

## SD433 Display

# User Guide





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## Notices

#### Federal Communications Commission Statement

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:

- This device may not cause harmful interference, and
- This device must accept any interference received including interference that may cause undesired operation.

This equipment has been tested and found to comply with the limits for a Class A 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 can radiate radio frequency energy and, if not installed and used in accordance with manufacturer's instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or 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 to an outlet on a circuit different from that to which the receiver is connected.
- Consult the dealer or an experienced radio/TV technician for help.

This product implements power management functionality. In case of no signal input after 10 seconds, the product automatically goes to sleep/ standby mode.



As an Energy Star<sup>®</sup> Partner, our company has determined that this product meets the Energy Star<sup>®</sup> guidelines for energy efficiency.

#### **Canadian Department of Communications Statement**

This digital apparatus does not exceed the Class A limits for radio noise emissions from digital apparatus set out in the Radio Interference Regulations of the Canadian Department of Communications.

This class A digital apparatus complies with Canadian ICES-003.

## Safety information

- Read these instructions.
- Keep these instructions.
- Heed all warnings.
- Follow all instructions.
- Do not use this apparatus near water.
- Clean only with dry cloth.
- Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
- Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
- Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
- Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
- Only use attachments/accessories specified by the manufacturer.
- Use only with the cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/ apparatus combination to avoid injury from tip-over.



- Unplug this apparatus during lightning storms or when unused for long periods of time.
- Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such a powersupply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.
- **WARNING**: Batteries should not be exposed to excessive heat.
- Never try to open the display cabinet. The dangerous high voltages inside the display may result in serious physical injury.
- If the power supply is broken, do not try to fix it by yourself. Contact a qualified service technician or your retailer.
- Before using the product, make sure all cables are correctly connected and the power cables are not damaged. If you detect any damage, contact your dealer immediately.

- Do not overload power strips and extension cords. Overloading can result in fire or electric shock.
- Avoid dust, humidity, and temperature extremes. Do not place the display in any area where it may become wet. Place the display on a stable surface.
- To ensure satisfactory operation, use the display only with UL listed computers which have appropriate configured receptacles marked between 100-240V AC.
- If you encounter technical problems with the display, contact a qualified service technician or your retailer.
- This product contains chemicals known to the State of California to cause cancer, and birth defects or other reproductive harm. Wash hands after handling.
- WARNING DO NOT INGEST BATTERY, CHEMICAL BURN HAZARD.
   AEEE Yönetmeliäine Uvgundur

# Care & CleaningBefore you lift or reposition your displ

- Before you lift or reposition your display, it is better to disconnect the cables and power cord. Follow the correct lifting techniques when positioning the display. When lifting or carrying the display, grasp the edges of the display. Do not lift the display by the stand or the cord.
- Cleaning. Turn your display off and unplug the power cord. Clean the display surface with a lint-free, non-abrasive cloth. Stubborn stains may be removed with a cloth dampened with mild cleaner.
- Avoid using a cleaner containing alcohol or acetone. Use a cleaner intended for use with the LCD. Never spray cleaner directly on the screen, as it may drip inside the display and cause an electric shock.

#### The following symptoms are normal with the display:

- The screen may flicker during the initial use due to the nature of the fluorescent light. Turn off the Power Switch and turn it on again to make sure that the flicker disappears.
- You may find slightly uneven brightness on the screen depending on the desktop pattern you use.
- When the same image is displayed for hours, an afterimage of the previous screen may remain after switching the image. The screen will recover slowly or you can turn off the Power Switch for hours.
- When the screen becomes black or flashes, or cannot work anymore, contact your dealer or service center to fix it. Do not repair the screen by yourself!

#### Conventions used in this guide



WARNING: Information to prevent injury to yourself when trying to complete a task.



CAUTION: Information to prevent damage to the components when trying to complete a task.



IMPORTANT: Information that you MUST follow to complete a task.



NOTE: Tips and additional information to aid in completing a task.

#### Where to find more information

Refer to the following sources for additional information and for product and software updates.

#### 1. ASUS websites

The ASUS websites worldwide provide updated information on ASUS hardware and software products. Refer to http://www.asus.com

#### 2. Optional documentation

Your product package may include optional documentation that may have been added by your dealer. These documents are not part of the standard package.

### **Takeback Services**

ASUS recycling and takeback programs come from our commitment to the highest standards for protecting our environment. We believe in providing solutions for our customers to be able to responsibly recycle our products, batteries and other components as well as the packaging materials.

Please go to <u>http://csr.asus.com/english/Takeback.htm</u> for detail recycling information in different region.

## 1.1 Welcome!

Thank you for purchasing the ASUS® display!

The latest widescreen display from ASUS provides a crisper, broader, and brighter display, plus a host of features that enhance your viewing experience.

With these features, you can enjoy the convenience and delightful visual experience that the display brings to you!

## 1.2 Package Contents

Check your package for the following items:

- ✓ Display
- ✓ Power cable
- ✓ Remote control with CR2025 battery
- ✓ Quick start guide
- ✓ Warranty card



If any of the above items is damaged or missing, contact your retailer immediately.

## **1.3 Display Introduction**

#### 1.3.1 Front View



#### 1. Speakers

Emits sound.

#### 2. Remote control sensor/LED Indicator

- Receives command signals from the remote control.
- Indicates the status of the display:

Status	Description
Solid Red	Power on
Off	Power off

#### 1.3.2 Input/Output Terminals



1. USB port (5V)

This port is for plugging a USB flash drive or USB hard disk drive to access its multimedia files.

2. HDMI IN port

This port is for connection with an HDMI compatible device.

3. Audio-out port

This port connects an external audio system or headphones.

#### 4. RS232-out port

This is for RS232C network output for the loop-through function.

#### 5. RS232-in port

This is for RS232C network input for the loop-through function.

#### 6. Extension Card slot

This slot is for ASUS CA001 Android Player Card.

#### 1.3.3 Control Panel



#### 1. <sup>(b)</sup> Power button

Turns the display on/off.

#### 2. MENU Menu button

- Displays the OSD menu.
- Enacts the selected OSD menu item.

#### 3. <sup>(</sup>●/▲ Volume Up / Arrow Up button

- Increases the volume level.
- Increases values or moves your selection up.

#### 4. ♦ /▼ Volume Down / Arrow Down button

- Decreases the volume level.
- Decreases values or moves your selection down.

#### 5. EXIT Exit button

Exits the OSD menu.

#### 6. i Information button

Displays the system information of the display.

#### 7. 🕣 Input button

Selects an available input source.

#### 1.3.4 AC-IN & VESA Mount Grid



#### 1. AC-in port

This port connects the power cable.

#### 2. VESA mount

Use to mount the display on the wall using an available wall mounting kit.

VESA-compatible wall bracket (W x H)	Screw size
200 x 200 mm	M6.0* PITCH 1.0 * 20 (mm)

#### 1.3.5 Remote Control

#### 1. **O Power button**

Turns the display on/off.

#### 2. E Menu button

Displays the OSD menu. Press it again to exit the OSD menu.

#### 3. OK OK button

- Confirms the selection.
- Enters the submenu.

#### 4. **Nolume Up button**

Increases the volume level.

5. X Mute button Mutes the audio. Press it again

to disable the mute function.

## Our Content of the second secon

#### 7. **II Play/Pause button**

Plays or pauses the media file playback.

#### 8. Stop button

Stops the media file playback.

#### 

#### 9. **Sack button**

Returns to the previous menu/ screen.

## 10. ▲/▼/∢/► Four directional select button

- Selects a menu item.
- Adjusts the setting.

#### 11. 🛨 Input button

Selects an available input source.

#### **Battery Installation**

- 1. Press the latch firmly and slide the battery compartment out.
- 2. Remove the old battery and replace with a new battery (CR2025) with the positive (+) symbol facing up.
- 3. Slide the battery compartment into its slot until it clicks into place.



## 2.1 Connecting the Cables

#### \_\_\_\_ 0 5V DC OUT HDMI Audio out RS232-out RS232-in $\square$ 0 . . .

#### 2.1.1 Using HDMI Input

### 2.1.2 Using USB Port



#### 2.1.3 Connecting External Speakers



#### 2.1.4 Display Control Connection

- Connect one end of the RS-232 cable to your computer's RS232 port. Then connect the other end of the RS-232 cable to the display's RS232-in port.
- b. Using another RS-232 cable, connect one end of the RS-232 cable to the display's RS232-out port. Then connect the other end of the RS-232 cable to the second display's RS232-in port. Refer to the illustration below:



c. Repeat Step b to connect additional displays.

#### 3.1 OSD (On-Screen Display) menu

#### 3.1.1 How to Reconfigure

You can use the remote control or control panel buttons to navigate and make changes to the OSD.

To adjust the OSD settings using the remote control, perform the following:

- Press the button to activate the 1. OSD menu
- 2 Press the A/V button to select the main menu. Then press the OK or > button to enter the selected menu screen.
- 3 Press the A/V button to select the menu item. Then press the OK or ► button to enter the selected submenu.
- Use the ▲/▼/◀/▶ button to adjust 4. the setting or select the desired option.
- 5. Press the **OK** button to confirm the settina.

#### 3.1.2 **OSD Function Introduction**

#### 1. Input Select

This menu allows you to select the desired input source. Available options: HDMI. Extension Card, or USB.







#### 2. Image

This menu allows you to adjust the image settings.

- **Mode**: Selects a preset view option optimized for different viewing conditions.
- Backlight: Adjusts the backlight that affects the overall brilliance of the image.
- Contrast: Adjusts the difference between the light and dark levels in the image.
- **Brightness**: Adjusts the brightness setting.
- **Color**: Adjusts the color intensity of the image.
- **Hue**: Adjusts the image hue.
- **Sharpness**: Adjusts the sharpness of the edges of elements in the image.
- **Color Temp.**: Configures the color settings.
  - Color Temp.: Applies a preset color temperature setting.
  - Red Gain/Green Gain/Blue Gain: Adjusts the red/green/ blue gain settings to your preference.
  - **Red Offset/Green Offset/Blue Offset**: Adjusts the red/ green/blue offset settings to your preference.



Red Gain/Green Gain/Blue Gain/Red Offset/Green Offset/Blue Offset option is only available if the Color Temp. setting is set to User Mode.

- Advanced Setting: Configures the advanced Image settings.
  - Crystal Color™: Produces more vivid and crisp color image.
  - **Dynamic Contrast**: Adjusts the screen contrast to maximize the image quality.
  - Adaptive Backlight: Enables or disables the display to automatically adjust the screen brightness according to the ambient lighting.
  - **Reset**: Resets all **Image** settings to the factory default settings.



#### 3. Sound

This menu allows you to adjust the sound settings.

- Bass: Adjusts the bass level.
- Treble: Adjusts the treble level.
- Balance: Adjusts the sound balance between the left and right speakers.
- Lip Sync: Adjusts to match the movements and the lips of the person talking on the screen.
- **PD Speakers**: Turns the builtin speakers on or off.
- Analog Audio Out: Selects the type of analog audio output.



- Equalizer Settings: Configures the equalizer settings.
- Reset: Resets all Sound settings to the factory default settings.

#### 4. System Setup

This menu allows you to adjust the system settings.

- Language: Selects the OSD menu language.
- **Power Indicator**: Turns the LED indicator on/off.
- LOGO: Enables or disables display of the startup screen (logo) when the display is turned on.
- Information: Displays the system information of the display.



All Reset: Returns the parameters on all menus to the factory default settings.

#### 5. Aspect

This menu allows you to select the desired aspect ratio. Available options: **Original**, **Wide Zoom**, **Zoom**, or **Stretch**.



#### 6. Schedule

This menu allows you to adjust the date and time settings and set the time when the display will automatically turn off or on.

- **Date**: Adjusts the date and time settings.
- Power Off Timer: Schedules a time for the display to automatically turn off.
- Power On Timer: Schedules a time for the display to automatically turn on.



## 3.2 Multimedia Menu

#### 3.2.1 Basic Operation

- 1. Plug a USB disk drive into the USB port of the display.
- 2. Press the  $\blacksquare$  button to activate the OSD menu.
- 3. Press the ▲/▼ button to select **Input Select**. Then press the **OK** or ► button to enter the selected menu screen.
- 4. Press the ▲/▼ button to select **USB**. Then press the **OK** button to confirm the setting. The USB menu appears on the screen.

H	USB:	
Music		
Movie Photo		

- 5. Select the desired media type and press the **OK** button.
- Use the ▲/▼/◀/► button to browse the files, folders, or function options and press the OK button to confirm.

#### 3.2.2 Playing Music

1. In the USB menu, press the ▲/▼ button to select **Music**. Then press the **OK** button to the main *Music* content browser.



- In the main *Music* content browser, use the ▲/▼/◀/► button to select a song/an audio file.
- 3. Press the **OK** button to play the selected song/audio file.
  - Press the ►II button to pause the playback. Press the ►II button again to resume the playback.
  - Press the button to stop the playback.



You can also use the control bar to control the media playback. During the playback, use the A/V/V button to select the icon on the control bar and press the **OK** button to perform the action.

Select **Sort** to specify the sorting method.

#### 3.2.3 Playing Videos

1. In the USB menu, press the ▲/▼ button to select **Movie**. Then press the **OK** button to the main *Movie* content browser.



- In the main *Movie* content browser, use the ▲/▼/◀/► button to select a video.
- 3. Press the **OK** button to begin the video playback.
  - Press the ►II button to pause the playback. Press the ►II button again to resume the playback.
  - Press the button to stop the playback.



You can also use the control bar to control the media playback. During the playback, press the **OK** button to display the control bar on the screen. Then use the  $\blacktriangle/\forall/\checkmark$  button to select the icon on the control bar and press the **OK** button to perform the action.

Select **Sort** to specify the sorting method.



This display only supports the automatic playback function when the USB disk drive contains at least three video files.

#### 3.2.4 Viewing Photos

1. In the USB menu, press the ▲/▼ button to select **Photo**. Then press the **OK** button to the main **Photo** content browser.



- In the main *Photo* content browser, use the ▲/▼/◀/► button to select a photo.
- 3. Press the **OK** button to view the selected photo in full screen.
- 4. To begin a slide show, use the ▲/▼/◀/► button to select **Start Slideshow** and press the **OK** button. A slide show begins.
  - Press the button to stop the slide show.
  - Select **Sort** to specify the sorting method.

## 3.3 Specifications Summary

Panel Size	43-inch wide screen	
Max. Resolution	1920 x 1080	
Brightness (Typ.)	300 cd/m <sup>2</sup>	
Contrast Ratio (Typ.)	3000:1	
Display Colors	16.7 M	
Response Time	8 ms (Gray to Gray)	
Pixel Pitch	0.49 (H) x 0.49(W) mm	
Full HD	1080P	
Color Temperature Selection	4 color temperatures	
Video Input	1x HDMI	
Audio Output	Yes	
Communication Port	1x RS232 Input	
	1x RS232 Output	
Power Delivery Output	1x USB Type A for 5V power supply	
Speaker (Built-in)	10W x 2	
Colors	Black	
LED Indicator	Solid Red (On)	
Wall Mounting	200 (H), 200 (V) (mm)	
Voltage Rating	100~240Vac, 50/60Hz	
Power Consumption	90W (Max)	
Temperature	0 ~ 35°C (operating)	
	-20 ~ 60°C (Non-operating)	
Dimensions (W x H x D)	966.7 x 567.95 x 72.3 mm	
Weight (Esti.)	8.8 ± 1.0 kg (Net), 12 ± 1.0 kg (Gross)	
Multi-languages	English, French, German, Spanish, Italian, Portuguese, Traditional Chinese, Japanese	
Accessories	Power cable, Remote control with CR2025 battery, Quick Start Guide, Warranty card	
Regulation approvals	Energy star 7.0, UL/C-UL,CE, FCC, VCCI, BSMI, PSE, Rohs, REACH	

\*Specifications subject to change without notice.

## 3.4 Troubleshooting (FAQ)

Problem	Possible Solution
LED indicator is not ON	<ul> <li>Press the <b>Power</b> button (<sup>(b)</sup>) to check if the display is turned on.</li> <li>Check if the power cable is properly connected to the display and the power outlet.</li> </ul>
The LED indicator lights red and there is no screen image	<ul> <li>Check if the display and the computer are turned on.</li> <li>Make sure the signal cable is properly connected the display and the computer.</li> <li>Inspect the signal cable and make sure none of the pins are bent.</li> <li>Connect the computer with another available display to check if the computer is properly working.</li> </ul>
Screen image is too light or dark	<ul> <li>Adjust the Contrast and Brightness settings via OSD.</li> </ul>
Screen image bounces or a wave pattern is present in the image	<ul> <li>Make sure the signal cable is properly connected to the display and the computer.</li> <li>Move electrical devices that may cause electrical interference.</li> </ul>
Screen image has color defects (white does not look white)	<ul> <li>Inspect the signal cable and make sure that none of the pins are bent.</li> <li>Perform Reset via OSD.</li> <li>Select one of the available color temperatures (Color Temp.) via OSD. If the Color Temp. setting is set to User Mode, you can manually adjust the Red Gain/Green Gain/Blue Gain/Red Offset/ GreenOffset/Blue Offset setting.</li> </ul>
No sound or sound is low	<ul> <li>Make sure the audio cable is properly connected to the display.</li> <li>Adjust the volume settings of both your display and computer.</li> <li>Make sure the computer sound card driver is properly installed and activated.</li> </ul>
The remote control does not work	<ul> <li>Battery may be weak or exhausted.</li> <li>Make sure that you correctly inserted the battery into the remote control.</li> <li>The remote control is out of range. Move closer to the display and point the remote control directly at the remote control sensor on the front of the display with an angle of 15°.</li> <li>Make sure there are no obstacles between the remote control and the remote control sensor on the front of the display.</li> </ul>

## 3.5 Supported Operating Modes

Mode	Resolution	Horizontal Frequency (KHz)	Vertical Frequency (Hz)	Pixel (MHz)		
HDMI-PC						
DOS	720 x 400	31.469	70.08	28.32		
	640 x 480	31.469	59.94	25.17		
	800 x 600	37.879	60.31	40.00		
	1024 x 768	48.363	60.00	65.00		
VESA	1360 x 768	47.712	60.015	85.50		
	1280 x 1024	63.981	60.020	108.00		
	1920 x 1080	67.5	60	148.5		
HDMI-DTV						
SDTV 480P	720 x 480	31.469	59.94	27.00		
SDTV 576P	720 x 576	31.25	50	27.00		
	1280 x 720	37.50	50.00	74.25		
	1280 x 720	44.96	59.94	74.176		
	1920 x 1080	33.75	60.00	74.25		
	1920 x 1080	28.125	50.00	74.25		
	1920 x 1080	67.500	60	148.50		
	1920 x 1080	56.250	50	148.50		
	1920 x 1080	27.000	24.000	74.25		
	1920 x 1080	26.97	23.976	74.176		
	1920 x 1080	33.75	30.000	74.25		
	1920 x 1080	33.71	29.97	74.176		

\* Modes not listed in the table may not be supported. For optimal resolution, we recommend that you choose a mode listed in the table above.