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## **Hanshow Lumina Edge 3701 Product Manual**

**V1.0.1**

**HS-ESL-LA0003**

## STATEMENT

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# ABOUT THE MANUAL

Thank you very much for using Hanshow Lumina Edge 3701 ESL!

This document mainly describes Lumina Edge 3701, including features, specification, configuration and precautions. Help you quickly understand all information of this device.

Please read this manual carefully before using the device for the first time, retain the manual for subsequent use or for the next owner. If the instructions contained in this manual are insufficient to resolve issues that occur during device operation or maintenance, please contact Hanshow Technical Customer Service Center (China: 400-0365-305; Netherlands: 0800-022-5037; Belgium: 0800-71-335; France: 0800-91-7602; Thailand: 1800-011-185) directly, we will provide you with multi-channel technical services.

## TARGET USERS

This document provides readers with specification, parameter and characteristic etc. information and it is applicable for the below personnel:

- Product Users
- Installation Personnel
- Operating and Maintenance Personnel
- Hardware Engineer
- Test Engineer

# SYMBOL DESCRIPTION

| Icon                                                                              | Description                                                                                                               |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------|
|  | Information indicated with this icon should be paid special attention and attached great importance by the reader.        |
|  | Information indicated with this icon is the explanation on the formal text for the readers to comprehend the text better. |
| [X-X]                                                                             | It means special noun definition is provided here.                                                                        |

# EXPLANATION OF TERMS

| Acronym | Expanded form              | Description                                                                                                                                         |
|---------|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| ESL     | Electronic Shelves Label   | Used for displaying product information like promotion information, price and grade, etc.                                                           |
| AP      | Wireless Access Point      | Access point, also called ESL controller, is used for the data transmission and interaction of controlling information between ESL-Working and ESL. |
| Aurora  | Aurora Smart Retail System | Administrate commodity data of all stores and send price changing information to ESL.                                                               |
| Wi-Fi   | Wireless Fidelity          | Wi-Fi.                                                                                                                                              |
| RF      | Radio Frequency            | Electromagnetic frequency that can radiate into space.                                                                                              |

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# 1 product description

Lumina Edge 3701 is a single-sided display digital signage independently developed by Hanshow Technology. It not only has the price change and promotion features of traditional ESLs, but also has features such as video playing, split-screen display, and audio playback etc.

Based on 2.4G/5GHz Wi-Fi communication protocol, Lumina Edge 3701 can receive real-time task data based on the MQTT protocol and can download and play media content from the material server based on the HTTP/HTTPS protocols. It integrates modules such as video playback, content rotation, and material overlay.

Lumina Edge 3701 can improve the ESL display effect, boost marketing efficiency, provide additional marketing promotion function and make installation simpler and more convenient.

## 1.1 Product appearance and naming

Lumina Edge 3701 product ID renderings are as shown in [Figure 1-1](#):



Figure 1-1 Lumina Edge 3701 product renderings

Product naming rules are described in [Table 1-1](#):

Table 1-1Lumina Edge 3701Naming Rules

| Lumina Edge 3701 |                |                                                                              |                                           |
|------------------|----------------|------------------------------------------------------------------------------|-------------------------------------------|
| ①②③              |                |                                                                              |                                           |
| ①                | Product Name   | Lumina                                                                       | Product Category.                         |
| ②                | Product Series | Edge                                                                         | Represents medium-sized LCD ESL products. |
| ③                | Size           | The first three digits are the product size, and the last digit is reserved. | 3701stands for 37 inches.                 |

## 1.2 Product Features

- Functional characteristics: product price display, video playing, image carousel, product price and materials are displayed separately on ESL screen, advertising display, audio playing.
- Display characteristics: multi-screen synchronization, content carousel, multi-material overlay, no lens.
- Network characteristics: Automatically connect to Wi-Fi network, 2.4/5GHzproprietary protocol, automatic reconnection after disconnection, scheduled heartbeat reporting.
- Remote control: software upgrade, device reboot, parameter configuration, log acquisition.
- Power supply characteristics: supports forward and reverse connection, short circuit protection.

1.3 product specifications

Table 1-2Lumina Edge 3701 Product Specification Sheet

|                                     |                                   |
|-------------------------------------|-----------------------------------|
| Model                               | Lumina Edge 3701                  |
| Dimensions (mm)                     | 914.9*280.8*43.5                  |
| Display Area (mm)                   | 899.7*253                         |
| Weight(g)                           | 750                               |
| Hardware Platform                   |                                   |
| CPU                                 | 4-core A7 processor               |
| DDR Memory                          | 128MB                             |
| Flash Storage/Content Storage Space | 256MB                             |
| Operating System                    | Linux                             |
| Exterior                            |                                   |
| Screen Size (inch)                  | 37 inches                         |
| Resolution (pixel)                  | 1,920*540                         |
| Display Technology                  | TFT IPS full viewing angle screen |
| Display Perspective                 | ≤170°                             |
| Protective Cover                    | none                              |
| Working Environment                 |                                   |
| Product Life                        | ≤30,000 hours                     |
| Power Supply                        | DC5525                            |
| Operating Temperature(°C)           | 0~50                              |
| Storage Temperature(°C)             | 0~50                              |
| Humidity                            | 0-70%                             |
| Protection Level                    | IP5x                              |
| Electrical Parameters               |                                   |
| Operating Voltage                   | DC12V                             |
| Power Consumption Level             | 25W                               |



|                     |                                   |
|---------------------|-----------------------------------|
| Installation Method | Ceiling-mounted and Shelf-mounted |
| RF Parameters       |                                   |
| Wireless Protocol   | 2.4G/5G, HiLPC                    |
| Others              |                                   |
| Battery             | Battery not supported             |
| Audio               | Internal Speaker,LineOut          |
| Certification       | SRRC, MIC, CE, FCC,RCM            |

## 2 Product factory status description

### 2.1 Product nameplate content



Figure 2-1Lumina Edge 3701 Nameplate Information

The product nameplate shall be subject to the actual content of the final product.

- Product Name: Digital Signage.
- Product model: Lumina Edge 3701.
- MIC: Japanese MIC certification number.
- RCM: Australian RCM certification mark
- CE: European CE certification mark.
- Rating: operating voltage and current.



## 2.2 Productfactory packaging form

Table 2-1Lumina Edge 3701 Package Contents

| Packaging parameters | Description |
|----------------------|-------------|
|                      |             |

|                          |                        |
|--------------------------|------------------------|
| <p>packaging product</p> | <p>LuminaEdge 3701</p> |
|--------------------------|------------------------|

|                      |                       |
|----------------------|-----------------------|
| <p>package style</p> | <p>corrugated box</p> |
|----------------------|-----------------------|

| Packing quantity |         |
|------------------|---------|
|                  | 1pieces |



Package Contents

ESLs, certificates, packaging materials



|                       |              |
|-----------------------|--------------|
| <p>Package weight</p> | <p>14 kg</p> |
|-----------------------|--------------|

|                         |               |
|-------------------------|---------------|
| <b>Packing box size</b> | 985*351*125mm |
|-------------------------|---------------|

| Pallet size |                 |
|-------------|-----------------|
|             | 1200*1000*150mm |

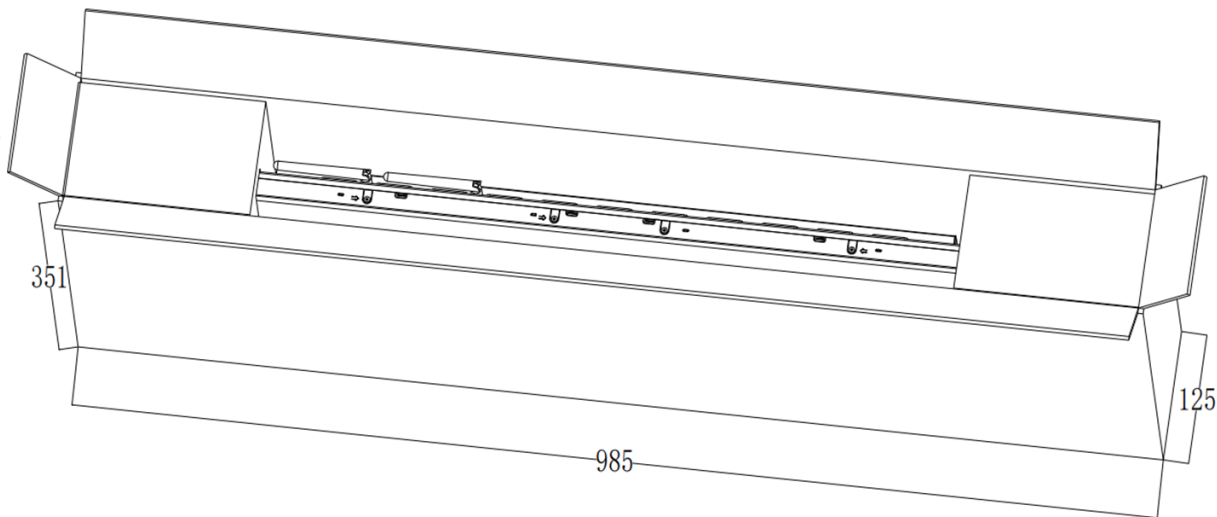


Figure2-2LuminaEdge 3701 packaging materials

 **Note:** When the device leaves the factory, it is not equipped with power supply and accessories. Each carton contains 1pcs and protected by C PE bag.

## 3 Functional use

### 3.1 Product hardware description

LuminaEdge 3701 hardware is described in [Table 3-1](#):

Table 3-1LuminaEdge 3701series hardware usage

| Type        | Name                                                | Description                                                |
|-------------|-----------------------------------------------------|------------------------------------------------------------|
| Product     | LuminaEdge 3701                                     | price display board, POP display board, etc.               |
| Accessories | Lumina-HS05 ceiling-mounted installationaccessories | Ceiling-mounted installation accessory kit.                |
| Accessories | Lumina-HS05 shelf-mounted installation accessories  | Shelf-mounted installation accessory kit.                  |
| Accessories | Lumina-HS05 base installation accessories           | ESL base (for promotion table) installation accessory kit. |

### 3.2 Product software description

LuminaEdge 3701software is are described in [Table 3-2](#):

Table 3-2LuminaEdge 3701 software usage

| Type     | Name                                      | Description                                                                                                                                                                 |
|----------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| APP      | Helper                                    | Store terminal APP; binding and unbinding of Lumina Edge and products; network configuration, product price changes; template and theme replacement, material binding, etc. |
| Software | HanshowAll-Star Smart Retail System       | All-Star system; manage: system backend, product data, device data, communication tasks, etc.                                                                               |
| Software | Hanshow Aurora Digital Marketing Platform | AuroraPlatform;Manage store LCD price tags and base station equipment.                                                                                                      |

## 4 How to use

### 4.1 Hardware operating instructions

Refer to the installation manual for 37 inch screen accessories

## 4.2 Software operation instructions

### 4.2.1 Device initialization

After the equipment is installed and powered on, the network needs to be configured. There are two ways to configure the network: either using HanshowLuminadedicated AP or customer-owned network configuration;

- For Hanshow Lumina dedicated AP, please refer to the "Hanshow Gateway-mode Router Configuration Guide" document.
- For the customer's own network configuration, please refer to the Lumina ESL networking configuration chapter in the "HanshowHelper App 1.0 Product Manual" document, which matches the Helper App version 1.0rc12 and above.

### 4.2.2 Daily use of device

The daily use of the device is divided into mobile app (Helper) and backend system (All-Star).

- the Helper, please refer to the "HanshowHelper App 1.0 Product Manual" document to complete the daily binding, unbinding and other related operations of the store clerk, matching the Helperapp version 1.0rc12 and above.
- All-Star, refer to the "HanshowAll-Star 1.0 User Manual" to complete related business operations such as templates, material uploads, and marketing placement, and is compatible with All-Star Digital Marketing System 1.0.0 RC15SP2 and above.

## 4.3 Precautions

1. The device supply voltage cannot be powered by a voltage other than 12V.
2. In some scenarios, the device in use needs to be upgraded online. For example, when receiving an upgrade notification from Hanshow, you need to cooperate in connecting the spare devices to the power supply rail and network. At the same time, you must confirm that the device is not powered off during the upgrade process.
3. To avoid affecting the life of the LCD screen, please put the device into sleep mode or power off when there is no need for display.
4. Rain, moisture, water and various liquids may contain minerals that will corrode electronic circuits and housing materials. If the device gets wet, clean it as soon as possible.
5. Do not use or store the device in dusty or dirty areas to avoid damage to its removable parts and electronic components.
6. It is prohibited to throw or knock the device. Rough treatment of the device will damage the internal circuit board.
7. It is prohibited to use harsh chemicals and cleaning agents to clean the equipment.
8. When the equipment is not used for a long time, please cut off the power and save it.
9. Use a dry or damp soft cloth to wipe the device. Do not use wet cloth or liquid to clean the device directly.
10. Please do not disassemble the device without permission to avoid affecting the waterproof level.
11. When disassembling and assembling the power cable connector, be sure to cut off the power supply.

## 5 Maintenance

- Maintenance and cleaning goals

Maintenance and cleaning are mainly to remove foreign substances and oxide layers attached to the product that are not the product itself, such as dust, lint, grease, rust, other dust, etc.;

- Cleaning method

Use a soft brush or rag to wipe. Some stubborn stains can be wiped with a neutral detergent.

- Storage method

Storage temperature: 10°C~ 30°C; store in a dry and ventilated environment.

- Precautions

1. Clean regularly (Recommended cleaning once a week).
2. Regularly check the firmness of the installation accessories, and replace any damaged accessories in a timely manner.
3. Try to ensure the overall environmental cleanliness of the installation area.
4. Avoid wiping with sharp objects to avoid scratching the product surface and screen; avoid rinsing directly with water.

## 6 Product scrapping method

The device consists of a shell, motherboard and screen, and does not contain batteries

Please scrap according to national laws.



## 7 FAQ

### 7.1 Helper app related problems

**What should I do if the helper app logs me out forcibly or I can't log in?**

- Possibility 1: This can be caused by the inactivity caused timeout, simply log in.
- Possibility 2: This can be caused by incorrect system account/store permission status, reboot or add the corresponding permission.

**What should I do if the helper app reports a parameter error during the binding operation?**

- This can be caused by incorrect system account/store permission status, reboot or add the corresponding permission.

**What should I do if the helper app cannot find products during a search?**

- This could be caused by either an incorrect search condition or the system not retrieving the corresponding product information.
  1. Check if the search conditions (product name and code) are correct.
  2. Confirm if the product is still available: is it out of the shelf or unavailable for sale.
  3. If the issue cannot be resolved, contact Hanshow technical support.

## 7.2 Equipment usage related

### System backend detected device offline?

1. First, confirm that the corresponding device is powered on and within the communication range of the Wi-Fi.
2. Secondly, confirm if your Wi-Fi is connected and the internet available. If you can rule out the above-mentioned possibilities, investigate whether it is a single device issue or a batch issue:
  - For a single device issue, contact Hanshowtechnical support.
  - For a batch issue, check store internet. If the internet is verified to be available, contact Hanshowtechnical support.

### What if newly replenished or newly installed devices cannot go online in the system?

- Either the internet has not been configured for the new device, or the internet configuration has not been initialized. Simply configure the internet using the Helper app.

### No changes occur after device binding/unbinding?

- Check if the device is online and functioning properly in the system. If offline, follow the steps mentioned in the offline operation instructions section.
- Verify if the information submitted by the system and the helper was successful.
- If the issue cannot be resolved, contact Hanshow technical support.

### Template-bound product materials are not displayed on the corresponding devices?

- For Images:The system has no specific resolution or aspect ratio requirements for images. If the images are not displayed, check the binding relationship.
- For Videos:Each template has specific aspect ratio requirements for video materials. If the aspect ratio is inconsistent, the videos may not display correctly.
- If the issue cannot be resolved, contact Hanshow technical support.

## **What to do if the device displays only the "Hanshow" logo?**

- Verify if the materials inside the template are correct.If the issue cannot be resolved, contact Hanshow technical support.

## **What is the device displays distorted ?**

- Verify if the materials inside the template are correct.If the issue cannot be resolved, contact Hanshow technical support.

## **What if the device rebootsrepeatedly?**

- Check the number of Lumina Edge devices installed into the rail, whether it is overload. If the issue cannot be resolved, contact Hanshow technical support.

## **Individual device displays a black screen?**

- First, check for backlight display:
  - If the backlight is visible, simply reboot. If the issue cannot be resolved, contact Hanshow technical support;
  - Try to install the device in somewhere else, so as to rule out the virtual connection issue. If the issue cannot be resolved, contact Hanshow technical support.

## **Multiple devices on the same rail are simultaneously black screen or repeatedly restarting?**

- Check if the number of devices exceeds the recommended limit.
- If not, first power off the devices. Then, check for loose connections at the power sources. After reinforcing the power connection, power on the devices again. If the display still doesn't return to normal, contact Hanshow technical support.

## **The device template display is incorrect?**

- Verify the logical content of the template and the product binding logic of the device. If the issue persists, contact Hanshow technical support

## ● FCC regulatory conformance:

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- (1) This device may not cause harmful interference.
- (2) This device must accept any interference received, including interference that may cause undesired operation.

NOTE: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation.

This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help

NOTE: The manufacturer is not responsible for any radio or TV interference caused by unauthorized modifications to this equipment. Such modifications could void the user's authority to operate the equipment.

### RF Exposure

When using the product, maintain a distance of 20cm from the body to ensure compliance with RF exposure requirements.

Lors de l'utilisation du produit, maintenir une distance de 20cm du corps pour assurer le respect des exigences d'exposition RF.