Articulating Full Motion Wall Mount
FOR SÉURA 65” - 84” OUTDOOR TELEVISIONS

www.seura.com
Contents

Note: Read entire instruction sheet before you start installation and assembly.

⚠️ WARNING

- Be sure to read this entire manual thoroughly and you fully understand all the instructions and warning before attempting to begin your installation.
- This product should only be installed by someone who has a basic knowledge of building construction, in installations and fully understands these instructions.
- Make sure that the support surface will safely support the combined load of the mount, the display and all attached hardware and components.
- This wall bracket will only support flat panel displays (LCD, Plasma). The maximum load capacity is 300 pounds.
- If mounting to a wall of wood stud construction, be sure that mounting bolts are anchored to the center of the studs.
- Always have someone assist you to lift and position your equipment.
- Tighten screws and bolts firmly, but do not over tighten. Over tightening can damage the items and greatly reduce their ability to hold. Please refer to suggested torque values where applicable in these instructions.

Tools Needed for Assembly
- stud finder ("edge to edge" stud finder is recommended)
- phillips screwdriver
- Ø6.0 drill bit and Ø10.0 masonry drill bits
- drill
- pencil
- level
- tape measure

Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parts List</td>
<td>3</td>
</tr>
<tr>
<td>Installation to Wood Stud Wall</td>
<td>4</td>
</tr>
<tr>
<td>Installation to Solid Concrete and Cinder Block</td>
<td>5</td>
</tr>
<tr>
<td>Mounting the Attaching adapter plate to Screen</td>
<td>6, 7</td>
</tr>
<tr>
<td>Tilt Adjustment and Cord Covers</td>
<td>8</td>
</tr>
</tbody>
</table>
Before you begin, make sure all parts shown are included with your product. 
Parts may appear slightly different than illustrated.

### Parts List

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A washer</td>
<td>4</td>
<td>Ø8.2x1.5xØ16</td>
</tr>
<tr>
<td>B washer</td>
<td>6</td>
<td>Ø8.2x2.0xØ16</td>
</tr>
<tr>
<td>C philips pan head screw</td>
<td>4</td>
<td>M8x16</td>
</tr>
<tr>
<td>D philips pan head screw</td>
<td>4</td>
<td>M8x35</td>
</tr>
<tr>
<td>E philips pan head screw</td>
<td>4</td>
<td>M10x16</td>
</tr>
<tr>
<td>F philips pan head screw</td>
<td>4</td>
<td>M10x35</td>
</tr>
<tr>
<td>G Allen cap screw</td>
<td>4</td>
<td>M8x15</td>
</tr>
<tr>
<td>H washer</td>
<td>4</td>
<td>Ø20xØ10.5x2.0</td>
</tr>
<tr>
<td>I Square spacer</td>
<td>4</td>
<td>25.65x25.65x2.5</td>
</tr>
<tr>
<td>J Spacer</td>
<td>4</td>
<td>Ø19xØ10.2x19.6</td>
</tr>
<tr>
<td>K Spacer</td>
<td>4</td>
<td>Ø19xØ8.2x19.6</td>
</tr>
<tr>
<td>L Allen wrench</td>
<td>1</td>
<td>M5</td>
</tr>
<tr>
<td>M Concrete anchor</td>
<td>6</td>
<td>M8x50</td>
</tr>
<tr>
<td>N Hex bolt screw</td>
<td>6</td>
<td>M8x70</td>
</tr>
</tbody>
</table>

A
B
C
D
E
F
G
H
I
J
K
L
M
N
AA(mount)

Adaptor

Hooks (x2)
Installation to Wood Stud Wall

⚠️ WARNING

- Make sure that the supporting surface will safely support the combined load of the equipment and all attached hardware and components.

A Using a stud finder, locate and mark the edges of the wood stud used in mounting this product. Use of an edge to edge stud finder is highly recommended. Use a level to draw two vertical lines down the center of the stud. Use wall arm assembly (AA) as template to mark center of holes along the vertical line. Make sure the correct direction about installation of the wall arm assembly. Drill six 6mm (1/4") dia. holes 3.3" deep. Attach wall arm assembly (AA) to wall using six hex head screws (N) and six washers (B) as shown in fig.A.1

⚠️ WARNING

- Tighten screws so that double stud wall plate is firmly attached, but do not overtighten. Overtightening can damage the screws, greatly reducing their holding power.
- Make sure that mounting screws are anchored into the center of the studs. The use of an "edge to edge" stud finder is highly recommended.
Installation to Solid Concrete and Cinder Block

**WARNING**

- When installing wall plate on cinder block, verify that you have a minimum of 1-3/8" of actual concrete thickness in the hole to be used for the concrete anchors. Do not drill into mortar joints! Be sure to mount in a solid part of the block, generally 1" minimum from the side of the block. Cinder block must meet ASTM C-90 specifications. It is suggested that a standard electric drill on slow setting is used to drill the hole instead of a hammer drill to avoid breaking out the back of the hole when entering a void or cavity.
- Concrete must be 2000 psi density minimum. Lighter density concrete may not hold concrete anchor.
- Make sure that the supporting surface will safely support the combined load of the equipment and all attached hardware and components.

**WARNING**

- Tighten hex head bolts so that wall arm assembly is firmly attached, but do not overtighten. Overtightening can damage the screws, greatly reducing their holding power.

**WARNING**

- Concrete anchors are not intended for attachment to concrete wall covered with a layer of plaster, drywall, or other finishing material as shown below. If mounting to concrete wall covered with plaster/drywall is unavoidable, plaster/drywall (up to 5/8" thick) must be counterbored as shown below. Be sure concrete anchors do not pull away from concrete when tightening screws. If plaster/drywall is thicker than 5/8", custom fasteners must be supplied by the installer.

---

**Level and use wall arm assembly (AA) as template to mark center of holes. Make sure the correct direction is taken about installation of the wall arm assembly.**

- Drill four 10 mm dia. holes to a minimum depth of 3.3". Insert six concrete anchors (M) in holes flush with wall as shown in **fig. B.1**. Place wall arm assembly (AA) over anchors and secure with six hex head screws (N) and six washer (B) as shown in **fig. B.2** and **fig. B.4**. Make sure wall arm assembly is level, and tighten all fasteners see **fig. B.3**.
Mounting the Attaching Adapter Plate to TV

Modify the Adapter Plate

Modify the Assembled Adapter Plate
Slide the adapter brackets into Assembled adapter plate slightly. Place the Assembled Adapter Plate on the back of the display with one Adapter Bracket aligned with a set of vertical mounting holes. Then, slide the other Adapter Bracket in or out until it aligns with the second set of vertical mounting holes. The Adapter should be horizontally centered on the back of the flat panel display.

Adaptor and hooks Use four M8x16 screws and four washers and tighten it with Phillips Head Screw Driver.

NOTE: There are five positions to choose.

Note:
Recessed Mounting Holes. If the mounting holes are recessed into the back of the display, use the supplied spacers to pack the recessed hole. If the mounting screw is M8 screw is M8, use the Spacers (K) Ensure that the brackets are securely fixed to the display.

*For screen with a hole pattern in a pocket, spacers go between Assembly Adapter Plate and screen. Spacers
Mounting the Attaching Adapter Plate to TV

For Flat Back Screen

Select the small, medium, large or extra large screws from the screw package. Fastener pack then attach screen brackets (AA) to screen following figure C.1 or C.2 on page 7.

Attach Assembly Adapter Plate to Assembly Arm

1. Insert two M8x15mm screws and two metal washers into swivel box on Assembly Adapter Plate as above shown. Leave approx. 1/4" of exposed thread.

2. Lift the display and hook it over the mounting head by lowering the exposed portion of the top screws down the open key slots.

3. Once in position, attach the bottom two M8x15mm screws and two washers to secure the display to the mounting head using M5mm Allen Wrench.

NOTE: This procedure will require two persons. Ensure that the arm is set to its maximum negative tilt prior to attaching the display.
Tilt Adjustment and Cord Covers

Tilt Adjustment

1. Loosen Tilt levers (only enough to allow controlled adjustment)
2. Adjust Tilt
3. Lock Tilt Levers (Tighten)
4. Once Tilt Levers are locked, the position of the levers can be adjusted without loosening or tightening the unit by pulling the levers outwards and then repositioning them to a vertical, less obtrusive position.

Cord Covers

Install Cord Covers as shown.

NOTE: Be sure to leave enough slack to allow for movement of the arms.
Cantilever Mount

**TECHNICAL SPECIFICATION**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>860mm</td>
<td>33.86”</td>
</tr>
<tr>
<td>B</td>
<td>769mm</td>
<td>30.28”</td>
</tr>
<tr>
<td>C</td>
<td>93mm</td>
<td>3.66”</td>
</tr>
<tr>
<td>D</td>
<td>247mm</td>
<td>9.72”</td>
</tr>
<tr>
<td>E</td>
<td>426mm</td>
<td>16.77”</td>
</tr>
<tr>
<td>F</td>
<td>785mm</td>
<td>30.91”</td>
</tr>
<tr>
<td>G</td>
<td>127mm</td>
<td>5”</td>
</tr>
</tbody>
</table>

- Fits 65”-84” Séura Outdoor TVs
- Max load capacity: 136 kg (299lbs)
- Tilting angle is +15°
**Product Limited Warranty**

If a Séura, Inc. ("Séura") Product (the “Product” or “Products”) fails to work or operate properly because of a defect in materials or workmanship, Séura will, for the length of the period indicated below, (starting on the date of the customer’s purchase receipt for the Product, at its option, either; (a) repair the Product with new or refurbished parts onsite or at Séura’s factory, including Séura’s labor if applicable; or (b) replace the Product with a new or refurbished Product; or (c) refund of the lesser of a pro rata share of the current MSRP as determined by the remainder of the warranty period if replacement of the Product is not commercially feasible. The remedy chosen will be in good faith and at the discretion of SÉURA.

Séura warrants Lighted Mirrors with respect to Séura’s Labor for three (3) years; Mirror, Glass, Structure, Frame, and Assembly for three (3) years; Electrical for five (5) years; LED light strips for five (5) years. Fluorescent Lamps are not warranted.

Séura warrants TV Mirrors with respect to Séura’s Labor for three (3) years; Mirror, Glass, Structure, Frame, and Assembly for three (3) years; TV including remote and power supply for two (2) years. TV including remote and power supply for two (2) years. Fluorescent Lamps are not warranted.

Séura warrants Lighted TV Mirrors with respect to Séura’s Labor for three (3) years; Mirror, Glass, Structure, Frame, and Assembly for three (3) years; electrical excluding TV for five (5) years; LED light strips for five (5) years. TV including remote and power supply for two (2) years. Fluorescent Lamps are not warranted.

Séura warrants Indoor Waterproof TVs with respect to Séura’s Labor for three (3) years; Glass, Structure, Frame, and Assembly for three (3) years; TV including remote and power supply for two (2) years. Séura warrants Outdoor TVs with respect to Séura’s Labor for two (2) years; Glass, Structure, Frame, and Assembly for two (2) years; TV including remote and power supply for two (2) years.

This Limited Warranty extends only to the original purchaser of a Product and only covers a Product purchased new. Séura reserves the right to require any warranty claimant to produce the original purchase receipt or other original purchase date proof as may be reasonably required by Séura to verify the Product’s warranty eligibility.

1. Exceptions to Warranty: Séura does not warrant the Products against defects arising out of, related to, or caused by, whether totally or partially, and whether directly or indirectly, any of the following:

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

2. Warranty Disclaimers. This Limited Warranty does not apply, and Séura makes no warranties or representations, with respect to any Product being free from defects in materials or workmanship if the Product was purchased from a seller who is not authorized, by Séura, to sell Séura Products, is owned by or is in possession of an individual or entity who is not the original purchaser of the Product, or if the Product’s original Séura serial number has been removed, defaced, replaced, or otherwise tampered with in any manner.

3. Limitation of Liability. THE SPECIFIC TERMS OF THIS LIMITED WARRANTY ARE IN LIEU OF ALL OTHER WARRANTIES, ORAL, EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR USE. SÉURA WILL NOT BE LIABLE FOR ANY DAMAGE TO OTHER PROPERTY CAUSED BY ANY DEFECT IN THE PRODUCT, DAMAGES BASED ON INCONVIENCE, LOSS OF BUSINESS OPPORTUNITY, LOSS OF GOODWILL, INTERFERENCE WITH BUSINESS RELATIONSHIPS, OR OTHER COMMERCIAL LOSS, EVEN IF THE CUSTOMER HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SÉURA WILL NOT BE LIABLE FOR ANY LOSS, DAMAGE OR LIABILITY OR ANY DIRECT, INCIDENTAL, INDIRECT, FUTITIVE, SPECIAL OR CONSEQUENTIAL DAMAGES RESULTING FROM THE USE OR MISUSE OF A PRODUCT, OR ARISING OUT OF ANY BREACH, BY THE PURCHASER OF A PRODUCT, OF THIS LIMITED WARRANTY. SÉURA SHALL NOT BE LIABLE FOR ANY CLAIM AGAINST THE CUSTOMER BY ANY OTHER PARTY. NOTWITHSTANDING ANYTHING CONTAINED IN THIS LIMITED WARRANTY TO THE CONTRARY, SÉURA’S MAXIMUM AGGREGATE LIABILITY TO A PURCHASER RELATED TO ANY WARRANTY CLAIM OR ALLEGATION OF A DEFECT WITH RESPECT TO A PRODUCT SHALL NOT EXCEED THE THEN CURRENT SÉURA WHOLESALE PRICE OF THE SPECIFIC PRODUCT FROM WHICH THE WARRANTY CLAIM DERIVES.

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

4. Warranty Procedure. A warranty claimant must contact Séura at 920-857-9069 for a diagnostic. Please have your Product receipt available. At that time, Séura will provide technical support over the phone to attempt to fix the problem. If unsuccessful, a Séura Representative will determine if the Product will be serviced onsite, replaced, or returned to Séura’s factory in Green Bay, Wisconsin for repair.

- **Toll-Free Technical Support**: Please call 1-800-957-3872 to speak with a Séura Technical Support Representative. Séura Representatives are available Monday-Friday, 8:00am-4:30pm Central Time.
- **Onsite Service**: If Technical Support determines the problem may be fixed onsite, a Séura service agent will be scheduled within 24 hours to service the unit. A Séura representative will work with the customer to schedule a convenient time for onsite service.Parts may be sent to the customer’s location. Onsite service is available in the United States during normal business hours Monday – Friday, unless other special circumstances exist and special arrangements are made.
- **Factory Service**: If Technical Support determines the Product must be sent back to Séura’s factory for repair, the customer must follow return instructions below. Séura will ship the repaired Product to the authorized reseller, installer or customer’s address. This warranty does not cover removal or installation of the Product.
- **Advanced Replacement**. If Technical Support determines the Product must be replaced, Séura will ship the Product to the authorized reseller, installer or customer’s address. The customer must follow return instructions below to send the damaged Product back to Séura’s factory. Credit card information will be collected before shipment of the replacement Product. If Séura does not receive the original Product back within thirty (30) days of shipping the replacement Product, the credit card on file will be charged at full MSRP. This warranty does not cover removal cost or any costs of Products.

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

5. Exclusive remedy. This Limited Warranty sets forth the exclusive remedies of a warranty claimant with respect to allegations of a defective Product.