

As e-paper starts to imitate oil paint, Jitrainno locks AI-generated art inside a solid-wood frame

No backlight, no ghosting, no screen-like glare — this frame argues that digital art can carry the weight and quiet of a real painting.

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-- Most attempts to bring a screen into the living room run into the same problem: they look like a switched-off television, even while displaying a Van Gogh. Jitrainno's AI Frame isn't trying to solve 'how to display art' — it's trying to solve 'how to bring a digital interface back to the quiet, natural stillness of a physical painting.'

Its answer is e-paper. The AI Frame uses a colour electronic-paper panel (E-Ink Spectra 6), which forms an image closer to printed ink than backlit pixels — no blue light, no reflective glare, and a texture under natural light that reads more like a print or a watercolour than a display. The image draws almost no power while static, and avoids the flicker or ghosting associated with switching content on conventional screens. That's what allows it to sit inside a housing that gives away none of its technology: a solid, integral wooden frame rather than a bolt-on accessory.



The 13-inch and 31-inch Echo frames, shown together, demonstrate the range's scale — from a modest accent to a main-wall centrepiece.



Artwork is chosen, generated or remixed in the app before it ever reaches the wall, leaving the frame with nothing to operate but the image itself.

What's inside the frame isn't a fixed reproduction. Each piece is generated by AI in real time — Users can create art their way—simply by typing a prompt in the companion app or talking directly to the JITRAINNO frame. AI then turns these ideas into personalized, original artwork that has never existed before, with options to rotate automatically by time of day. It's an attempt to give hanging a picture — a domestic ritual that hasn't really changed in centuries — a sense of versioning, without losing the physical stillness a painting is supposed to have.



No glare, no reflection, no angle to avoid — the kind of matte finish that lets a piece sit comfortably in almost any room, whatever the light.

'We never treated e-paper as a slightly more sophisticated display technology — we treated it as a medium closer to painting. Technology seamlessly integrates into life when it grows quiet enough to be completely forgotten.' — Alan Chi, brand spokesperson

Jitrainno has been insistent that the frame is solid wood as standard, not an optional add-on — a detail that speaks to a more fundamental question the product raises: when an object is both furniture and electronics, which side does it compromise towards? The AI Frame's answer is unambiguous — it compromises towards furniture.

The range spans three sizes — the 7.5-inch Echo-7, the 13.3-inch Echo-13, and a 31.5-inch Echo-31 intended as a focal point for a main wall. The AI E-Paper Art Frame launches on [Kickstarter](#) on September 3, 2026, with further details available on Jitrainno's website.

Alan Chi
Hong Kong Jtronvision Technology Co., Limited
real.alanchi@jitrainno.com

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