

42" 47" 55"

42.1, 47.1, 55.1

STORM™

Outdoor Television USER MANUAL

Serial No: _____

SÉURA®

www.seura.com

Thank you for selecting Séura's Storm Outdoor Television.

This product has been inspected and packaged carefully before shipment.
Please read this guide before beginning installation.



WARNINGS

WARNING: TO PREVENT INJURY, THIS APPARATUS MUST BE SECURLY ATTACHED TO THE WALL IN ACCORDANCE WITH THE INSTALLATION INSTRUCTIONS.

CAUTION: DO NOT REMOVE PERMANENT COVERS. NO USER-SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL. BEWARE OF STATIC SENSITIVE PARTS.

WARNING :

To reduce the risk of electric shock do not remove cover (or back). No user serviceable parts inside. Refer servicing to qualified service personnel. To prevent fire or shock hazard, do not expose the bottom of the set to splashing or driving rain. Do not submerge the product.

CAUTION:

Unauthorized tampering with the inside of the TV invalidates the warranty. The manufacturer shall not warrant for any damage caused by improper maintenance and/or repair work by third parties.

Important safeguards for you and your new product:

Your product has been manufactured and tested with your safety in mind. However, improper use can result in potential electrical shock or fire hazards. To avoid defeating the safeguards that have been built into your new product, please read and observe the following safety points when installing and using your new product and save them for future reference. Observing the simple precautions discussed in this operating guide can help you get many years of enjoyment and safe operation from your new television. This product complies with all applicable regulations and voluntary safety standards.

1. Read Instructions

All safety and operating instructions should be read before the product is operated.

2. Follow Instructions

All operating and use instructions should be followed.

3. Retain Instructions

The safety and operating instructions should be retained for future reference.

4. Heed Warnings

All warnings on the product and in the operating instructions should be adhered to.

5. Cleaning

Disconnect the unit from the electricity supply before cleaning. Do not use abrasive cleaners. Use a damp cloth for cleaning.

7. Ventilation

Your outdoor television utilizes Séura's Activ™ Airflow system. Air is circulated through the bottom of the set, through the product, and out the back. Some heat also dissipates through the screen. This will get hot, but need not cause concern.

8. Power Sources

This product should be operated only from the type of power source indicated on the marking label. If you are not sure of the type of power supply to your home, consult your supplying dealer.

9. Power Lead Polarization

This product is equipped with a three-wire grounding-type cord. This is a safety feature.

10. Power Cord Protection

Power-supply cords should be routed so that they are not likely to be walked on or pinched by items placed upon or against them, paying particular attention to cords at plugs, convenience receptacles and the point where they exit from the product.



WARNINGS (CONT)

11. Outdoor Antenna Grounding

If an outside antenna or cable system is connected to the product, be sure the antenna or cable system is grounded so as to provide some protection against voltage surges and built-up static charges. A “face plate” also needs to be installed with an isolating capacitor to prevent any damage from static.

12. Lightning

For added protection for this product during a lightning storm, or when it is left unattended and unused for long periods of time, unplug it from the wall outlet and disconnect the antenna or cable system. This will prevent possible damage to the product due to lightning and power-line surges.

13. Power Lines

An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to avoid contact with such power lines or circuits, as contact with them might be fatal.

14. Grounding the product

This product must be grounded properly to comply with the safety regulations in the country of use. If you are unsure of these regulations, please consult a qualified electrician.

15. Servicing

Do not attempt to service this product yourself as opening or removing permanent covers may expose you to dangerous voltages or other hazards. Refer all servicing to qualified service personnel. If the TV does not operate properly, switch it off and call your dealer.

16. Mounting

The product should be mounted on a wall only as recommended in the instructions.

17. Caution: Modifications

Do not attempt to modify this product in any way without written authorization from Séura.

18. Damage Requiring Service

Isolate this product from the main supply and refer servicing to qualified service personnel under the following conditions:

- a. If the power-supply cord or plug is damaged.
- b. If the glass front has been damaged.
- c. If there is ingress of water between the glass and the LCD screen.

d. If the product does not operate normally by following the operating instructions. Adjust only those controls that are covered by the operating instructions as an improper adjustment of other controls may result in damage and will often require extensive work by a qualified technician to restore the product to its normal operation.

e. If the product has been dropped or the cabinet has been damaged.

f. If the product exhibits a distinct change in performance.

19. Replacement Parts

When replacement parts are required, be sure the service technician has used replacement parts specified by Séura. Unauthorized substitutions may result in fire, electric shock, or other safety hazards.

20. Please note:

The installation of your outdoor television should be carried out by a technically competent and qualified person and must conform to all the relevant regulations. If in doubt, please refer to your supplying dealer.

21. Power

This set operates on an AC supply; the voltage is indicated on the label on the back cover. This appliance must be grounded at all times through the chassis as well as through the power lead.

22. Location

This outdoor television must be positioned according to the latest regulations concerning the area it will be installed into. Position your TV so that no bright light or sunlight will shine directly on the screen and locate it at a suitable viewing height. Do not expose the TV to vibration, excessive dust or extreme heat. Also ensure that the TV is placed in a position that allows a free flow of air.

23. Installation

It is the installer's responsibility to ensure that the unit is installed and sealed correctly as stated in these instructions and in conjunction with the latest safety regulations.

24. Proximity to Water

Do not install above pools or water that may splash into the product from below. Do not spray the product from the bottom. Storm's sheltered media compartment is designed to withstand rain and weather conditions from above and the sides. Spraying or splashing moisture from below will damage the product and may cause a hazard to users.

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1

Before Use

1-1 In The Box

1-2 Parts

1-3 Connections

1-4 Remote Control

1-5 Insert Remote Control Batteries

1-6 Menu Controls on Remote

1-1 In The Box

The following items are included with the product:

Storm Outdoor Television Product

Waterproof Remote Control

Power Cord

Input/Output Cables and Adapters:

RS232/USB Cable Adapter

Audio Input Adapter

VGA Cable Adapter

Audio Output (RCA type) Adapter

HDMI Cables (2)

AV (Composite) Cable Adapter

Hex Key (Allen Wrench) for Removal of Filters

User Manual

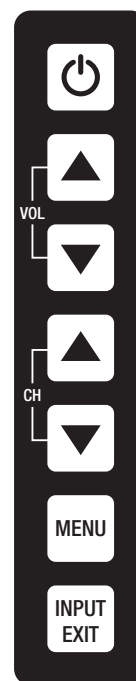


RECYCLE

Séura packaging is 100% recyclable. Please utilize recycling facilities in your area to dispose of all paper and plastic packaging materials.

1-2 Parts

Bezel and glass face are removable for serviceability and cleaning. To remove, unscrew hardware around back edge of bezel. Carefully remove entire face including glass screen and bezel.



On-unit
control
panel

1-3 Connections

Storm is equipped with a large media compartment. With room for extra cable and break-out boxes, all cabling is protected from the elements.

To access, remove the bottom cover by pushing the two release buttons. Make connections (details in following pages). Wire tie loops are provided for securing cables. Re-position the bottom cover into the grooves on the TV and snap into place. Cables may be routed through the center opening or around either side.

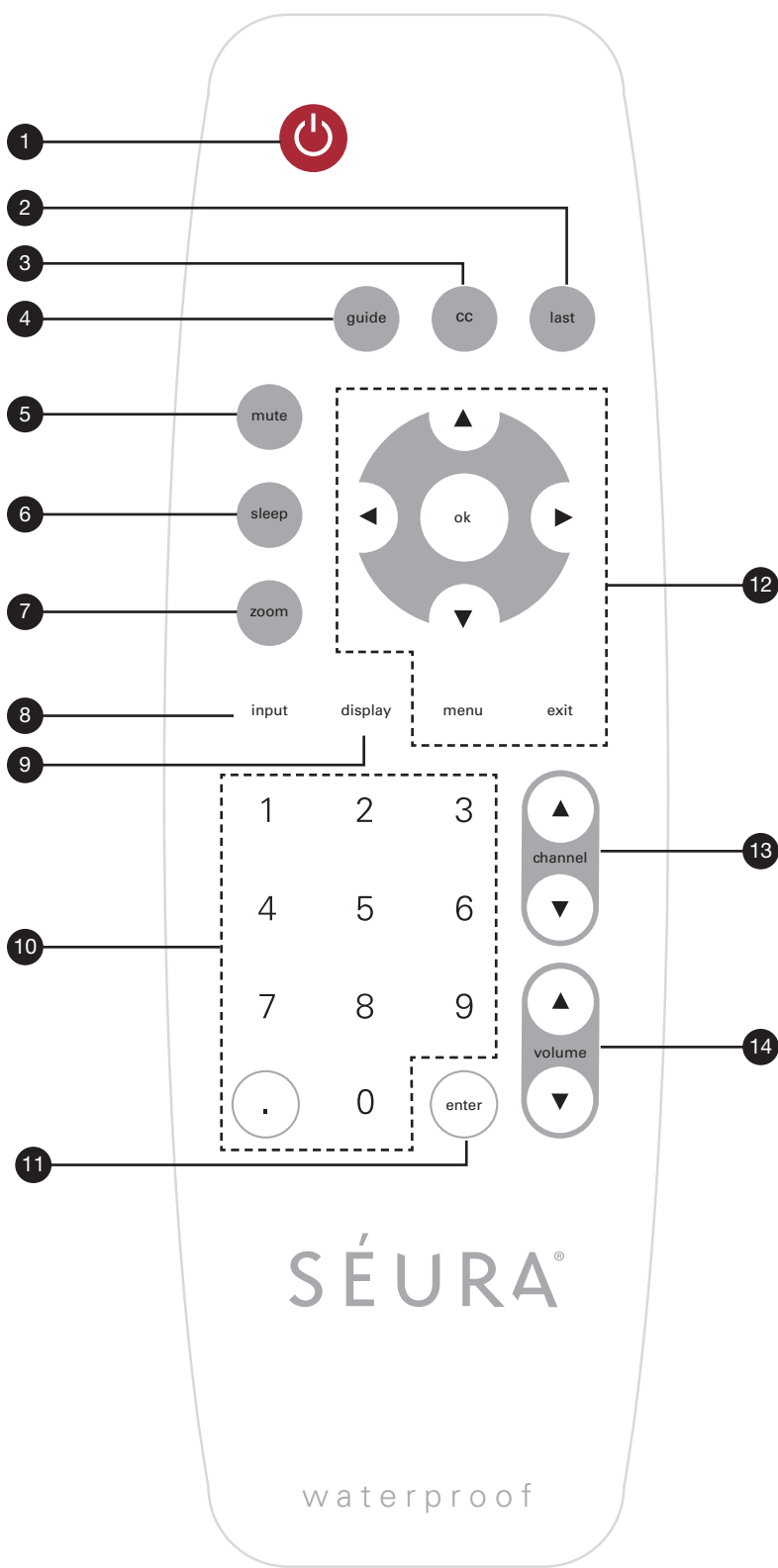


Most inputs require outdoor adapter cables (included). ANTENNA, HDMI 1, and HDMI 2 do not require adapters.

Inputs and outputs are labeled on the back of the product. The label is shown here:

SÉURA® STORM™ Outdoor Television		47" STORM™ Outdoor Television Model: STRM-47.1-BL Serial: 1001		Input: 110-120V 50/60 Hz		CAUTION: Risk of electric shock. Opening or removing permanent covers results in void of warranty. Refer servicing to qualified service personnel.			
						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, AND (2) THIS DEVICE MUST ACCEPT ANY INTERFERENCE RECEIVED, INCLUDING INTERFERENCE THAT MAY CAUSE UNDESIRED OPERATION.			
 Power	 RS-232 / USB	 AUDIO INPUT	 VGA	 AUDIO OUTPUT	 ANT.	 HDMI 1	 HDMI 2	 AV	 Sound Selector Switch Built-In Speakers: Towards Screen External Speakers: Away from Screen

1-4 Remote Control

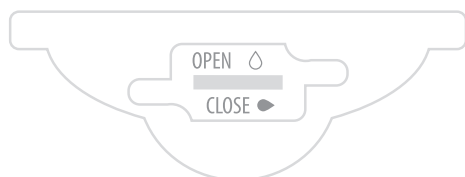


REMOTE FUNCTIONS

- 1 Power**
Turns television on and off
- 2 Last**
Recalls last channel viewed
- 3 Closed Caption**
Turns on/off subtitles
- 4 Guide**
View available electronic program guide
- 5 Mute**
Turns off/on audio
- 6 Sleep**
Activates sleep timer
- 7 Zoom**
Zoom current picture
- 8 Input**
Selection of content input
- 9 Display**
Display current program details
- 10 Number Pad**
Numerical selection for channels and settings
- 11 Enter**
Confirms selection
- 12 Menu Controls**
Allows navigation of main menu settings
- 13 Channel**
Up/Down selection of channels
- 14 Volume**
Up/Down selection of volume

Waterproof remote performs best within 20 ft (6 m) of the LCD and within 30° to the left or right of the display.

1-5 Insert Remote Control Batteries



Remove the battery cover on the bottom of the remote using the tool included or a coin.

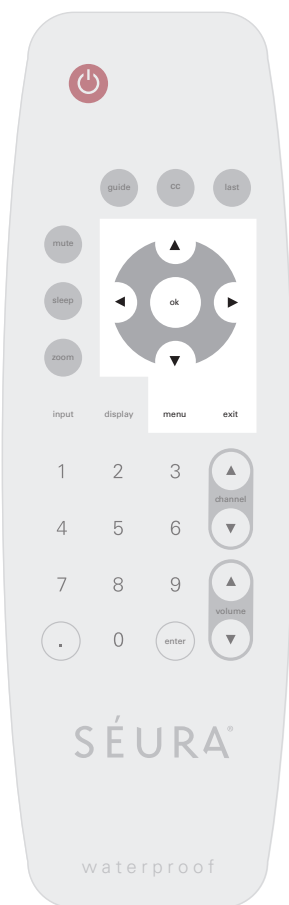
Insert 2 AAA batteries.

Ensure waterproof ring is securely in place before returning cover.

Return cover and turn to “CLOSE” position.

1-6 Menu Controls on Remote

Functions of the TV set can be controlled by the Menu Control Center on the remote control. Familiarity with these functions will provide ease of operation.



menu

Press MENU button on the remote control to display main menu.

Press menu control arrow buttons to navigate through menus. Use the right arrow (▶) to move to sub menu of a selected main menu.

To change a selected menu setting, use Menu control buttons (◀ ▶).

exit

Press EXIT button to return from sub menu to main menu or from main menu to menu removal.

1-7 Menu Configuration

Press MENU to open the menu window. Navigate using ▲ or ▼ to select the desired menu. Press ► or OK to enter the menu. Use ▲ or ▼ within the selected menu to navigate to a submenu or setting to adjust. Press ► or OK to enter the submenu or use ◀ or ▶ to adjust selected setting. Press EXIT at any time, or wait 10 seconds to exit the menu.



1-8 Basic Operation



Power On / Off

Press the Power / Standby button on the remote control or on the side panel to turn on the unit.

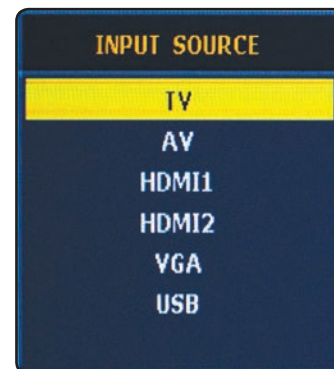
Press Power / Standby button on the remote control or on the side panel again to return the display to standby (off) mode.



Selection of Input Mode

Press the Input button to display the input source menu.

Press ▲ or ▼ to select the input source you desire, then press OK to confirm.





2

Installation

2-1 Before Installation

2-2 Recommended Location

2-3 Installation Instructions

2-1 Before Installation

Séura's Storm outdoor television is mounted using a standard VESA pattern on the back of the unit. VESA wall mounts are sold separately.

42"	300 x 600 mm
47"	300 x 600 mm
55"	400 x 800 mm

Séura's Storm outdoor televisions weigh between 75 lbs and 115 lbs. Ensure that the wall mount you choose is rated to hold at least this weight. Also verify that the wall or mounting surface can support the necessary hardware and weight of the television.

Depending on the VESA mount, the bracket may cover part of the hot air outlet in the back of the product. The bracket should not cover more than 1/3 of the opening.

Clearance of 1-1/4" is required on the top, sides, and bottom of the product.

Power Input: 110-120V, 50/60 Hz



VESA Wall Mount Sold Separately

2-2 Recommended Location

Séura's Storm outdoor television has been designed to perform outdoors. Even on a cloudy day, there is much more light outdoors than inside your home. For best viewing, it is recommended to install in a location where the TV is shaded, with the screen oriented away from direct sunlight.

Storm has been engineered to perform trouble free even if rain or snow falls directly on the unit. However, you may wish to choose a sheltered location or cover the TV when not in use to reduce the frequency that the TV needs to be cleaned.



IMPORTANT

The TV should not be installed directly over a flat surface if heavy or driving rain may puddle and splash up onto the lower portion of the TV.

Direct sunlight on the TV screen will heat internal components and should be avoided.

2-3 Installation Instructions

1. Verify that all cables and power supply are correctly prepared and located for the installation of the outdoor television.
2. Install VESA Wall Mount according to the manufacturer's specifications.
3. Install Storm outdoor television according to VESA Wall Mount manufacturer's instructions.
4. Make necessary power and input/output connections. Verify the remote functions correctly.



3

Connection

3-1 Preparation

3-2 Connecting Power

3-3 Connecting TV Antenna

3-4 Connecting VIDEO (Composite)

3-5 Connecting HDMI

3-6 Connecting PC

3-7 Connecting Speaker Output

3-8 Connecting RS-232 and USB



WARNING

When connecting an external audio or video system to your TV, ensure that all elements are switched off.

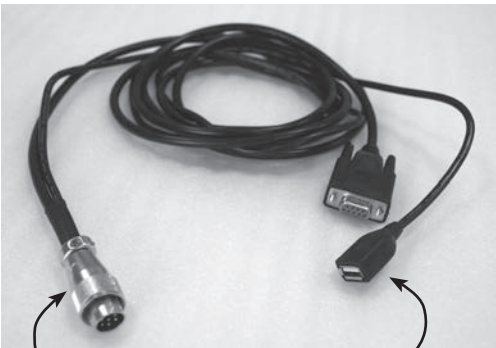
3-1 Preparation

Please read the relevant external equipment operation manual (BluRay player, Set-top Box, etc.) carefully before making connections.

Cables are shipped with the product in a dedicated accessory box. Locate the accessory box and ensure the following cables are included:

- (1) Power Cord
- (1) RS-232 and USB Adapter
- (1) Audio Input Adapter
- (1) VGA Cable Adapter
- (1) Audio Output (RCA type) Adapter
- (2) HDMI Cables
- (1) AV (Composite) Cable Adapter

WEATHERPROOF CABLE EXAMPLE
RS-232 and USB cable shown



Weatherproof Connection (to TV) Standard Connection (to Source)

Connection Label

Conventional Input Illustration									
	Power	RS-232 / USB	AUDIO INPUT	VGA	AUDIO OUTPUT	ANT.	HDMI 1	HDMI 2	AV
Weatherproof Adapter Illustration									

3-2 Connecting Power

REQUIRES WEATHERPROOF ADAPTER



Connect included power cord to the television.
Connect to appropriate Power Source (GFCI outlet)
Power Input: 110-120V, 50/60 Hz

NOTE
Included power cord is appropriate for sheltered locations. Install in accordance with local codes using a GFCI outlet.
The supplied cord may be modified for permanent waterproof connections by a qualified electrician.

3-3 Connecting TV Antenna



Connect cable to TV Coaxial input connector with an outdoor or wall outlet antenna output.
Turn on the TV and use the input button on the remote to choose TV. Use the menu button on the remote to choose cable or air, then run auto scan.

Watching Analog TV & Digital TV
Analog TV signal has a channel number structure of 1, 2, 3, 4, etc., but Digital TV signal has a channel number structure of 1-1, 2-1, 3-1, 4-1, etc.

3-4 Connecting VIDEO (Composite)

REQUIRES WEATHERPROOF ADAPTER



Connect Video/Audio cables to the video ports of the TV and Standard Definition camcorder, gaming consoles, VCR, DVD player or Set-Top box.

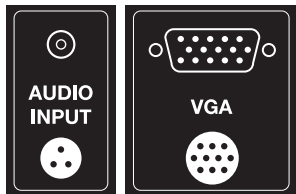
3-5 Connecting HDMI



Connect HDMI cable to HDMI port of TV and High Definition Blu-Ray Player, DVD player, VCR, Set-Top box or camcorder.

3-6 Connecting PC

REQUIRES WEATHERPROOF ADAPTER



Connect 15-pin cable to 15-pin port on the TV and PC.
Connect audio cable to audio output of a PC (stereo jack) and PC audio input port of the TV.

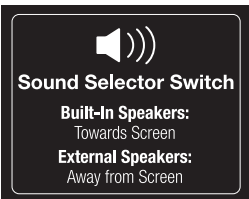
3-7 Connecting Speaker Output

REQUIRES WEATHERPROOF ADAPTER



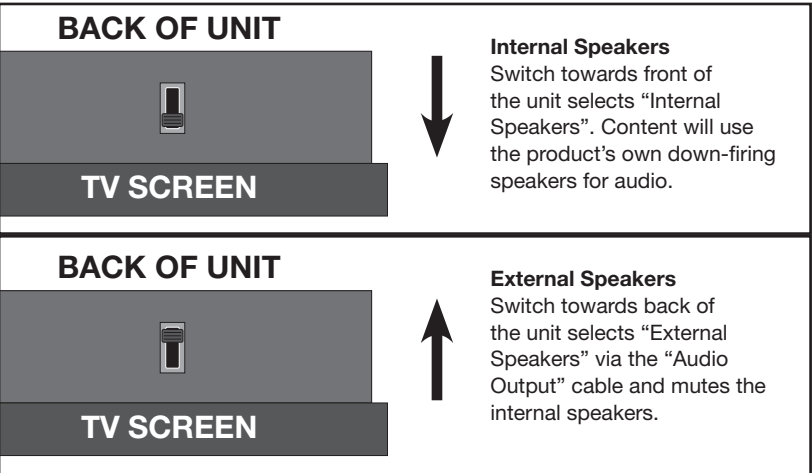
Connect external speaker system to television using RCA-type Audio Output.

Select “External Speakers” using the Sound Selector Switch. This sends sound out of the product via the RCA-type connection and mutes internal speakers.



Important:
The audio output is not amplified. External speakers used with the Storm TV must be powered or run off a receiver or amplifier.

BOTTOM VIEW



3-8 Connecting RS-232 and USB

REQUIRES WEATHERPROOF ADAPTER



USB
Digital photos stored on a flash drive may be viewed individually or in slideshow mode using the supplied USB adapter cable.

To view pictures, connect the supplied cable to the RS-232/USB connection on the TV. Plug the USB flash drive into the cable, and use the input button on your remote to choose USB.

RS-232
The supplied adapter cable also allows for external equipment to be connected to control of the TV using RS-232. This feature may be utilized by your installer/AV integrator.

To begin control operation, connect the supplied cable to the RS-232/USB connection on the TV. Connect the cable to your PC and begin programming.

Contact Seura at 800-957-3872 for specific RS-232 instructions and codes.



4 Menu

4-1 The Menu System

4-2 Video Menu

4-3 Audio Menu

4-4 Settings Menu

4-5 Channel Menu

4-1 The Menu System

Use the remote to navigate the menu system

- The buttons adjustment include MENU, ◀, ▶, ▲, ▼, OK or ENTER and EXIT buttons.
- Press MENU to begin. Press ▲ or ▼ button to select the pages. The pages are displayed in the following sequence

- 1) Press MENU to display the menu system.
- 2) Press ▲ or ▼ to select the menu pages.
- 3) Press OK or ▶ to enter.
- 4) Press ▲ or ▼ to select an item.
- 5) Press ◀, ▶, ▲, ▼ to select or adjust a setting.

Note: If you do not make a selection within 10 seconds, the menu screen closes automatically.

- 7) Press MENU or EXIT to return or exit the menu system.



The graphics at the top of the menu designate the menu type. The selected menu is highlighted in yellow. Use the right and left arrows on the remote to select the desired menu type.

Select Menu Type:

- Video
- Audio
- Settings
- Channel

4-2 Video Menu



Video Menu Options

- Picture Mode

Standard — Sports — Theater — Custom — Vivid

- Contrast
- Brightness
- Color
- Tint
- Sharpness
- Advanced Video
 - Color Temperature
 - Zoom Mode
 - Noise Reduction
 - Overscan
 - Adaptive Contrast

4-2 Audio Menu



Audio Menu Options

- Sound Mode
 - Standard — News — Music — Movie — Sports — Custom
- Bass
- Treble
- Balance
- Surround
- AVC
- Digital Output
- Audio Language

4-2 Settings Menu



Settings Menu Options

- Parental Controls
- Time
- Closed Caption
- Menu Settings
- VGA Settings
- Restore Default

4-2 Channel Menu



Channel Menu Options

- Air/Cable
- Auto Scan
- Favorite
- Show/Hide
- Channel Number
- Channel Label
- Signal Quality



5 Specifications

5-1 Specifications

5-1 Specifications

Display Features	42"	47"	55"
Display technology	TFT-LCD		
Screen Size	42"	47"	55"
Resolution	1080p		
Native Resolution	1920 x 1080		
Format	16:9		
Tuner	ATSC		
Response Time	6.5 ms		
Contrast Ratio	4,000 : 1		
Viewing Angle	178° Horizontal/Vertical		
Brightness	700 cd/m2		
Temperature Rating	-30°F to 140°F*		
Humidity Rating	10% - 85%		
Power Consumption	< 10W Standby/200W-330W In Use		
Screen	High-Performance Anti-Reflective Tempered Safety Glass		
Mount	VESA Pattern 300 x 600 mm		VESA Pattern 400 x 800 mm
Remote Control	Séura Waterproof Remote Control		

* Installation in direct, intense sunlight reduces the maximum permitted air temperature.

Connections and Terminals

Power Input	110-120V, 50/60 Hz
RS232	9-pin DB9 female
HDMI (qty 2)	480i, 480p, 576i, 576p, 720p and 1080i, and 1080p
VGA	15-pin D-sub female
AV (Composite)	Composite Video (yellow) Audio Left/Mono (white), Audio Right (red)
PC Audio In	3.5mm Audio Input
Antenna	75ohms Coaxial Antenna
USB	Universal Serial Bus Connector Port
Internal Speakers	2 x 10W
Audio Output	RCA-type dual channel



6

Maintenance

6-1 Care and Maintenance

6-2 Troubleshooting

6-1 Care and Maintenance

Screen Care

The Screen of the television is protected by a specially formulated anti-reflective glass. Use only mild, non-ammoniated detergents and a soft cloth to clean. Harsh chemicals and abrasive agents can cause the coating to scratch or flake, hindering television performance. Never scrape the glass with a razor blade.

Consider contacting your installer/AV integrator for annual filter care and internal cleaning of the glass

Filter Care

The blue composite filter located at the bottom of the product may require occasional cleaning or replacement in especially dusty or smoky environments. Ensure the filter does not become clogged. Use a vacuum cleaner to remove mild dust and debris. For extremely dirty or dusty filters, remove from the television and rinse with water and mild detergent if necessary. Allow to dry completely before replacing. For replacement filters, contact Séura at 1-800-957-3872.

Front Access (qualified personnel only)

If debris or moisture becomes trapped between the glass and the television screen, the front may be removed for maintenance.

- 1) Using 4mm hex key (Allen wrench), unscrew the bezel using the back access screws around the edge.
- 2) Remove the metal bezel, glass, and o-ring from the front of the television.
- 3) Carefully clean. Ensure that no moisture is left on the glass or screen before replacing the bezel and glass.
- 4) Carefully reposition the o-ring seal into its groove. Replace the bezel and glass on the TV making sure the o-ring seal does not become pinched or dislodged. Insert all screws without tightening, then tighten all screws completely. For questions or assistance, call Séura at 1-800-957-3872.



IMPORTANT

Install and tighten all screws to prevent water leakage.

Contact Seura for replacement screws if necessary. Screws must be of the correct metric size and length to prevent damage to TV bezel.

6-2 Troubleshooting

Before contacting service personnel, please read the following information. If you still experience problems, contact your local dealer or qualified service personnel.



NOTE

Cooling fans automatically turn on and off and may continue to run after the TV is powered off (standby).

TV-related Problems

Unclear display or sound

Check whether TV antenna is correctly connected.

Broadcasting may not be good in an area with bad reception or far away from a station/network.

No image, partially or fully black screen

Verify the TV is receiving power. A red light on the front of the TV indicates that the TV has power (standby mode). The light changes to green when the TV is on.

In extreme cases, the TV will shut down to prevent overheating. The TV overtemp protection will reset once the TV has cooled. Remove the TV from direct sunlight. Overtemp shutdown may indicate a failure or blockage in the cooling system. Check the filters and that air is able to move freely around the bottom and rear of the TV.

Can't receive a specific channel

Before a digital channel can be viewed for the first time, it must be learned by running auto scan (see 4-2 channel menu).

It may be necessary to upgrade an analog antenna that requires aiming to a multi-directional digital antenna to make it possible for the TV to find all available channels during auto scan.

No sound

Press the MUTE button.

Volume up by using volume control buttons.

Verify the "Sound Selector Switch" is in the appropriate position

Sound is automatically disable when there is no video signal.

PC Monitor-related problems

No image is displayed from PC

Check that the computer is outputting to the display. Some computers require a key to be pressed (such as Function F8) to send video to an external display.

Check that the VGA cable is securely connected and that no pins are bent.

Use the input button on the remote to verify that VGA is selected.

No sound

The PC audio input is automatically muted unless a video signal is detected on the VGA input.

Additional Support

Work with your local Séura reseller for additional support and/or product questions. For support directly from Séura's customer service or technical support teams, call **toll-free 800-957-3872**. Support teams are available weekdays 8:00am - 4:30 CST.

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