



USER MANUAL

# Articulating Full Motion Wall Mount

FOR SÉURA OUTDOOR DISPLAYS

**MODEL NUMBERS**

AFMW-1

Thank you for selecting Séura's Outdoor Articulating Wall Mount.  
 This product has been inspected and packaged carefully before shipment.  
 Please read this guide before beginning installation.



**WARNINGS**

To prevent injury, this apparatus must be securely attached to the wall in accordance with the installation instructions.

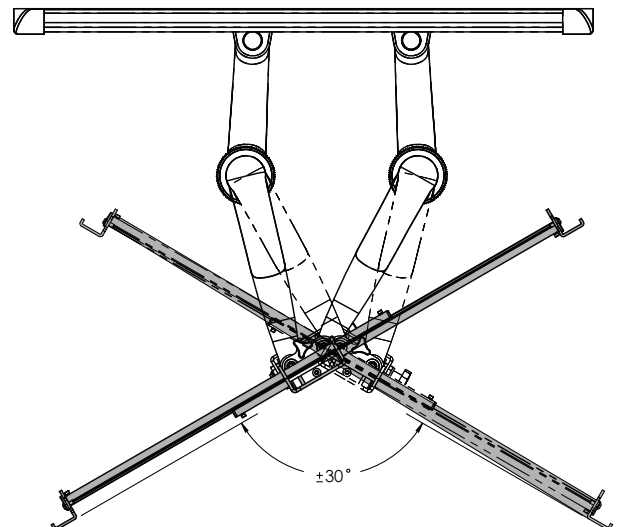
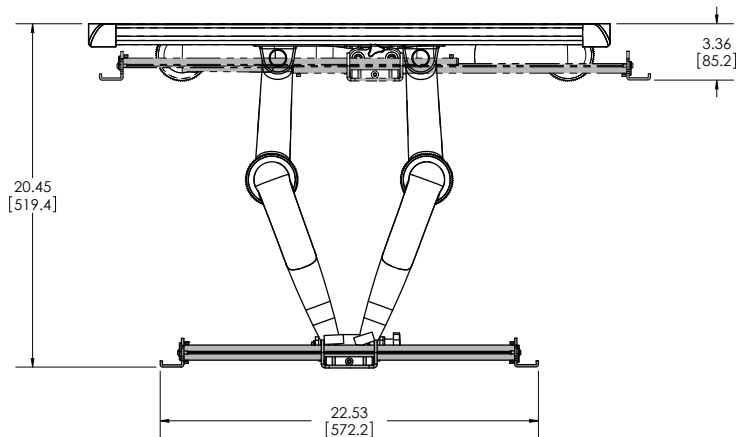
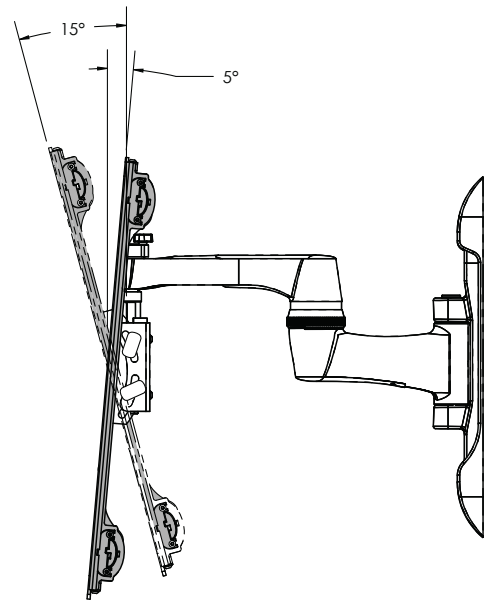
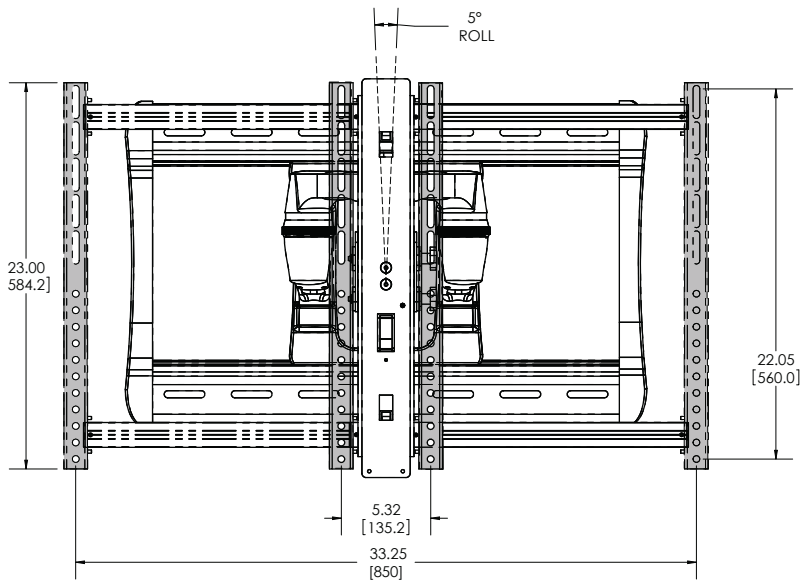
This product contains small parts that could be a choking hazard.

**CAUTION: Avoid potential personal injuries and property damage!**

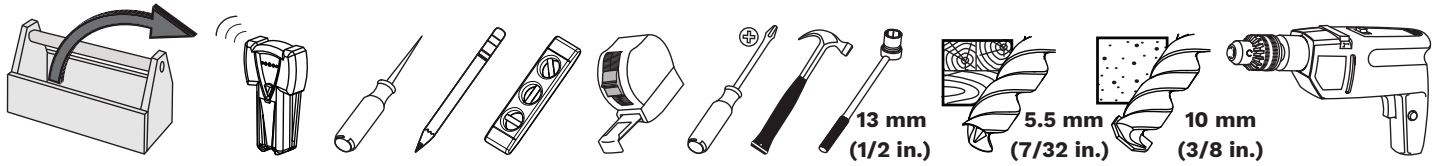
- Do not use this product for any purpose not explicitly specified by manufacturer.
- The wall must be capable of supporting five times the weight of the monitor and mount combined.
- This product is not designed for use in metal stud walls!
- If you do not understand these instructions, or have doubts about the safety of the installation, assembly or use of this product, contact Customer Service or call a qualified contractor.
- Manufacturer is not responsible for damage or injury caused by incorrect assembly or use.

**Specifications**

- Weight capacity-**DO NOT EXCEED:** 180 lbs includes TV and any accessories
- Swivel:  $\pm 30^\circ$
- Tilt:  $+5^\circ$  to  $-15^\circ$
- Level:  $\pm 5^\circ$
- Weather-resistant stainless steel hardware is provided to accommodate outdoor installations.



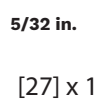
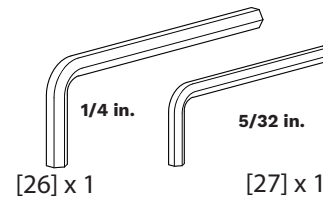
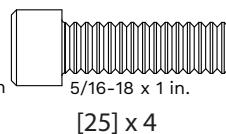
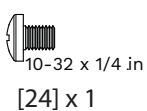
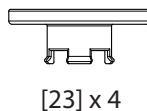
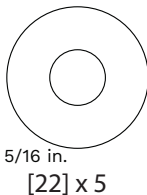
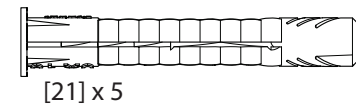
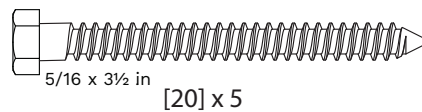
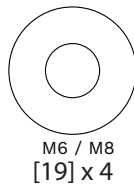
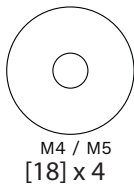
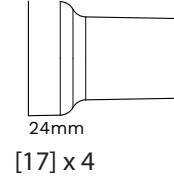
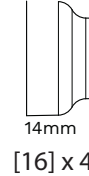
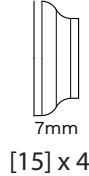
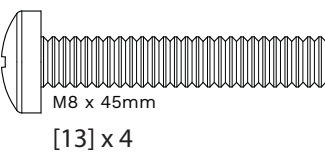
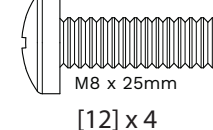
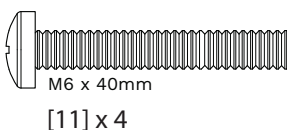
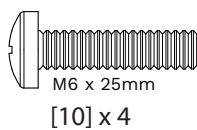
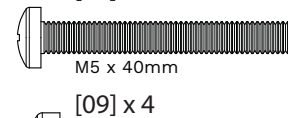
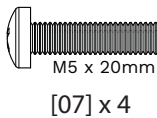
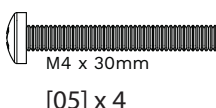
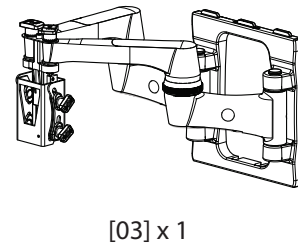
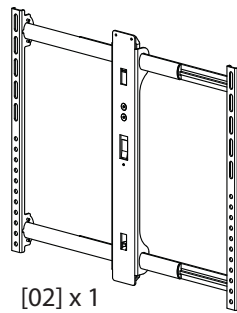
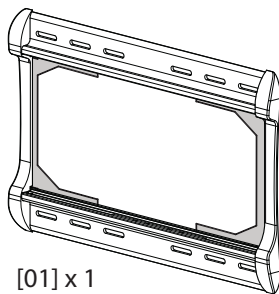
## Required Tools



## Supplied Parts and Hardware

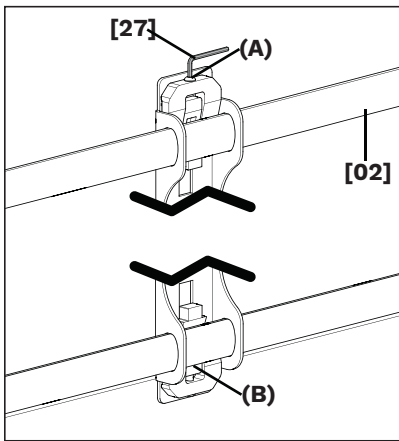
Before starting assembly, verify all parts are included and undamaged. If any parts are missing or damaged, contact Séura. Never use damaged parts.

NOTE: M4, M5, M6, or M8 describes the diameter, mm describes the length of screws that are labeled M# X ##mm. **Not all hardware included will be used.** Séura displays include appropriate VESA mount hardware. Use the included hardware unless it has been removed.

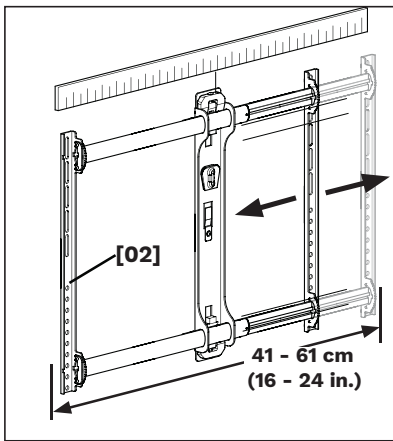


# Attach Brackets to TV

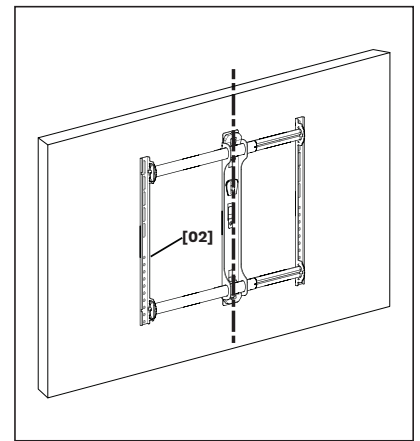
## Determine TV Hole Pattern



1. Loosen the upper (A) and lower (B) fasteners.

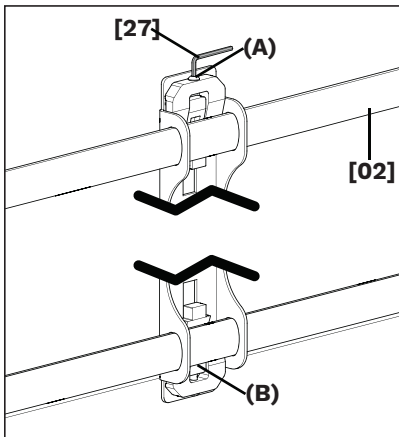


2. Adjust the monitor plate (02) to fit the hole pattern of your display.

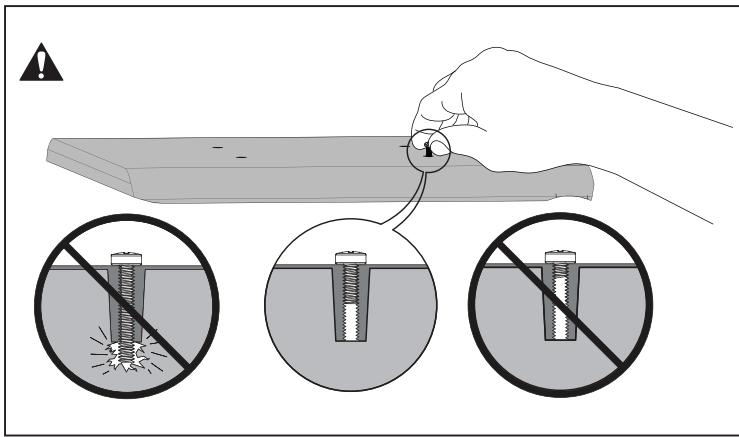


3. Ensure that the center column is aligned with the center of your display.

**Tip:** The width of the hole pattern on most Séura displays is 400 mm or 15.75" inches. Hole patterns on displays 86" and larger are 600 mm wide.



4. Tighten the upper (A) and lower (B) fasteners. Do not overtighten.



5. Use the hardware included with the display. Hardware included with the mount will not be necessary unless screws included with the display have been removed. To determine appropriate screws, hand-thread screws to determine the correct screw diameter.

**Tip:** For retrofit installations, most Séura displays require M6 screws. Displays 86" and larger require M8 screws.

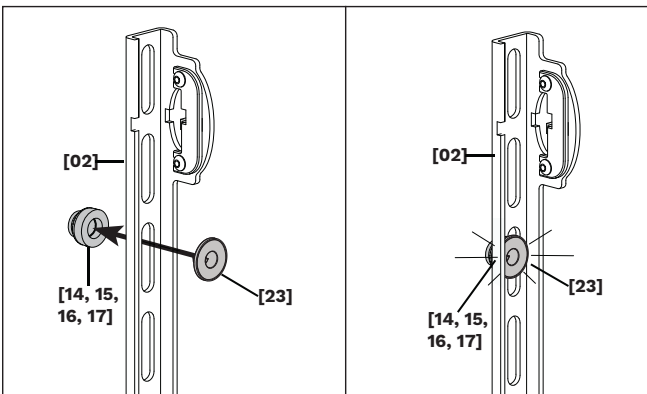


### WARNING

Avoid potential personal injuries and property damage! Verify that there are adequate threads to secure the brackets to the monitor. If you encounter resistance, stop immediately and contact customer service. Use the shortest screw and spacer combination to accommodate your needs. Using hardware that is too long may damage your display.

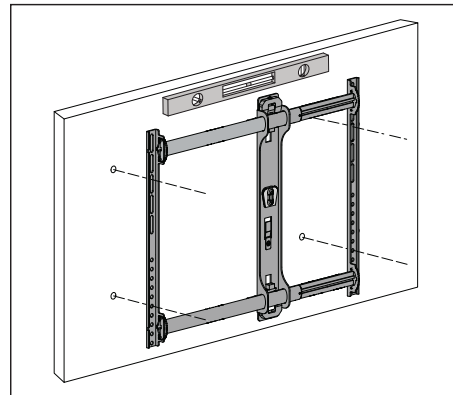
# Attach Brackets to TV

## Determine Spacers to Brackets

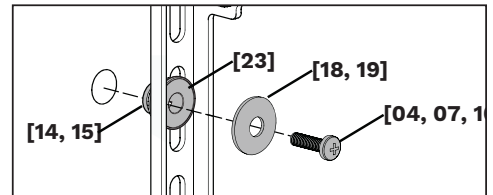


- 6.** Attach shoulder washers (23) and spacers (as needed) to the brackets (02). Push the shoulder washer (23) through the appropriate openings of the brackets (02). Snap shoulder washer (23) into the minimum spacer required. Tip: Most Séura displays feature a flat back, requiring only a 4 mm or 7 mm spacer.

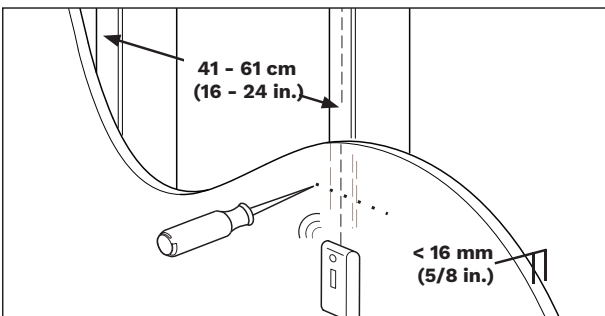
## Attach Brackets to Séura Display



- 7.** Attach the brackets to the back of the TV using the included hardware as shown.



# Mount the Wall Plate (Wood Stud)



- 1. Locate Studs**  
Verify the center of the stud(s) using an awl, a thin nail, or an edge to edge stud finder.

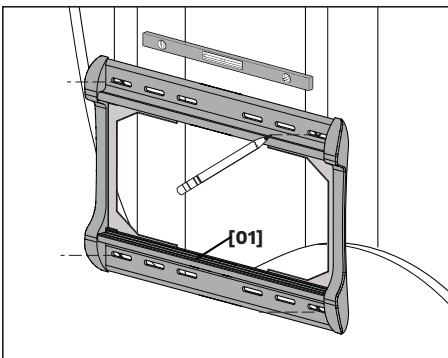


### WARNING

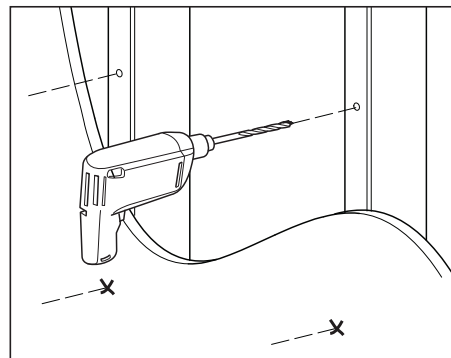
Avoid potential personal injuries and property damage!

Any material covering the wall must not exceed 16 mm (5/8 inc.).

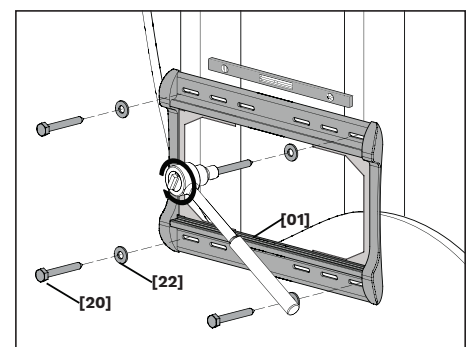
Minimum wood stud size: common 2 x 4 in (nominal 1.5" x 3.5").



- 2. Mark the Wall**  
Level the wall plate and mark the hole locations.

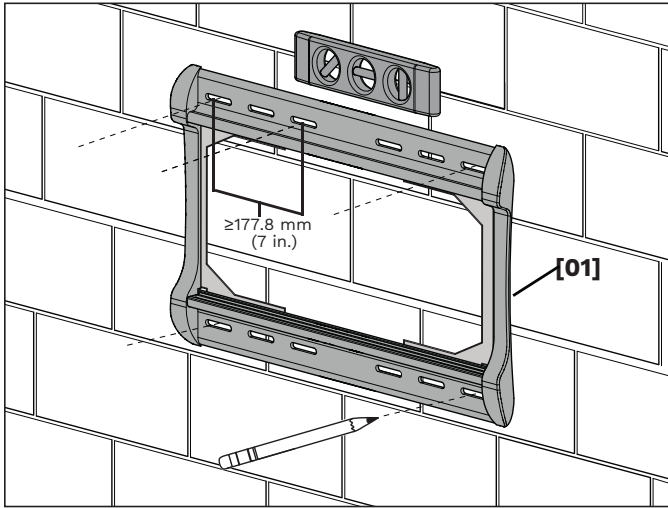


- 3. Drill Pilot Holes**  
Pilot holes MUST be drilled to a depth of 89 mm (3.5"), using a 5.5 mm (7/32") diameter drill bit.



- 4. Tighten Lag Bolts**  
DO NOT over tighten the lag bolts. Tighten the lag bolts only until the washers are pulled firmly against the wall plate.

# Mount the Wall Plate (Solid Concrete or Concrete Block)



## WARNING

Avoid potential personal injuries and property damage!

Mount the wall plate directly onto the concrete surface.

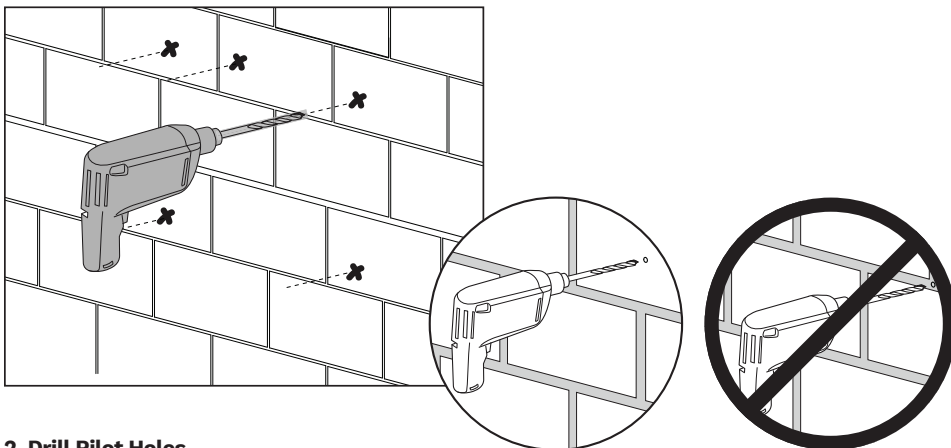
Minimum solid concrete thickness is 8”.

Minimum concrete block size: 8” x 8” x 16”.

Minimum horizontal space between fasteners: 7”.

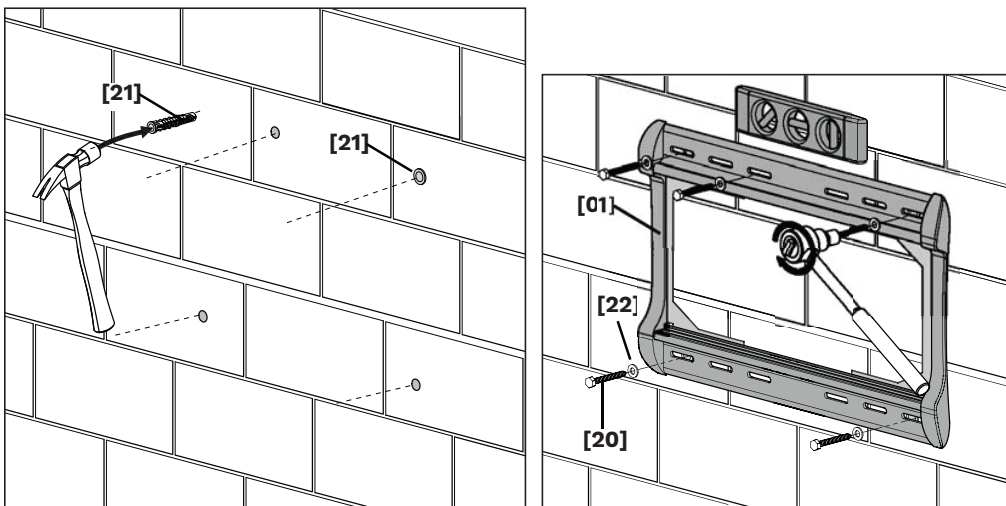
## 1. Mark the Wall

Level the wall plate and mark the hole locations.



## 2. Drill Pilot Holes

Pilot holes **MUST** be drilled to a depth of 89 mm (3.5”), using a 5.5 mm (7/32”) diameter drill bit. Never drill into the mortar between blocks.



## 3. Insert Anchors and Lag Bolts

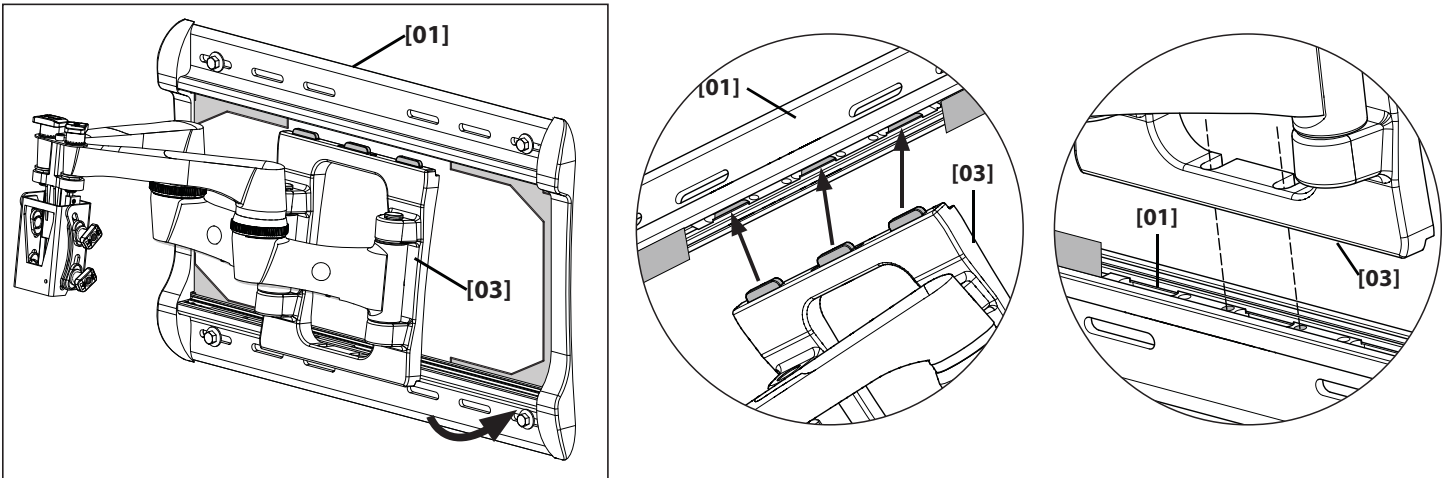
Insert lag bolt anchors. Then insert lag bolts through the washer, wall plate, and into the anchors.

Be sure the anchors are seated flush with the concrete surface.

Tighten the lag bolts only until the washers are pulled firmly against the wall plate.

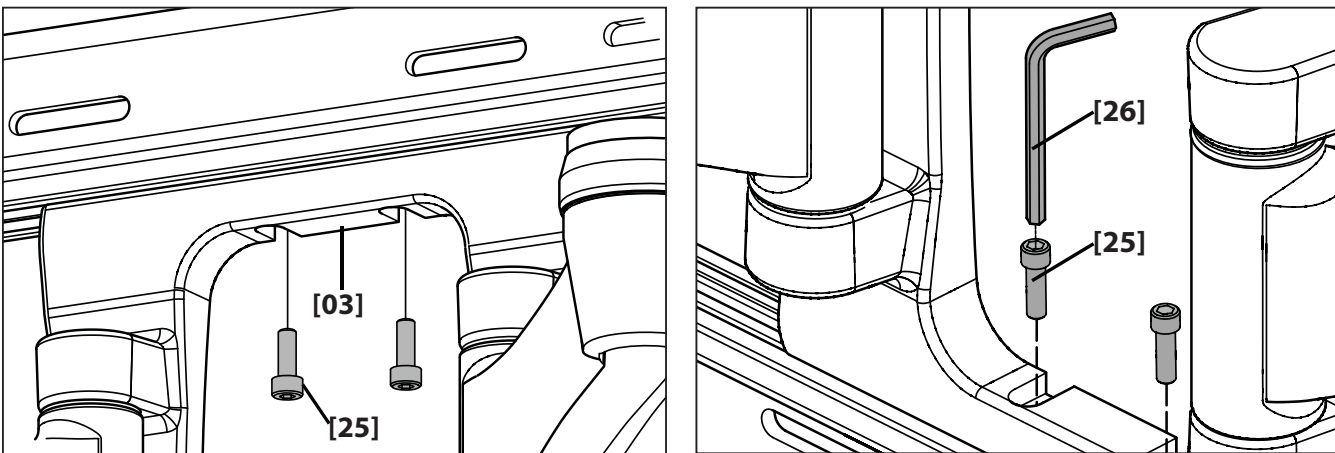
**DO NOT** overtighten the lag bolts.

# Attach Arm to Wall Plate



## 1. Align the Holes

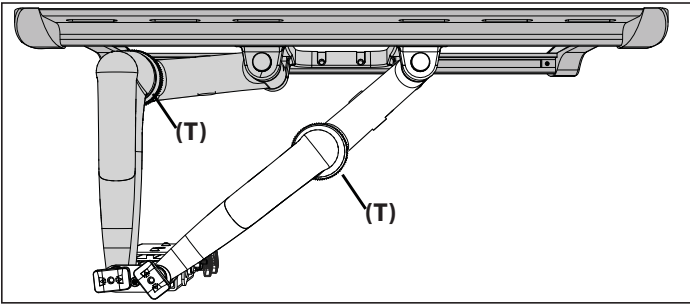
Install the arm assembly (03) into the wall plate. The pegs on the top of the arm assembly fit into the slots of the upper sliding car. Be sure to align the bottom holes of the arm assembly with the holes in the lower sliding car.



## 2. Secure the Arm

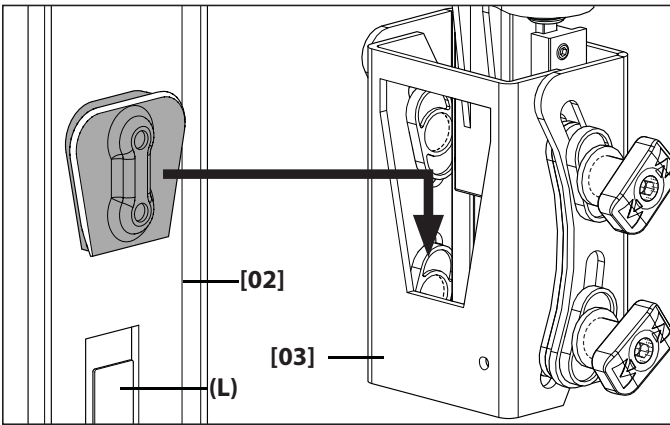
Secure the arm (03) to the wall plate using hex key (26) and screw (25)

# Attach Séura Display to the Arm



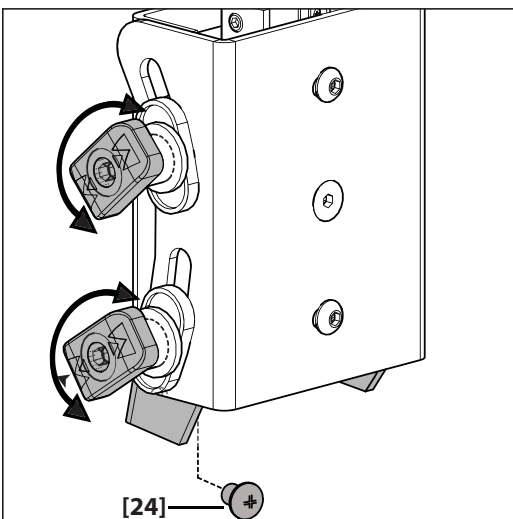
## 1. Position the Arm

Position the arm (03) so one elbow is pressed against the wall. Tighten the tension adjustment (T) to prevent the arms from moving while installing the TV bracket.



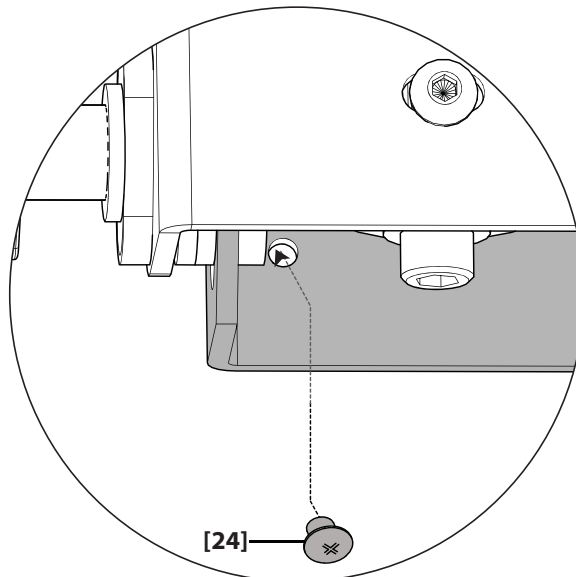
## 2. Attach Display to the Arm

Attach the TV bracket (02) to the arm assembly (03). There is an audible click when the parts are correctly assembled.



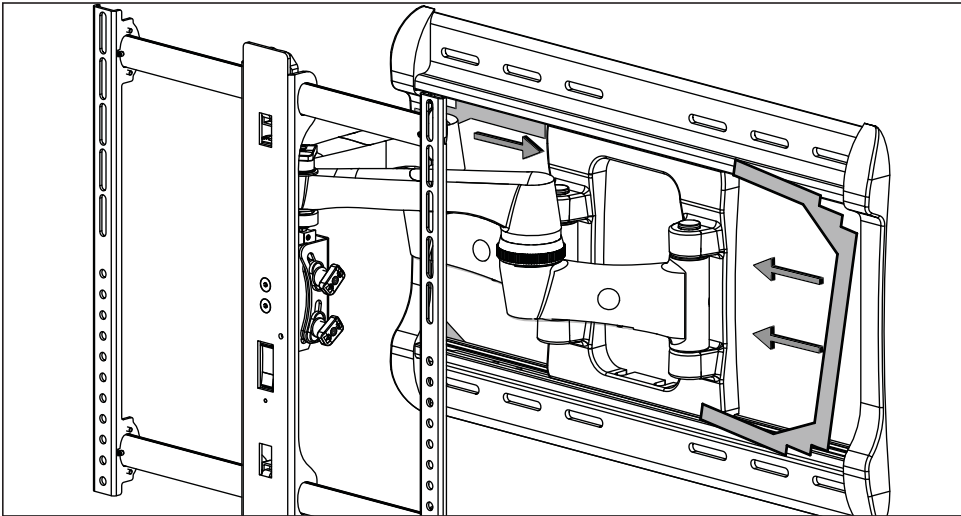
## 3. Secure the Arm

Tilt TV upward. Install and tighten locking screw (24).

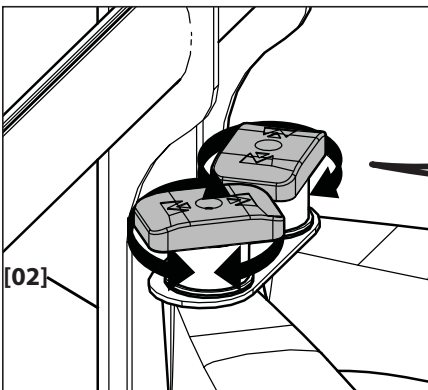




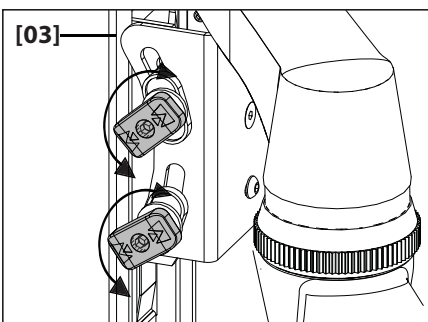
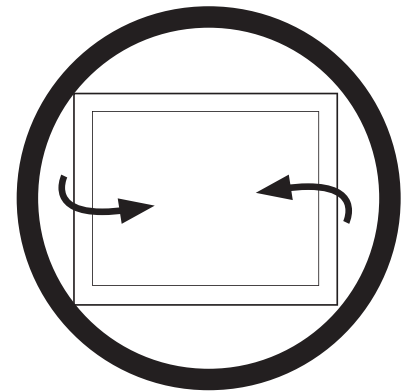
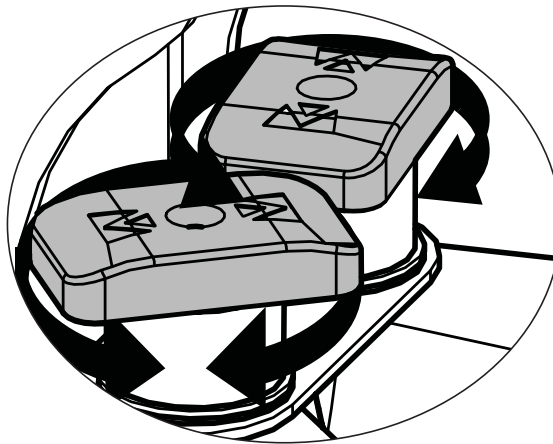
# Adjustments



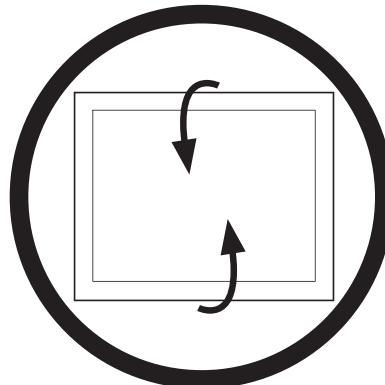
Remove Wall Plate Inserts



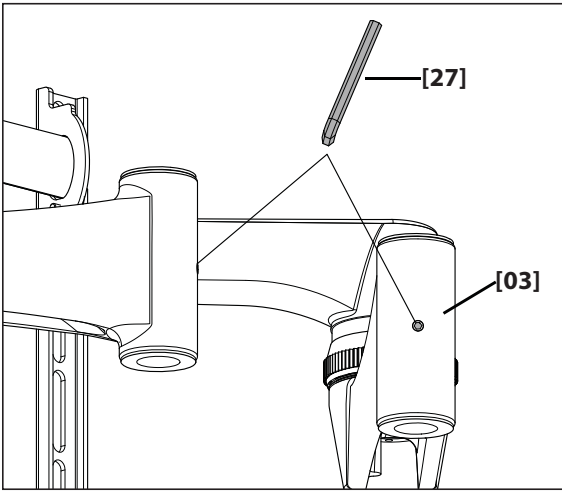
Adjust Left/Right Swivel Tension



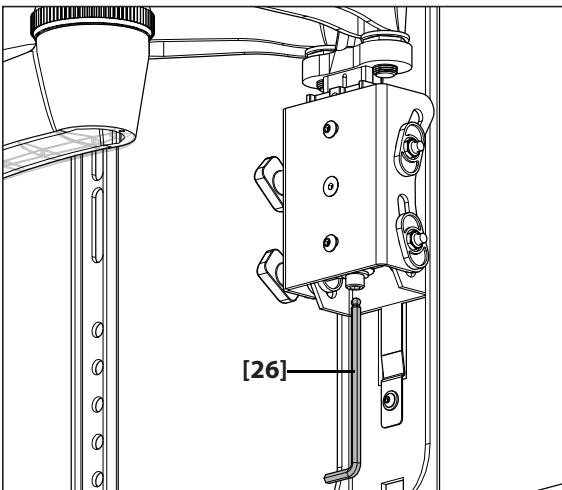
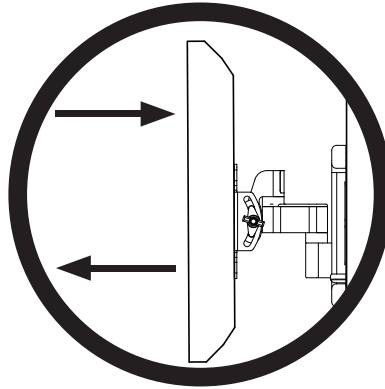
Adjust Up/Down Tilt Tension



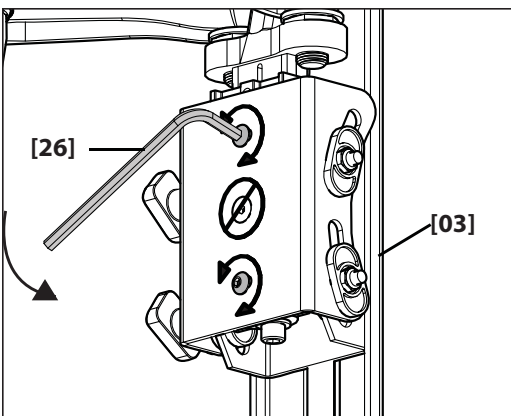
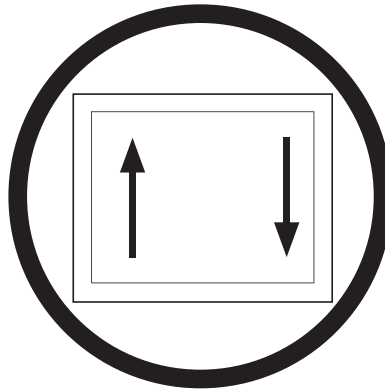
# Adjustments



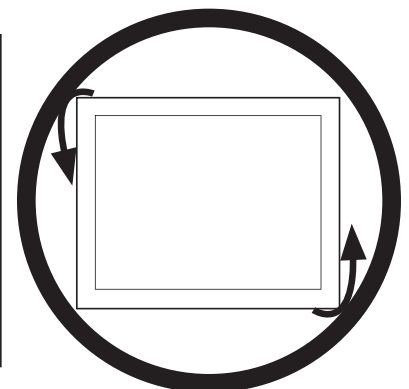
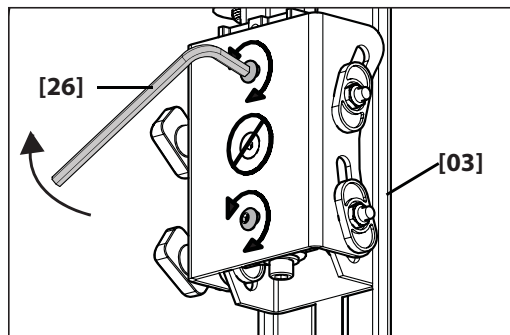
Adjust Arm Tension

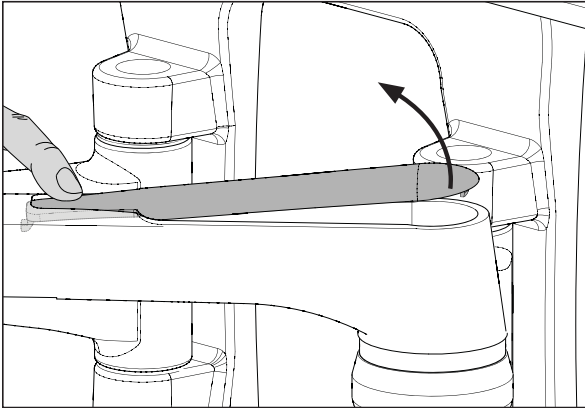


Adjust Height



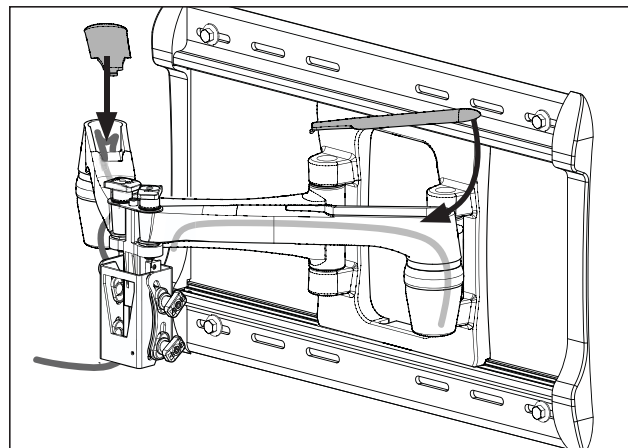
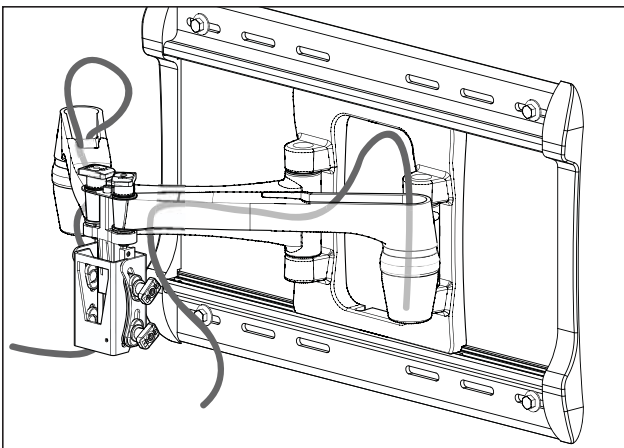
Adjust Level





## 1. Remove Cable Covers

Remove the arm covers by pressing the front of the cover; the rear of the cover will pop upward.



## 2. Route Cables

Pull each arm to its full extension then route the cables through the arm. Leave enough slack to prevent stretching the cables when the arm is moved. Reattach cable covers.

# Troubleshooting and Maintenance

## To remove the TV:

1. Unscrw the locking screw (24).
2. Push to release the locking tab (L).
3. Carefully lift the TV from the arm (03).

## TV will not hold the downward tilt position and floats upward:

1. Adjust tilt setting
2. If the problem persists, use a bracket installation option that uses longer spacers.

## TV will not hold the home position and floats downward:

1. Adjust tilt tension setting.
2. If the problem persists, use a bracket installation option that uses shorter spacers.

The standard limited warranty policies of Séura, Inc. ("Séura") shall apply to all equipment or other goods ("Products") at the time of sale to any authorized Séura distributor and/or product reseller. These warranty policies may be modified by Séura from time to time. Copies of the standard limited warranties then in effect for a particular Product will be made available upon request and are also available on the Séura website at <https://www.seura.com/warranty/>. This warranty is valid only with respect to Product sales in the U.S. and Canada.

If any Product fails to work or operate properly because of a defect in materials or workmanship, Séura will, if notified of such defect within the applicable warranty period indicated below, at its option, either: (a) repair the Product with new or refurbished parts onsite or at Séura's factory, including Séura's labor if applicable; or (b) replace the Product with a new or refurbished Product; or (c) if repair or replacement is not commercially feasible, refund an amount equal to a pro rata share of the current MSRP (as determined by the remainder of the warranty period). The remedy chosen will be in good faith and at the discretion of Séura. In no event will Séura be responsible for any costs related to installation and/or removal of Product.

Séura warrants its Products as set forth below, which warranty periods shall start and run from the date of Séura's sale of the Product:

- **Lighted Mirrors** (excluding Select Lighted Mirrors) with respect to Séura's labor, glass, structure, and assembly for three (3) years; electrical and LED light strips for five (5) years.
- **Select Lighted Mirrors** with respect to Séura's labor, glass, structure, and assembly for one (1) year; electrical and LED light strips for three (3) years.
- **SMART Mirrors, Alexa Mirrors, and Bluetooth® Mirrors** with respect to Séura's labor, glass, structure, and assembly for three (3) years; display including remote, power supply and SMART Technology for one (1) year.
- **TV Mirrors** with respect to Séura's labor, glass, structure, and assembly for three (3) years; TV including remote and power supply for two (2) years.
- **Lighted TV Mirrors** with respect to Séura's labor, glass, structure, and assembly for three (3) years; electrical and LED light strips for five (5) years. TV including remote and power supply for two (2) years.
- **Indoor Waterproof TVs** with respect to Séura's labor, glass, structure, and assembly for three (3) years; TV including remote and power supply for two (2) years.
- **Outdoor Displays** with respect to Séura's labor, structure, assembly, display including remote, and power supply for two (2) years.
- **Indoor and Outdoor Mounts** for two (2) years against defects in original hardware and/or workmanship. Excludes corrosion or rust resulting from damaged, scratched or chipped paint or other surfaces.
- **Outdoor Soundbars** with respect to labor and parts for one (1) year.
- **Protective Display Covers** for two (2) years against material and/or workmanship defects.
- **Decorative Frames** for one (1) year.

**Exceptions to Warranty:** This warranty is valid only with respect to Product sales in the U.S. and Canada. Séura does not warrant Products against defects arising out of, related to, or caused by, whether totally or partially, and whether directly or indirectly, any of the following:

- A. Failing to properly clean and maintain, any Product, part or component of a Product, including, but not limited to, filters, front bezel, and other Product areas or components;
- B. A Product's extended use, including particularly, commercial applications, where a Product is operating on average more than twelve (12) hours per day on a permanent or extended periodic basis;
- C. Circumstances, damage (including concealed damage) or other conditions occurring during shipment of a Product or at any time after a Product leaves Séura's facility (including without limitation transport of the Product to or from Séura before or after authorized service). Products must be packed properly using original packaging or Séura replacement or pre-authorized packaging. Customer assumes all risk, and costs, including transportation costs, while Product is in transit to or from Séura;
- D. Circumstances, damage or other conditions occurring during unpacking and/or removal of a Product from its original packaging, including the removal of protective material;
- E. Improper, incorrect, or insufficient AC supply voltage to a Product;
- F. Alterations, modifications, including use of unauthorized mount, or changes to a Product without Séura's prior written authorization;
- G. The incorporation of a Product into or within a product of a third party, without Séura's prior written authorization;
- H. A Product's misuse, neglect use, abuse, or improper operation, including the failure to follow a Product's normal and ordinary operating instructions;
- I. The effects of fire, flood, lightning, electrical surges, water and other liquid infiltration, smoke, insect or animal infestation, sand, mud, chemicals, improper cleaning agents and other substances not intended to come into contact with a Product, including any such substances contact with a Product as the result of acts of God;
- J. The improper or faulty installation, setup, or adjustment of a Product;
- K. A Product's repair, attempted repair, or total or partial disassembly by any party other than a Séura authorized service representative;
- L. When the Product occurs with pixel errors within the specified and permitted area. (For more information about this, inquire directly with Séura regarding the Séura Pixel Policy.)
- M. Corrosion that does not affect the performance of a Product or the reasonable cosmetic appearance of a Product (including without limitation, scratches or other paint or finish damage to a Product that lead to or are caused by, in part or in total, corrosion);
- N. When a Lighted Mirror or Lighted TV Mirror using LEDs retains an overall brightness greater than 70% of the original brightness, including cases whereas an individual LED fails; and/or
- O. Normal wear and tear on the Product.

Séura does not warrant that its Products will integrate with any third party products at present or in the future. It is purchaser's responsibility to test and verify compatibility. Further, Séura does not warrant its software or programs, or any content downloaded after shipment. It is the purchaser responsibility to take precautions to protect the product from malware, viruses, data loss, and other potentially destructive programs.

**Warranty Disqualifiers.** This Limited Warranty only extends to, and runs for the benefit of, the original purchaser of the Product and only covers a Product purchased new. All warranty claims must be submitted together with original proof of purchase and any Product subject to a warranty claim must retain its original Séura serial number. Séura reserves the right to require any warranty claimant to produce the original purchase receipt or other original purchase date proof as may be reasonably required by Séura to verify the Product's warranty eligibility. Séura shall have no liability with respect to Products whose serial number has been removed, defaced, replaced, or otherwise tampered with in any manner. Séura reserves the right to examine all failed product components and determine, in its sole discretion, whether any product components are defective and covered under warranty.

**LIMITATION OF LIABILITY.** THE EXPRESS LIMITED WARRANTIES SET FORTH HEREIN ARE IN LIEU OF ALL OTHER WARRANTIES, WRITTEN OR ORAL, EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE. SÉURA WILL NOT BE LIABLE FOR ANY DAMAGE TO OTHER PROPERTY CAUSED BY ANY DEFECT IN THE PRODUCT, DAMAGES BASED ON INCONVENIENCE, LOSS OF BUSINESS OPPORTUNITY, LOSS OF GOODWILL, INTERFERENCE WITH BUSINESS RELATIONSHIPS, OR OTHER COMMERCIAL LOSS, EVEN IF THE CUSTOMER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SÉURA WILL NOT BE LIABLE FOR ANY LOSS, DAMAGE OR LIABILITY OR ANY DIRECT, INCIDENTAL, INDIRECT, PUNITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OR MISUSE OF A PRODUCT, OR ARISING OUT OF ANY BREACH, BY THE PURCHASER OF A PRODUCT, OF THIS LIMITED WARRANTY. SÉURA SHALL NOT BE LIABLE FOR ANY CLAIM AGAINST THE CUSTOMER BY ANY OTHER PARTY. SÉURA SHALL NOT BE LIABLE FOR ANY VERBAL WARRANTY ASSURANCES MADE BY ANY EMPLOYEE OR AUTHORIZED DISTRIBUTOR, RESELLER OR INSTALLER THAT CONFLICTS WITH OR ENHANCES THE WRITTEN WARRANTY HEREIN. SOME STATES DO NOT ALLOW THE EXCLUSION OR LIMITATION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, OR LIMITATIONS ON HOW LONG AN IMPLIED LIMITED WARRANTY LASTS, SO THE EXCLUSIONS MAY NOT APPLY TO A PARTICULAR PURCHASER. NOTWITHSTANDING ANYTHING HEREIN TO THE CONTRARY, SÉURA'S MAXIMUM AGGREGATE LIABILITY RELATED TO ANY WARRANTY CLAIM OR WITH RESPECT TO A PRODUCT SHALL NOT EXCEED THE THEN CURRENT SÉURA WHOLESALE PRICE OF THE SPECIFIC PRODUCT FROM WHICH THE CLAIM DERIVES.

NOTICE OF ANY WARRANTY CLAIM MUST BE RECEIVED BY SÉURA, IN WRITING, PRIOR TO THE EXPIRATION OF THE APPLICABLE WARRANTY PERIOD SET FORTH ABOVE. THE PRODUCT WARRANTY APPLIES ONLY FOR THE PERIODS SET FORTH ABOVE.

**Warranty Procedure.** A warranty claimant must contact Séura at 920-857-9069 for a diagnostic. Please have your Product receipt available. At that time, Séura will provide technical support over the phone to attempt to fix the problem. If unsuccessful, a Séura Representative will determine if the Product will be serviced onsite, replaced, or returned to Séura's factory in Green Bay, Wisconsin for repair. If Séura determines that the Product is not covered under the warranty or damaged in shipping, Séura will notify and inform the purchaser of service alternatives that are available on a fee basis.

**Toll-Free Technical Support:** Please call 1-800-957-3872 to speak with a Séura Technical Support Representative. Séura Representatives are available Monday-Friday, 8:00am-4:30pm Central Time.

**Onsite Service:** If Technical Support determines the problem may be fixed onsite, a Séura service agent will be scheduled within 24 hours to service the unit. A Séura representative will work with the customer to schedule a convenient time for onsite service. Parts may be sent to the customer's location. Onsite service is available in the United States during normal business hours Monday – Friday, unless other special circumstances exist and special arrangements are made.

**Factory Service:** If Technical Support determines the Product must be sent back to Séura's factory for repair, the customer must follow return instructions below. Séura will ship the repaired Product to the authorized reseller, installer or customer's address. This warranty does not cover removal or installation costs of Products.

**Advanced Replacement:** If Technical Support determines the Product must be replaced, Séura will ship a new Product to the authorized reseller, installer or customer's address. The customer must follow return instructions below to send the damaged Product back to Séura's factory. Credit card information will be collected before shipment of the replacement Product. If Séura does not receive the original Product back within thirty (30) days of shipping the replacement Product, the credit card on file will be charged at full MSRP. This warranty does not cover removal or installation costs of Products.

**Return Instructions:** If return is necessary, Séura will issue a return goods authorization (RGA) number and, if applicable, specific return and shipping instructions. A Product will only be accepted for warranty claims if returned and shipped to Séura in the Product's original packaging materials. If original packaging is not available, please contact Séura to receive authorized replacement packaging. Packages not bearing the issued returned goods authorization (RGA) number will not be accepted by Séura and will be returned to sender. In addition to the Product, the package must include the warranty claimant's original sales receipt for the purchase of the Product. All Product returns shall be received by Séura, at 1230 Ontario Road; Green Bay, WI 54311 with freight prepaid by the warranty claimant. Séura shall not be responsible for, and the warranty claimant assumes and retains all such responsibility, any damage or loss to or of the Product during shipment to and from Séura as the result of a warranty claim.

**Exclusive Remedy.** This Limited Warranty sets forth the exclusive remedies of a warranty claimant, and the exclusive liabilities and obligations of Séura, with respect to allegations of a defective Product.

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