



## USER MANUAL

# Smart TV Mirror

### MODEL NUMBER

43" SLW-43A-SEURA  
55" SLW-55A-SEURA  
65" SLW-65A-SEURA  
75" SLW-75A-SEURA

### WARRANTY REGISTRATION

**REGISTER FOR  
EXTRA BENEFITS**

Activate within 30 days of purchase:  
[seura.com/activate](http://seura.com/activate)

[WWW.SEURA.COM](http://WWW.SEURA.COM)

# Thank you for selecting a Séura TV Mirror.

This product has been inspected and packaged carefully before shipment.

Please read this guide before beginning installation.

Please keep this manual for future reference.

Information in this manual is subject to change without prior notice.

## **FCC Information**

This equipment has been tested and found to comply with 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 radiates radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications.

There is no guarantee that interference will not occur in a particular installation. If this equipment causes unacceptable interference to radio and 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 additional help.



## **WARNINGS**

To reduce the risk of fire, electrical shock and other injuries, keep these safety precautions in mind when installing, using, and maintaining your TV Mirror. The socket-outlet should be installed near the equipment and be easily accessible. The TV should be connected to a grounded GFCI protected main socket outlet.

**WARNING:** If you manipulate against the recommended usage, serious injury or death to user may result.

To protect against electric shock, do not immerse the power cord, power plug, or product in water or other liquid.

Do not overload AC outlets or extension cords. Overloading can cause fire or electric shock.

Close adult supervision is necessary when any product is used by or near children.

Do not operate any product with a damaged cord or plug or operate it after the appliance malfunctions or has been damaged in any manner.

Do not use the product close to any heat sources such as radiators, heat registers, stoves, or other products that produce heat.

Do not let the power cord come in contact with hot surfaces.

If you notice any smoke or scorched smell near the product, unplug power cord and refer to qualified personnel for service and/or repair.

Do not use or place any combustible or flammable substances near the product.

To electrically disconnect the product, turn OFF the product, then remove the electrical power plug from the outlet.

Do not place heavy articles on or step on the product.

Do not place the product on an unstable cart, stand, tripod or table.

Do not use this product for other than intended use.

This Séura product is only intended for use indoors.

This product is not waterproof. Do not immerse this product in water and/or expose to dripping or splashing water.

For added safety during a lightning storm, or when this product is left unattended and unused for long periods of time, unplug it from the wall outlet and disconnect the antenna.

Specifications of this product are subject to unannounced changes; this manual may thus not reflect the current technical status.



**WARNING: READ ALL INSTRUCTIONS AND REVIEW ALL DRAWING SHEETS BEFORE ATTEMPTING TO INSTALL OR SERVICE THIS PRODUCT.**

When installing and during use of this product, basic safety precautions should always be followed to reduce the risk of fire, electric shock and/or injury to persons including the following:

- Inspect the desired location for installation and be aware of all electrical wiring pathways, water pipes, gas lines, or other potentially hazardous conditions that may exist to protect from accidental damage during creation of on-site conditions.
- Ensure all required electrical specifications are adhered to and have been installed by the appropriate individuals and are code approved.
- Ensure all framing requirements, if needed, have been completed to building code and pose no structural issues.
- It is REQUIRED that this product is plugged into an electrical outlet protected by a Ground Fault Circuit Interrupter (GFCI) to protect against electric shock, fire, and/or injury. Failure to do so will void any warranty for this product.
- Only qualified individuals should attempt to service the product. Removing covers can expose you to high voltage and other dangerous conditions.
- To protect against electric shock, do not immerse the power cord, power plug, or product in water or other liquid.
- Do not overload AC outlets or extension cords. Overloading can cause fire or electric shock.
- Close adult supervision is necessary when any product is used by or near children.
- Do not operate any product with a damaged cord or plug or operate it after the appliance malfunctions or has been damaged in any manner.
- Do not let the power cord come in contact with hot surfaces.
- To electrically disconnect the product, turn OFF the product, then remove the electrical power plug from the outlet.
- Do not use this product for other than intended use.
- This Séura product is only intended for use indoors.
- This Séura product is not waterproof. Do not immerse this product in water and/or expose to dripping or splashing water as this could cause an electrical hazard.
- Retain this manual in a safe place for future reference.



**WARNINGS:**

To avoid damage to the TV Mirror, only transport it in a vertical position. Transporting the product horizontally may permanently warp the mirror.

It is highly recommended that at least three (3) persons assist in the installation of the TV Mirror.

# Lighting and Performance

The environment in which the TV Mirror is installed will affect the product performance. The key factors to consider for proper installation are surroundings and ambient light. Use the following guidelines to maximize product performance:

## Type of Lighting

Avoid direct natural sunlight and excessive fluorescent lighting. These conditions will diminish the TV brightness and hinder its performance.

## Light Direction

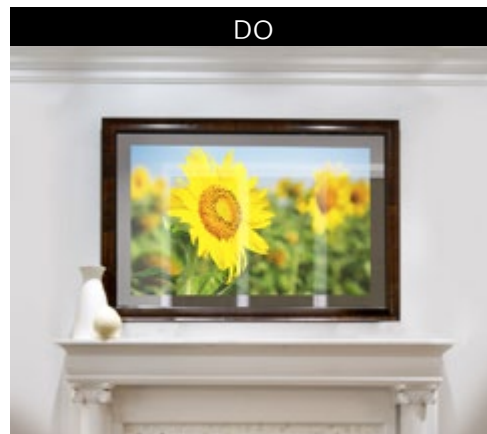
Avoid directing light toward the mirror. Position lights such that they illuminate objects in the room, not the mirror itself. For example, lights on the wall next to the mirror are more favorable than lighting located on the ceiling in the center of the room.

## Background Colors

Sidewalls and furnishings that are dark, uniform, and non-reflective will provide better performance of the display. Bright colors, patterns, and contrasting colors will minimize the quality of the display.



**DO** use ambient or indirect lighting that illuminates the room, not the TV Mirror.



**DO** use shades or window treatments to block outdoor light that would interfere with picture performance.



**DO NOT** position lighting directly on the TV Mirror. This will wash out the picture and hinder the product's performance.



**DO NOT** position the product opposite bright, untreated windows. Natural lighting will interfere with picture performance.

# Care and Maintenance

Our mirror technology has been developed to completely protect the mirror surface and allow easy maintenance. Please follow the guidelines listed for proper mirror care and cleaning:

- The glass surface can be cleaned with any conventional ammonia free glass cleaner. Using ammoniated cleaners **INVALIDATE THE PRODUCT WARRANTY** and can damage the glass coating. Care should be taken to use only a soft lint-free cloth. Apply all cleaners directly to the cloth and not the mirror surface. Never saturate the mirror surface as residual cleaner may seep behind the mirror.
- Stubborn spots can be removed with solvents such as mineral spirits, de-natured alcohol, and acetone. Immediately remove solvent and dirt residues per the prescribed methods above with a compatible glass cleaner or water.

# Display Requirements

## Operation and Storage Requirements

The ambient temperature for operating the device is between 41° to 104° Fahrenheit. Do not install the device in the proximity of heat sources, such as heating pipes, heaters, furnaces or other devices that radiate heat. Mount the device in such a way that it is protected against moisture. To prevent fire or electric shock, never allow liquids to enter the unit. The product must be stored in dry and well-ventilated rooms, without extreme temperature fluctuations. Heat sources and aggressive active substances may not be stored in the proximity of the device. The required storage temperature is 32° F - 140° F at an air humidity of 5 - 85% RH non-condensing. The device must be stored in the complete packaging, as delivered. The product must not operate on average more than twelve (12) hours per day on a permanent or extended periodic basis. The product must have proper, correct and sufficient AC supply voltage.

## Installation Environment

Avoid direct light or sun exposure, direct proximity to heat sources, and outdoor installation. The product is specifically designed for indoor use only. There is the danger of fire and of electric shock and damage to the device if it is operated outdoors. Do not place any heat sources such as radiators and heat registers, etc. near the monitor. To reduce eye strain, avoid installing the Séura TV Mirror against a bright background such as a window. Position the monitor at the height of your eye level. Position the monitor directly in front of you at a comfortable viewing distance.

## Installation

Have this product installed by qualified personnel only. Use the mounting systems which are specified or recommended by Séura. Install the product in a way that it is fixed properly and take care that children are not exposed to danger. Please take extra care during installation, avoid impacts. Before cabling your monitor, check that the power is off. To avoid any possibility of electric shock, always connect your equipment to properly grounded outlets. Use of power cords or adapters other than those provided may cause fire or malfunction. Place this product as close to the power socket as possible. Leave enough space to insert and remove the power plug on demand. Even if you switch off the product with your remote control, power is not cut off unless the power cord is unplugged.

The rated voltage is indicated on the product label. Use only power cords and plugs that are suitable for your local electrical outlets. Install the power cords in such a way that it does not obstruct anyone. Ensure furthermore that the cable is not clamped and that it cannot be pulled out accidentally from the power adapter. Do not install the power cords in the proximity of heating elements and never place heavy items on the cable or power adapter. Do not modify or arbitrarily repair the power cords.

## **CAUTION**

Use of power cords or adapters other than those provided with this product may cause fire, electric shock or malfunction. The individual components can be destroyed, if the polarity is reversed or an incorrect connection is used. The connecting plugs must be attached in such a way that the connector is held firmly. Have trained technical personnel install the electrical facilities necessary for mounting. Connect the power cord to a grounded outlet. Never cut or damage the power cord.

Please disconnect the device from the power supply in the following cases:

1. The device is out of use for a lengthy period.
2. The device malfunctions or displays other unusual features, necessitating maintenance work.
3. During a thunderstorm.

Please plan the positioning of the power supply and the source cables before proceeding with the structural measures and positioning of the Séura TV Mirror.

## **NOTE**

Make sure the power source circuits are properly grounded. Use the supplied power cord in order to connect it to the power source. If your installation requires a different power cord, be sure to use an officially approved power cord displaying the mark of the safety agency that defines the regulations for power cords in your country. Please consider that the AC outlet for the power cord is placed within reach of the Séura TV Mirror and should be easily accessible in case it needs to be powered off.

Install the unit in a dry environment where the operating ambient temperature will not exceed 40°C / 104°F. Ensure that your installation complies with national and local safety rules. Any servicing, adjustment, maintenance or repair must be performed only by service-trained personnel.

# Setup

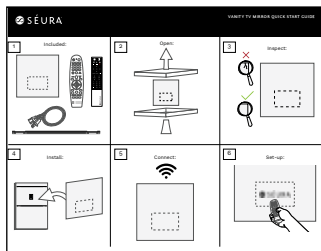
Before using the device please check the following contents of the box for completeness:



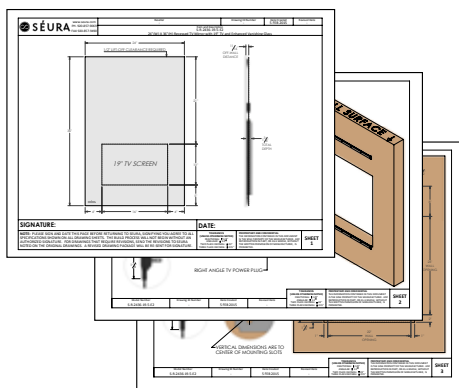
TV Mirror  
with 5-foot Power Cable



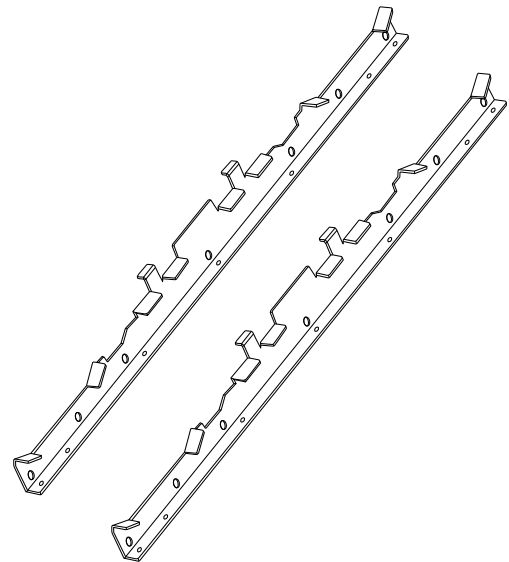
Séura Smart  
Remote Control



Quick Start Guide



Drawing Package with  
Installation Instructions



Mounting Brackets



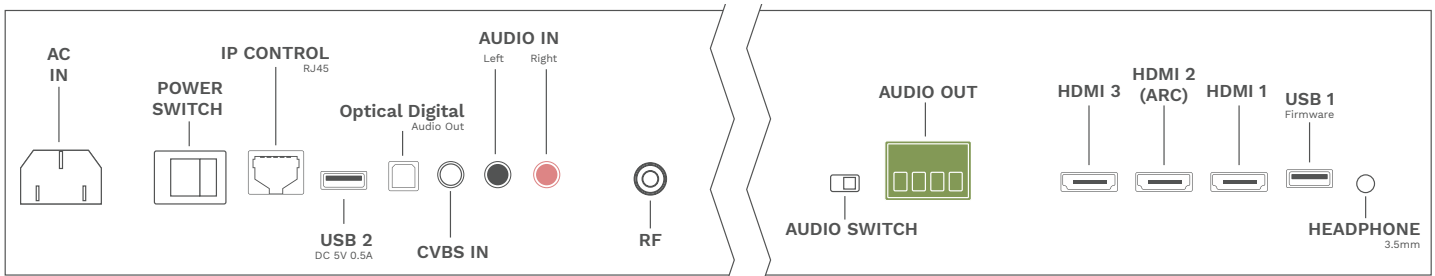
# Technical Specifications

VIDEO	DISPLAY RESOLUTION	4K UHD 3840 x 2160
	ASPECT RATIO	16:9
	CONTRAST RATIO	2000:1
	REFRESH RATE	60Hz
	VIEWING ANGLE	178° Horizontal/Vertical
	RESPONSE TIME	8 ms
	HDMI	HDMI 2.1 (x1 Arc), HDMI 2.0 (x2)
	COMPOSITE (AV)	1x AV Composite - CVBS
	USB	2x USB type A, version 2.0 @ 0.5A.
	DOLBY DIGITAL SUPPORT	No- Dolby Audio Downmixing
	HDR	HDR / HDR10 /HLG
	TUNER	ATSC/NTSC 2.0
AUDIO	OPTICAL DIGITAL OUT	Yes
	BLUETOOTH	Yes (Sound Pairing)
	LINE OUT	2 (1 powered, 1 unpowered*)
	SPEAKER OUTPUT	Internal Amplifier, 2x8W RMS
	INTERNAL SPEAKERS	2x Built In Speakers

\* The unpowered audio variable line out will cut audio from the speaker output.



## TELEVISION INPUTS AND OUTPUTS



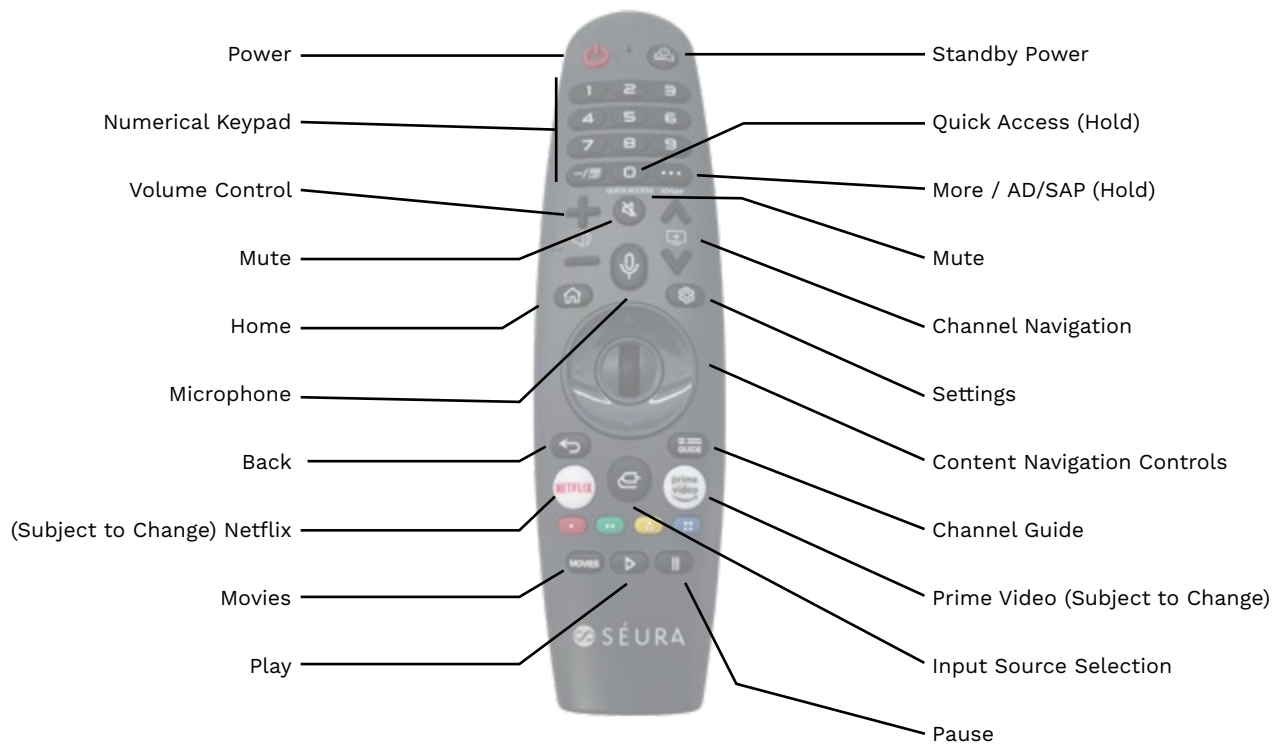
Layout varies depending on TV size

	43 INCH 4K UHD Model: SLW-43A-SEURA	55 INCH 4K UHD Model: SLW-55A-SEURA	65 INCH 4K UHD Model: SLW-65A-SEURA	75 INCH 4K UHD Model: SLW-75A-SEURA	
INSTALLATION	STANDARD MIRROR SIZE (NO FRAME)	43.5" w x 27.25" h	54.5" w x 33.31" h	62.75" w x 38" h	71.5" w x 43" h
	STANDARD TV MIRROR WEIGHT	66 lbs.	104 lbs.	113 lbs.	140 lbs.
	MEDIA COMPARTMENT DIMENSIONS	3.75" w x 4" h x 1.125" d	3.75" w x 4" h x 1.125" d	3.75" w x 4" h x 1.125" d	3.75" w x 4" h x 1.125" d
	VESA PATTERN	300 x 300mm	400 x 200mm	400 x 200mm	400 x 200mm
	OFF WALL DEPTH*	2.8"	2.8"	2.8"	2.8"
	RECESSED MOUNT WALL OPENING SIZE	40.5" w x 25" h	51.19" w x 31.88" h	59.65" w x 35.87" h	68.42" w x 40.87" h
	RECESSED MOUNT VENT GAP	1/4"	1/4"	1/4"	1/4"
OTHER	SMART UI	Web Os			
	POWER CONSUMPTION, DISPLAY	138 watts / 1.26a @ 120v	210 watts / 1.91a @ 120v	280 watts / 2.55a @ 120v	360 watts / 3.28a @ 120v
	INTEGRATION	IP Control, and IR			
	AUXILIARY POWER PASS-THROUGH	100VAC-240VAC 5ft Removable 3-Prong Power Cord			
	CERTIFICATIONS AND COMPLIANCE	FCC, CEC, UL and cUL Listed			
	REMOTE	Séura Smart Remote Control (Not Waterproof) / Séura Waterproof IR Remote Control			
WARRANTY	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; mirror technology with respect to Séura's labor and parts including clocks, night lights, defoggers, and dimmers are covered for three (3) years.				

\*Recessed outlet is recommended

# Remotes

## Remote Functions



Refer to the included custom drawing package for specific dimensions and instructions for your custom product.

1. Verify that the wall is prepared appropriately. If the product is an “in-wall”, or “Recessed” configuration, verify the dimensions of the rough opening.
2. Install mounting brackets according to the dimensions and instructions shown on “Sheet 3” of the included drawing package. Ensure mounting brackets are securely fastened using wood framing members where possible.

**NOTE:** Take care when moving the product. Always transport the product with at least two people.

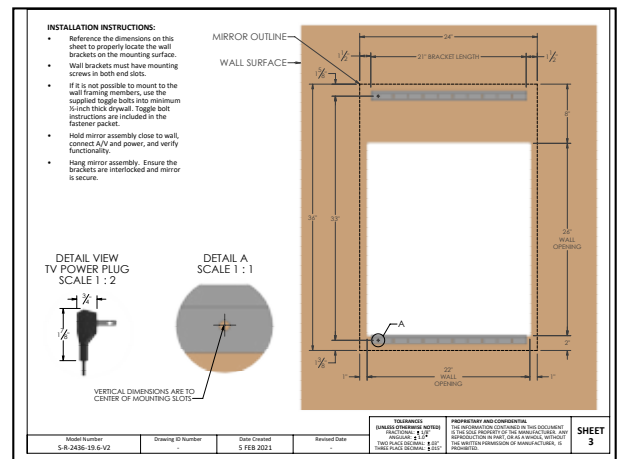
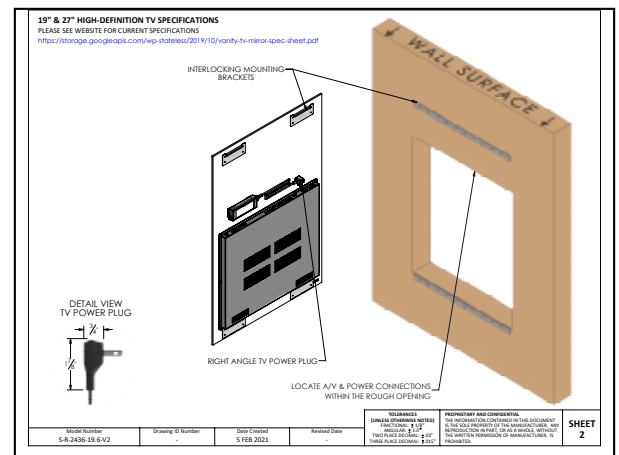
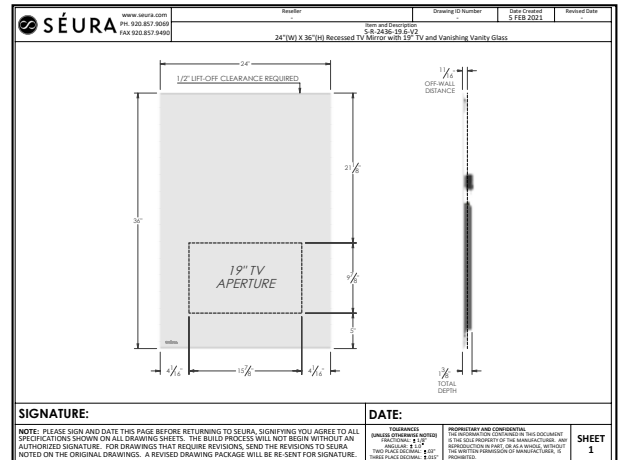
**WARNING:** Always transport the product in a vertical position. Moving the product in an unsupported horizontal position may result in product flex or damage.

3. Connect power supplies and audio/video components.
  - Testing all electrical and electronic devices to verify proper integration and functionality before securely mounting it to the wall is strongly recommended.
4. Position TV Mirror close to wall surface and securely engage mounting brackets.
  - Allow for a 1/4" ventilation gap for proper air flow and heat transfer.
5. Check to ensure the TV Mirror is fully engaged and secure to the mounting brackets.
6. Reference the appropriate electronics manual for TV Mirror operating instructions.



**NOTE:**

All Séura drawing packages indicate generalized nominal residential wood framing construction, and are not indicative of any particular building code. It is the installers responsibility that all electrical, audio/visual, and framing construction are code compliant to the municipality in which the product is being installed. Modifications made to Séura recommendations are at the sole discretion of the installer and release Séura of all liability.



# Making Connections

## Connecting Video

The TV Mirror features one Composite and three HDMI inputs. We recommend using the HDMI inputs for best video and sound quality.



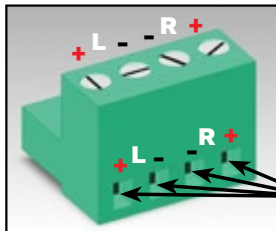
## Connecting Audio

Two passive loudspeakers can be connected to the speaker output socket with speaker cables. Observe the polarity (+ and -) of the connections to avoid phase errors (= incorrect stereo playback).

Slide the audio selector switch on the TV to External.

**Warning: When changing the audio from internal to external speakers, power-off the unit completely.**

Euroblock Connector



Speaker Wire Input



## Connecting a USB Media Source

Connect an external USB media source to the USB socket to display photos, play music or install a software update.

In order to have access to the USB port after installation we recommend installing a USB extension cable.



## (1) Hero Banner

Hero banner: Promotional content updated by LG.

## (2) TV Functions

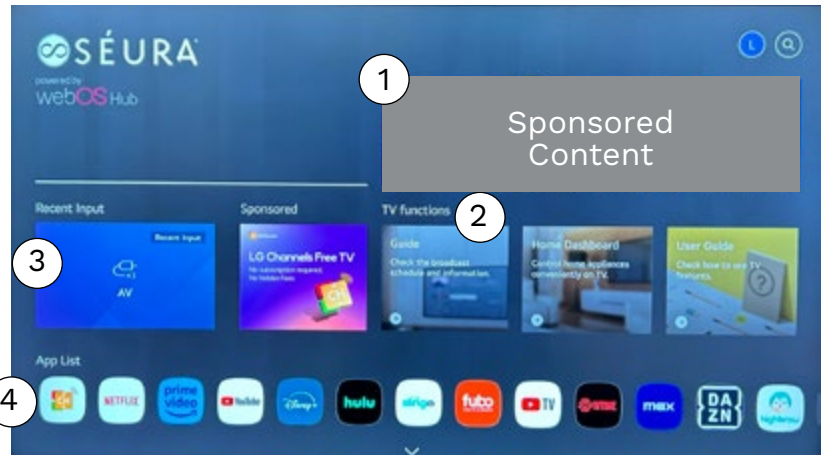
Access to TV Guide, Home Dashboard and User Guide.

## (3) Recent Input

Quick access to the last input selected by user.

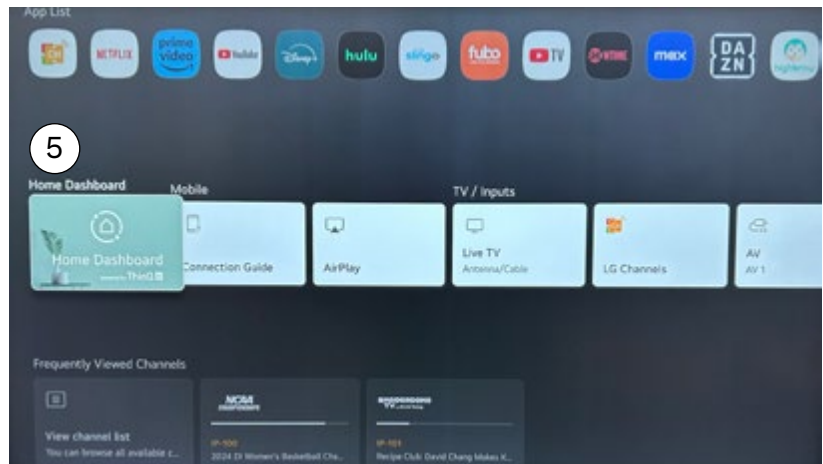
## (4) App List

Access a wide range of streaming services, music, and entertainment apps.



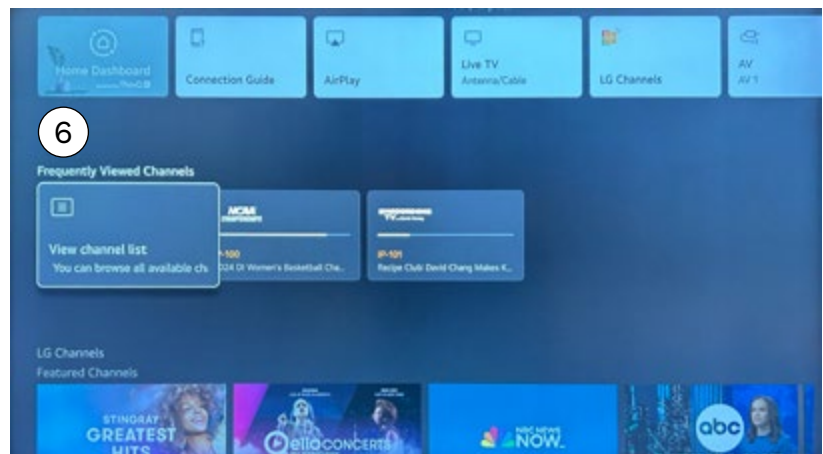
## (5) Home Dashboard

Connect your TV via your mobile device and choose your preferred input source.



## (6) Frequently Viewed Channels

Access your frequently viewed channels for quick viewing of your favorites.

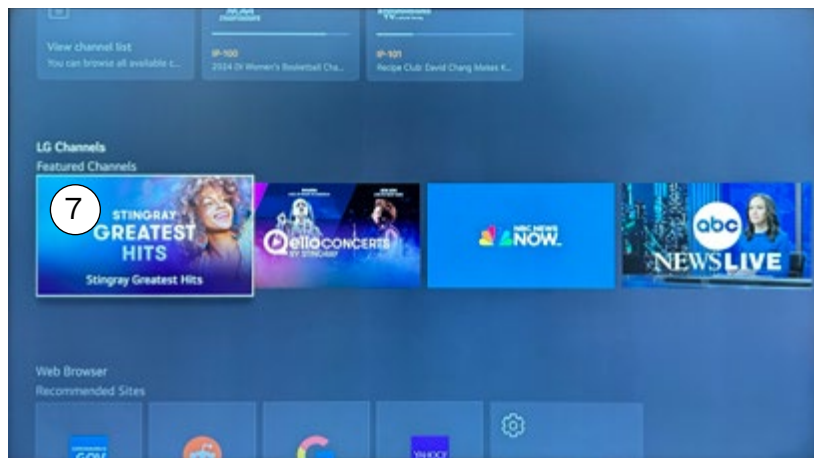


Images on screen may vary

# Home Menu

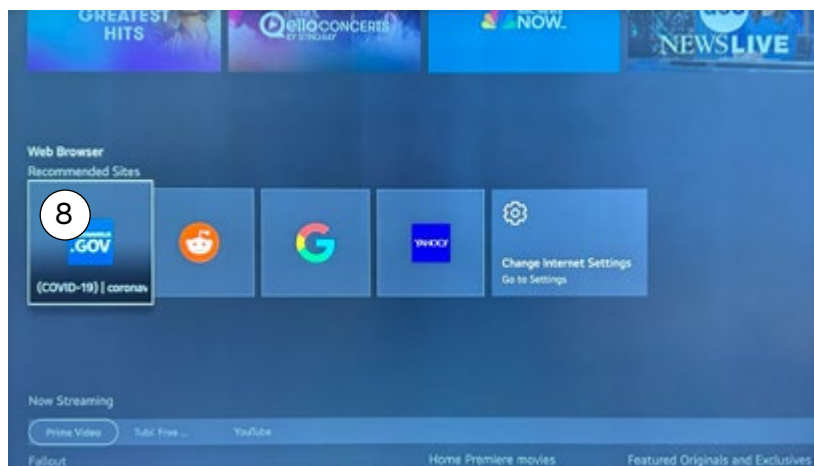
## (7) LG Channels

Browse featured channels provided by LG.



## (8) Web Browser

Browse the web directly from your TV using the built-in Web Browser feature.



## (9) Now Streaming

Stay up to date with the latest streaming TV and movie releases.



Images on screen may vary

# Troubleshooting

If the product is not working properly, please check the following troubleshooting tips before you contact customer service:

Symptoms	Possible Solution
<b>Blank screen</b>	Check the status LED. The LED should illuminate blue for a few moments when the TV is powered on, then extinguish. Please check if an input source is available and that the port of the device has been connected correctly in the Service Settings/ Input Ports menu. Press “Menu” on your remote control: you should see the OSD menu. Check your settings for misconfigurations and adjust accordingly. Alternatively, perform a factory reset to restore the TV Mirror to its default settings. If the problem still exists contact customer service.
<b>Color defects</b>	Check that the signal cable connector is properly connected and that the connection pins are not bent or damaged.
<b>The image is unsatisfactory</b>	Adjust the picture characteristics as described in the above-mentioned section “Video Settings”. Image is not stable Check that the display resolution and frequency from your media source is compatible with the TV Mirror. (Note that 21" is 4K compatible, rather than being native 4K.)
<b>Error message: “No Signal”</b>	Check that the connected media sources are switched on. Check that the signal cable connector is properly connected and that the connection pins are not bent or damaged. Press “Menu” on your remote control: you should see the OSD menu. Check your settings for misconfigurations and adjust accordingly. Alternatively, perform a factory reset to restore the TV Mirror to its default settings. If the problem still exists contact customer service.
<b>Low or no sound</b>	Press “Volume Up” and/or “Volume Down” on your remote control and check the audio connection cable(s). Make sure that the Volume Limit setting in the Service Settings menu has been set to an audible value. Ensure that the speaker selector switch on the unit is correctly switched to designate internal or external speakers.
<b>Remote control doesn't work</b>	Replace the batteries in the remote. Tip! If the problem persists, verify that the remote is sending IR signal by observing the IR output on the remote via a cell phone camera. IR signal will appear blue in the camera. If there is no IR signal or the problem persists, contact customer service.
<b>Pixel errors</b>	Pixel errors outside of Séura's specified and permitted area are covered under Séura's limited product warranty. Please inquire directly with Séura Technical Support regarding Séura's Pixel Policy.

**NOTE: If the above troubleshooting tips do not help you to find a solution, please contact Séura.**

## INTEGRATION AND CONTROL DOCUMENTATION

To access IR Commands documents, please visit <https://seura.com/pages/for-professionals-residential-downloads>

## LIMITED PRODUCT WARRANTY

For information regarding Séura's warranty policy, please visit our website: <https://seura.com/pages/warranty>. If the current Séura warranty policy is after your product purchase date, please contact Séura Customer Support to request warranty documentation from the date of your purchase.

For additional customer support, please contact Séura.

Toll Free: 1-800-957-3872 (Monday - Friday 8:00 am – 4:30 pm, Central Time)

Website: <https://seura.com/pages/support>