

37" Stretched Bar Display



Overview

The 37" bar-type LCD display offers a slim, wide-aspect solution ideal for shelf-edge signage, menu labelling, transportation displays, queue systems, and space-restricted digital signage applications. With vibrant imaging, Android playback capability, and flexible connectivity options, it integrates easily into retail, commercial, and industrial environments.

Its lightweight, durable build and low power consumption make it a reliable choice for continuous digital display operations.

Key Features



Built-In Android Player

Integrated Android player for standalone content scheduling and playback.



High-Quality Visuals

Bright, clear display engineered for crisp text, graphics, and dynamic content.



Lightweight & Durable

Slim, robust design suitable for retail and commercial deployments.



Versatile Connectivity

Network-ready with multiple input options for flexible integration.



24/7 Continuous Use

Built for long-running commercial environments with stable, reliable performance.



Energy-Efficient

Low power usage supports long operating hours across multiple installations.

Display

Screen	37" TFT LCD
Resolution	1920 x 540
Active Area	899.71 x 235.04mm
Aspect Ratio	>3:1
Brightness	700nits
Contrast Ratio	1200:1
Display Colours	16.7M
Response Time	8ms
Viewing Angle	178° / 178°
Refresh Rate	60Hz
Operational Timeframe	24/7
Backlight Life	30,000 Hrs

Power

Power	AC 100 – 240V
Typical Consumption	<50W
Standby Consumption	<1W

Connections

USB	x1 USB / x1 OTG
HDMI	x1
RJ45	x1
Antenna	x2
TF Card Slot	x1

Environment

Storage	-20°C – 60°C / 20% – 90% RH
Working	0°C – 50°C
Humidity	20 – 80% RH

Certification

CE, and RoHS

Mechanical

Housing	Metal
Front Glass	Tempered Glass (optional)
Mounting	Wall Mount
Colour	Matt Black
Dimensions	914.91 x 280.84 x 43.7mm
Net Weight	8kg

Optional Embedded Player Features

Computing

CPU	RK3568, Quad-Core, Cortex-A55x4 @ 2.0GHz
RAM	4GB
Storage	32GB
OS	Android 11
Standalone Playback	Enabled

Network

Bluetooth	v4.0
Ethernet	10/100/1000Mbps
Wi-Fi	802.11a/b/g/n @ 2.4GHz
Security	WEP, WPA, WPA2, WPA3

Audio

Internal Speakers	x2 8Ω 5W
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Ordering Information

Part Number	Monitor Only	HTL-LCD-TFT-TW370B_01
	Monitor with Tempered Glass	HTL-LCD-TFT-TW370BTG_01
	Built-In Media Player	HTL-LCD-TFT-TW370BMP_01
	Built-In Media Player with Tempered Glass	HTL-LCD-TFT-TW370BMPTG_01

Unit Structure

