



USER MANUAL

Entertainment TV Mirror

MODEL NUMBER

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

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.
- To electrically disconnect the product, turn OFF the product, then remove the electrical power plug from the outlet.
- This Séura product is only intended for use indoors.
- 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.

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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.
- Avoid direct bare-hand contact with etched surfaces; recommended to use soft linen gloves, as oils from fingers can cause permanent damage.

LIGHTED TV MIRROR

Séura Lighted TV Mirrors use LEDs that are rated to retain 70% overall brightness and the end of life, including cases where an individual LED fails.



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.

SETUP

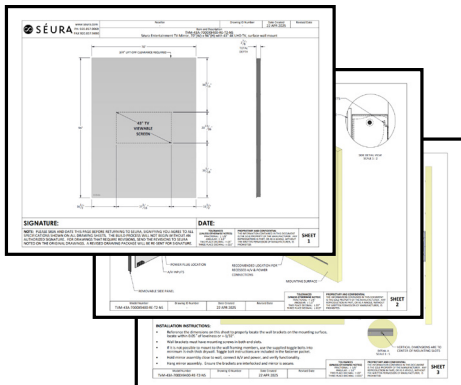
Before using the device please check the following contents of the box for completeness:



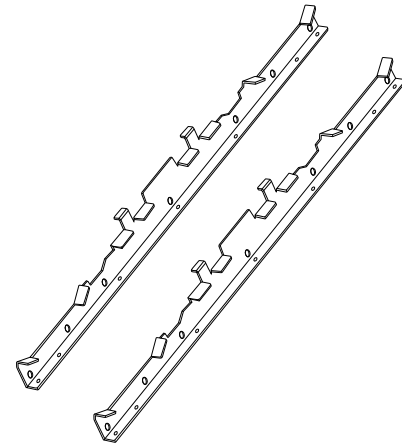
TV MIRROR
WITH 5-FOOT POWER CABLE



SÉURA
REMOTE CONTROL



DRAWING PACKAGE WITH
INSTALLATION INSTRUCTIONS



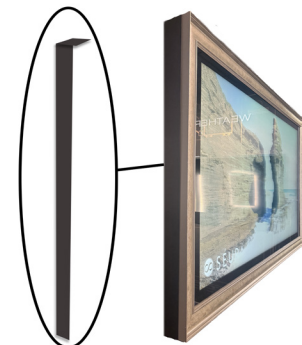
TV MIRROR MOUNTING
BRACKETS



Z-BRACKETS



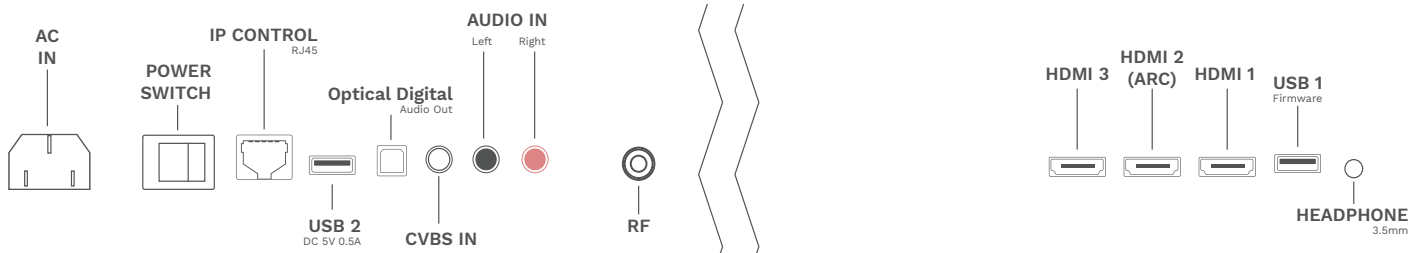
MENTAL HARDWARE



(2) SIDE PANELS

TECHNICAL SPECIFICATIONS

TELEVISION INPUTS AND OUTPUTS



Layout varies depending on TV size

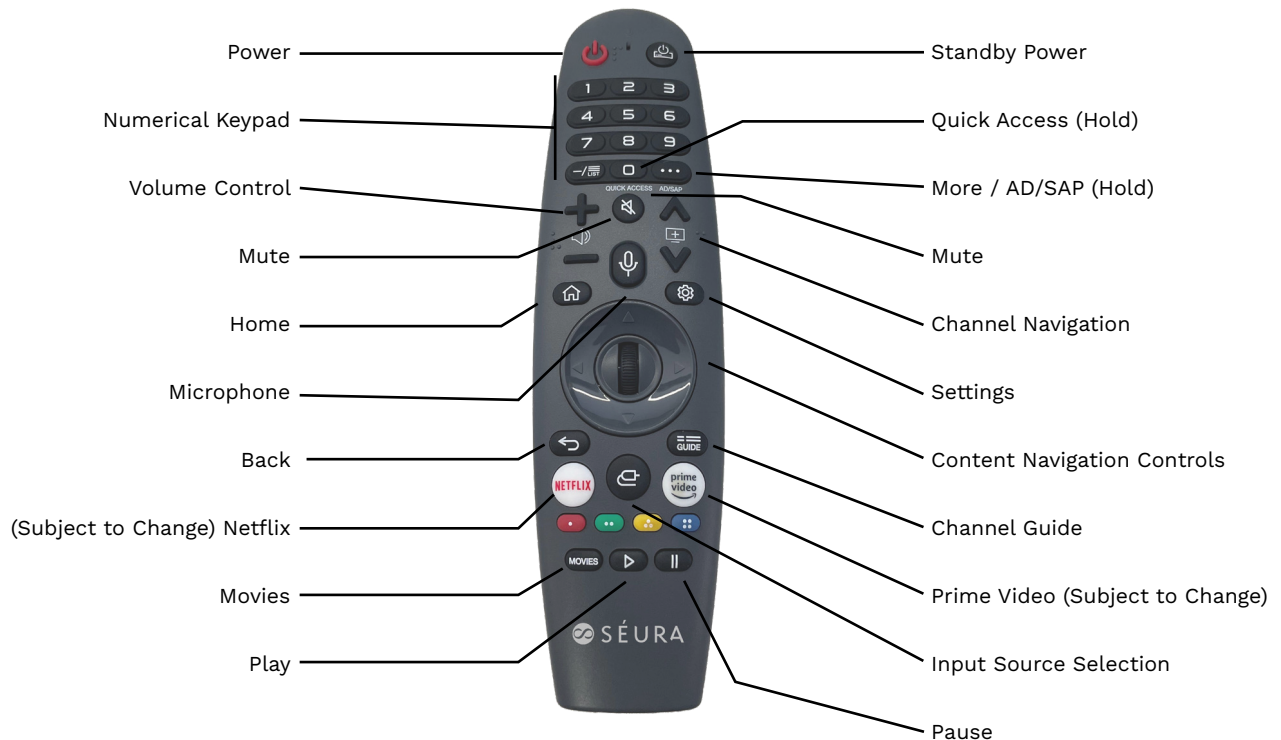
		43 INCH 4K UHD Model: SLW-43A-SEURA	55 INCH 4K UHD Model: SLW-55A-SEURA	65 INCH 4K UHD Model: SLW-65A-SEURA	75 INCH 4K UHD Model: SLW-75A-SEURA
CUSTOMIZATION	CUSTOM DESIGN OPTIONS	Mirror size, mirror shape, holes, TV screen placement, frame, lighting, matching mirrors			
	CUSTOM TECHNOLOGY OPTIONS	Night light, defogger			
	CUSTOM FUNCTIONALITY OPTIONS	Fingerprint protection**, safety mirror backing			
	MAXIMUM MIRROR SIZE	Up to 94" w x 70" h or 70" w x 94" h			
VIDEO AND INTEGRATION	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	8ms			
	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			
AUDIO	HDR	HDR / HDR10 / HLG			
	TUNER	ATSC / NTSC 2.0			
	OPTICAL DIGITAL OUT	Yes			
	BLUETOOTH	Yes (Sound Pairing)			
	LINE OUT	1 unpowered (3.5mm Headphone Jack)			
	SPEAKER OUTPUT	Internal Amplifier, 2x10W RMS			
INTERNAL SPEAKERS	2x Built In Speakers				
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	72 lbs.	116 lbs.	140 lbs.	184 lbs.
	VESA PATTERN	200 x 200mm	400 x 400mm	400 x 400mm	600 x 400mm
	OFF WALL DEPTH*	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"			
	LIFT-OFF GAP	3/4"			
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
	IP	Yes			
	IR PORT	No			
	AUXILIARY POWER PASS-THROUGH	100VAC-240VAC 5ft Removable 3-Prong Power Cord			
	CERTIFICATIONS AND COMPLIANCE	FCC, CEC			
	REMOTE	Séura Smart Remote Control (Not Waterproof)			
	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 night lights, defoggers, and dimmers are covered for three (3) years.			

*Recessed outlet is recommended

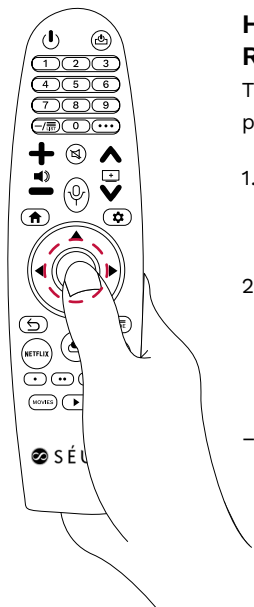
Specifications updated and revised on March 17, 2026.

REMOTES

REMOTE FUNCTIONS



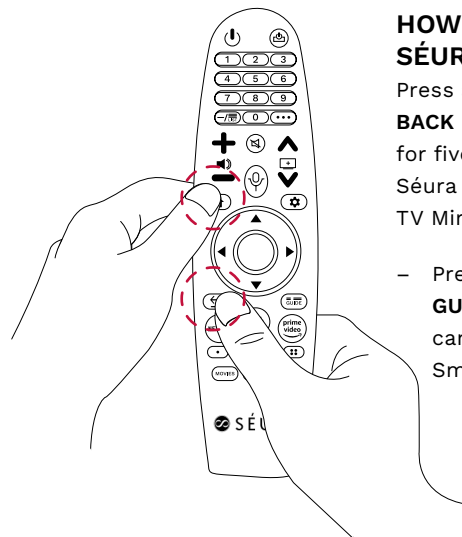
HOW TO PAIR YOUR SÉURA REMOTE



HOW TO PAIR THE SÉURA REMOTE:

To use the Séura Remote, first pair it with your TV Mirror.

1. Put batteries into the Séura Smart Remote and turn the TV Mirror on.
 2. Point the Séura Smart Remote at your TV Mirror and press the **WHEEL (OK)** on the remote control
- If the TV Mirror fails to pair the Séura Smart Remote, try again after turning the TV Mirror off and back on.



HOW TO UNPAIR THE SÉURA REMOTE:

Press and hold the **HOME** and **BACK** buttons at the same time for five seconds, to unpair the Séura Smart Remote with your TV Mirror

- Pressing and holding the **GUIDE** button will let you cancel and re-register Séura Smart Remote at once

INSTALLATION

SUMMARY:

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. Ensure toggle switch is in the **ON** position

5. Position TV Mirror close to wall surface and securely engage mounting brackets.

- Allow for a ¼" ventilation gap for proper air flow and heat transfer.

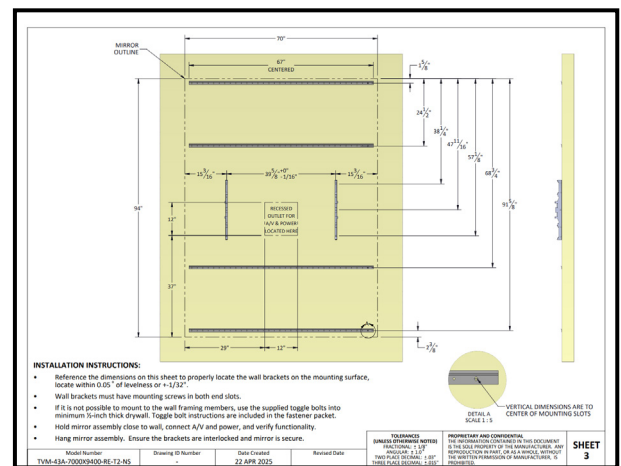
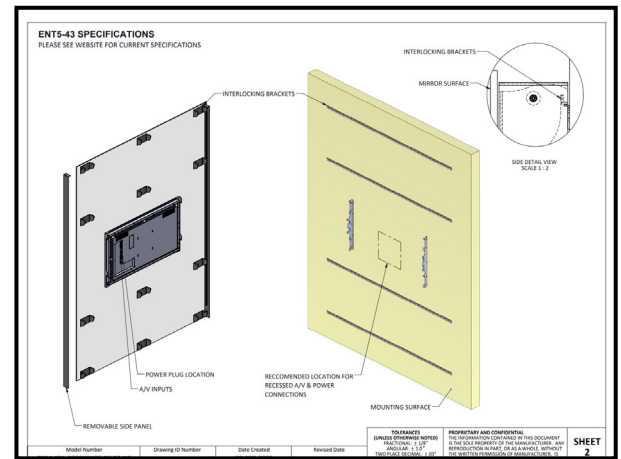
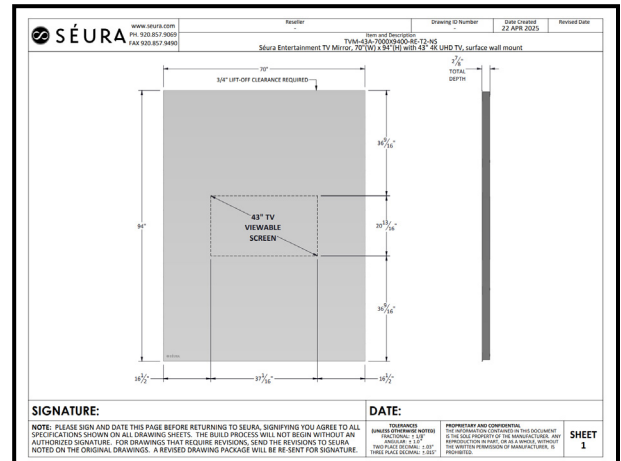
6. Check to ensure the TV Mirror is fully engaged and secure to the mounting brackets.



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.

Specifications updated and revised on March 17, 2026.

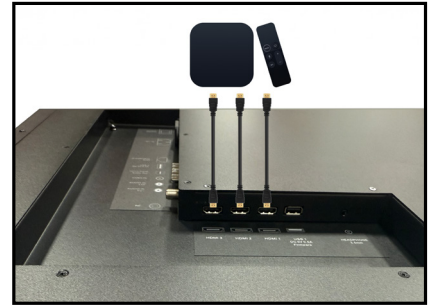


MAKING CONNECTIONS

CONNECTING VIDEO

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

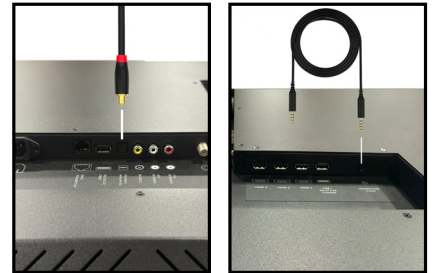
- **HDMI-2 is ARC Connection**



CONNECTING AUDIO

Designed for seamless audio integration, this display offers multiple connection options including a 3.5mm headphone jack, optical audio, ARC, and Bluetooth to support a wide range of external audio systems.

- **3.5mm Headphone Jack** - For headphones or external speakers using the standard 3.5mm audio output. (see right photo)
- **Optical Audio** - Transmit high-quality digital audio to compatible soundbars, receivers, or speaker systems through an optical connection (see left photo)
- **ARC and Bluetooth options**



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.

The Séura ENT media player supports USB playback of video files using the following container formats:

- MP4 (MPEG-4 Part 14), MOV, WebM, WMV, AVI, and FLV/F4V/SWF.

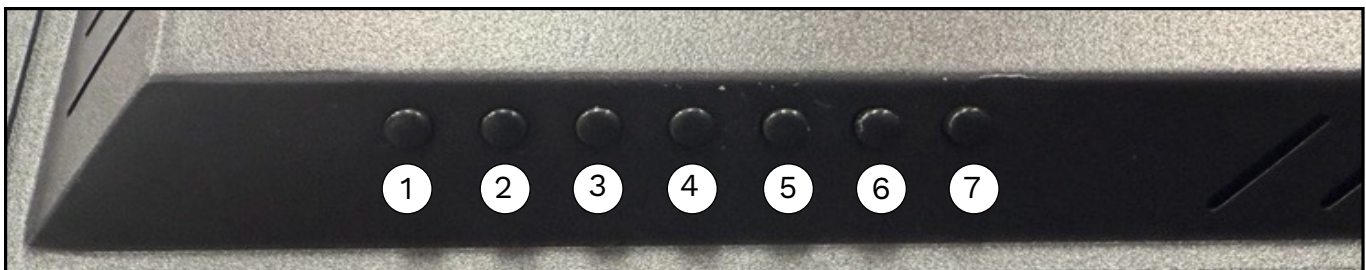
Playback compatibility is dependent on the video and audio codecs used within each container.



BACK OF ENTERTAINMENT TV MIRROR BUTTONS

① Input ② Channel Up ③ Channel Down ④ Volume Up ⑤ Volume Down ⑥ Menu ⑦ Power/Enter

The Power On/Off button also doubles as a selection OK button for menus. To power off, you'll have to hold down the power button for a couple seconds for the TV Mirror to power off.



(1) HERO BANNER

Hero banner: Promotional content updated by LG.

(2) TV FUNCTIONS

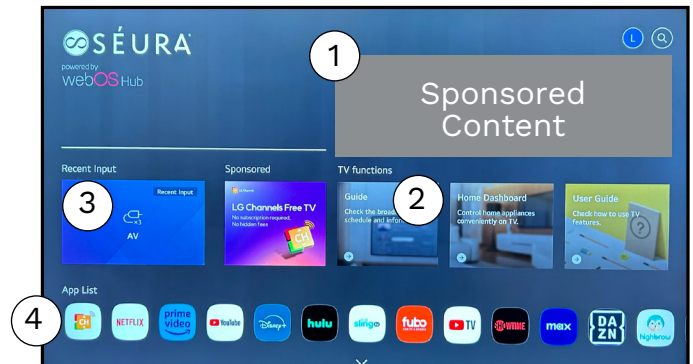
Access to TV Guide, Home Dashboard and User Guide.

(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.



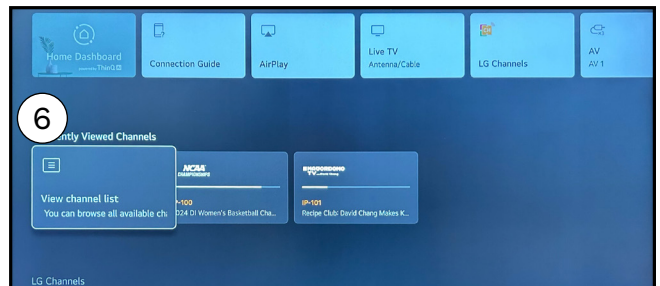
(5) HOME DASHBOARD

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



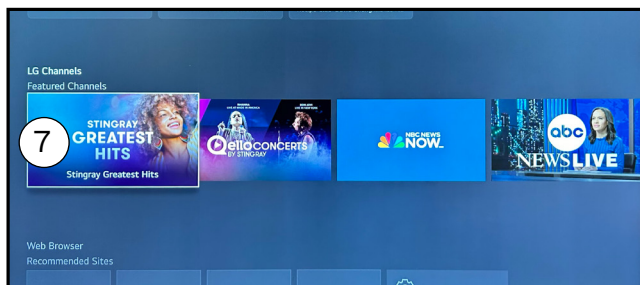
(6) FREQUENTLY VIEWED CHANNELS

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



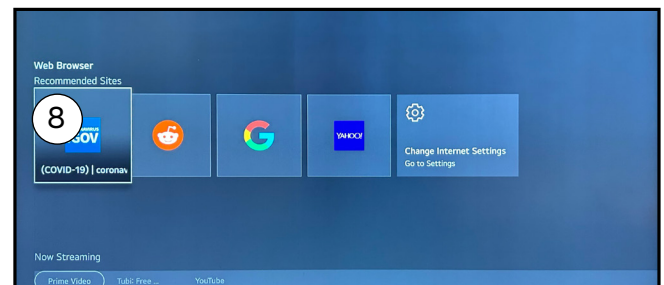
(7) LG CHANNELS

Browse featured channels provided by LG.



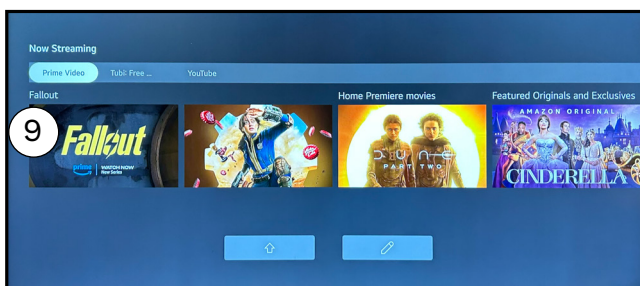
(8) WEB BROWSER

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.

Specifications updated and revised on March 17, 2026.

IP CONTROL MENU

IP Control Setup Instructions for 43" and Larger Entertainment TV Mirrors

To configure IP Control on 43" and larger TV mirrors, follow these steps:

(1) OPEN SETTINGS

- From the HOME SCREEN, press the SETTINGS button on the remote and select ALL SETTINGS.

(2) NAVIGATE TO NETWORK

- Go to GENERAL → NETWORK.
- Highlight NETWORK (do not select it), then scroll up to DEVICES and back down to NETWORK.

(3) ENTER THE ACCESS CODE

- On the remote, press 82888.
- Continue pressing 8's if necessary until it is accepted.
- The screen will refresh, and the IP CONTROL MENU will appear.

(4) CONFIGURE IP CONTROL

- In the IP Control Menu, set NETWORK IP CONTROL to ON.
- If your control system requires SDDP, enable it here.

(5) GENERATE A KEY CODE

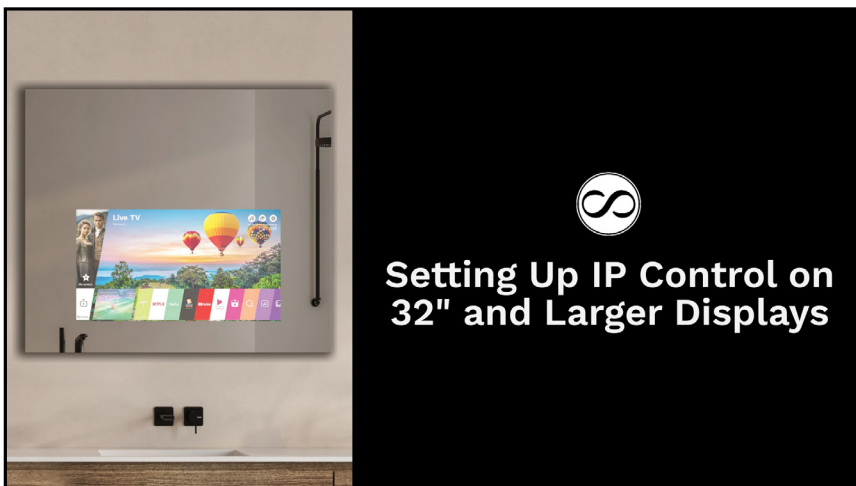
- Generate a key code from the menu and enter it into the control system as required.

(6) ENABLE AWAKE ON LAN

- Set AWAKE ON LAN to ON. This allows the TV to be powered on and off via the control system.

(7) CHECK ENERGY SAVING SETTINGS

- Return to ALL SETTINGS → GENERAL → ENERGY SAVING.
- Confirm that ENERGY SAVING STEP is set to OFF.



<https://www.youtube.com/watch?v=hG6F-G3MvN0>



HOW TO SET UP IP CONTROL

Watch video for step by step directions!

TROUBLESHOOTING/INTEGRATION & CONTROL

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

Symptoms	Possible Solution
BLANK SCREEN	Check the status LED. The LED should illuminate blue for a few moments when the TV is powered on, then extinguish. Please verify sources available in the 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. All Settings > General > System > Reset To Initial Settings. If the problem still exists contact customer service.
COLOR DEFECTS	Check that the signal cable connector is properly connected and that the connection pins are not bent or damaged.
ERROR MESSAGE: “NO SIGNAL”	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. All Settings > General > System > Reset To Initial Settings. If the problem still exists contact customer service.
LOW OR NO SOUND	Press “Volume Up” and/or “Volume Down” on your remote control and check the audio connection cable(s). Ensure that the speaker selector switch on the unit is correctly switched to designate internal or external speakers. Confirm that the correct Audio Output Setting is selected by going to All Settings > Sound > Sound Out > Use Wired Speaker > Optical Out Device / HDMI Arc Device / Wired Headphones.
REMOTE CONTROL DOESN'T WORK	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. Go to page 10 to sync Remote Control.

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

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>