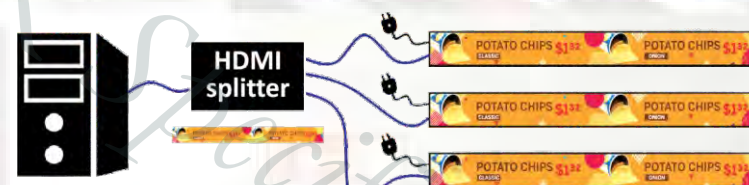
Support USB plug and play

- Support both video and picture. Support format: JPG, BMP, MP4.
- Support resolution: 1920x165 & FHD(vertical resolution only shows V1~V165)
- USB data read by root directory only.



BRS2308 Scenario III-3

Multiple display with identical content



BRS2308 Scenario III-4

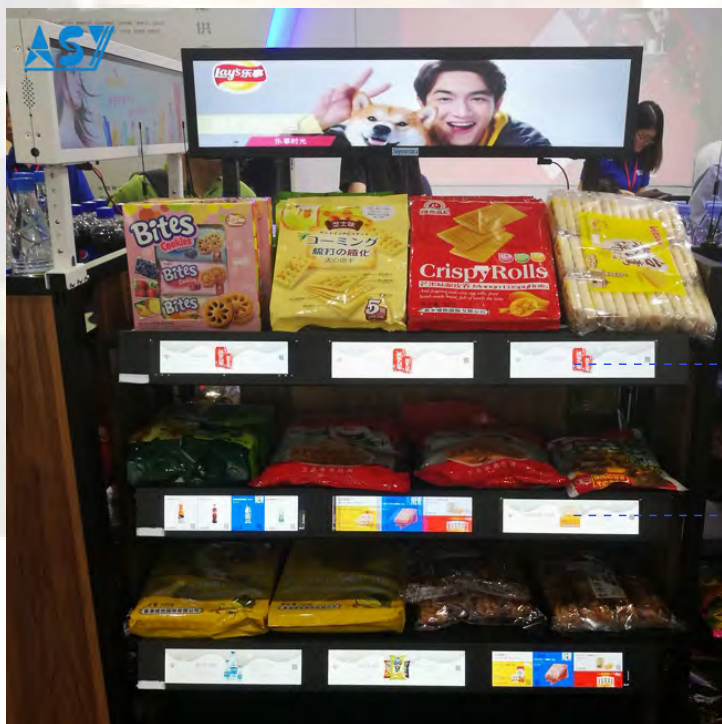
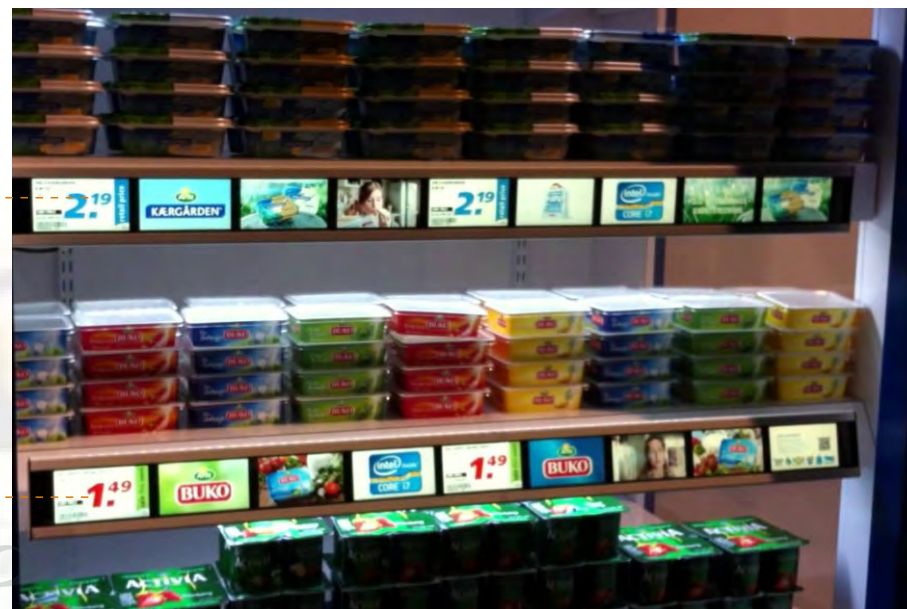
Multiple display with different content



Playing mode I - Retail shelf product tag



Price tag



Product info tag



Playing mode II - Retail shelf advertisement



Advertisement



Playing mode III - Multi-shelf digital signage



one single video content displayed on multi-displays in video wall concept



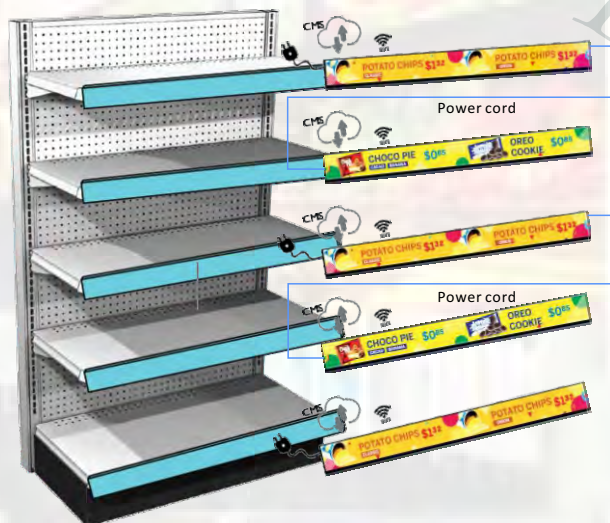
Implementation - on shelves

For 23" ~ 24" wide shelves

BRS2348K series is good for 24" shelves as well as ~48" shelves

23" * 1 * N shelves

Solution 2)



Solution 3)



For 46" ~ 48" wide shelves

23" * 2 * N shelves



Solution -

- 1) BRS2348K Scenario I-2 * 5
- 2) BRS2348K Scenario I-3 * 2 + BRS2348K Scenario I-2 * 1
- 3) BRS2348K + BRS2308 Scenario II * 2 + BRS2348K Scenario I-2 * 1
- 4) BRS2308 Scenario III-3 or BRS2308 Scenario III-4

Solution -

- BRS2348K + BRS2308 Scenario II * 5