

# 43" Rechargeable Indoor Digital Signage LCD screen

**Optional specifications: touchscreen**



**USER MANUAL**

**SKU: ST43-L/ ST43-L(TS)**

# Thank you for purchasing this product from us

**It's our mission to help you connect with the world and build your brand with products that are personalized to your needs.**

Your product has been manufactured with great care using only the finest quality materials and expert workmanship. Our Quality Assurance team inspects all electronics during assembly process to assure reliable operation. This product comes with a 12-month warranty.

**Need assistance?** We are available for expert advice and all of your customer service needs.

---

# TABLE OF CONTENTS

## Before Use

Safety and Warnings	4
Packing List	7
Assembly and Transportation	8

## Operation

Power On/Off	9
Remote Control	9
Android 11 Quick Start Guide	10
Magic player	11

## Reference

Technical Specifications	12
Cleaning and Maintenance	13
Troubleshooting Guide	13




# BEFORE USE

## Safety Warnings and Precautions

Thank you for purchasing the high-performance multi-functional LED backlight Digital Signage from us . We have considered the factors to ensure personal safety in product design and have tested rigorously at the factory. However, improper installation and use may result in electric shock and fire.

In order to safely use, maximize performance of the unit and extend the life of the product, please read and follow all instructions carefully before using the product. Keep the instructions for future reference.

We strongly recommend using a surge protector, or a power strip with internal circuit breaker to prevent damages to the digital signage.

	<b>Warning:</b> May cause personal injury or death
	The operation is prohibited
	<b>Caution:</b> May cause damage or property loss



If any of the following occurs:

- Power outage or instable voltage.
- Abnormal sound or smell from the unit.
- AC power cord is damaged.
- Digital Signage is damaged due to drop, knock or impact.
- Any liquid or foreign matters fall into the enclosure.




Turn off the Digital Signage immediately, pull out the plug from the power outlet, and ask the authorized personnel for maintenance timely.



If coal gas or other flammable gas leaks, do not pull out the plug of the LCD digital signage or other electrical appliances; instead, turn off the gas valve immediately, and open the doors and windows quickly.

 **WARNING**

-  • Cut off the power supply before connecting or disconnecting any cables.
- Do not place the Digital Signage on any instable positions, or else it may be damaged or cause fire.
- Do not place the Digital Signage in the positions such as:
  - The environment subject to direct strong sunlight, moisture, extreme temperature or too much dust,
  - The environment with flammable or explosive materials,
  - The environment with flammable or corrosive gases,
- Do not use damaged or inappropriate power outlets, and ensure that the plugs and outlets contact properly.
- Do not let dust or metal deposits adhere to the plugs and outlets.
- Do not damage the power cords:
- Do not modify the power cords,
- Do not place heavy objects on the power cords,
  - Keep the power cords away from heat source,
  - Do not pull the cord to remove the plug.
  - Do not connect too many plugs to one outlet in parallel, or else it may cause fire due to excessive power consumption.
- Do not approach the Digital Signage with open flame (e.g. a lighted candle), or else it may cause electric shock or fire.
- Do not put any sharp objects, metal or liquid into the vents or let them touch the signal terminals to avoid short circuit, product damage, and electric shock.
- The openings in the enclosure are designed for ventilation and cooling, to ensure long time reliable running of components inside the enclosure and prevent overheating. Do not block the openings when place the unit.



Do not touch the plugs with wet fingers, or else it will cause electric shock.



Do not use the Digital Signage in stormy weather, especially when there is lightning, instead, please disconnect the power and antenna plugs to avoid lightning strike.



Do not disassemble the Digital Signage without permission, or else it may cause electric shock or fire. Please ask qualified technician for repair.



## CAUTION

- Do not let children climb onto the Digital Signage.
- Keep the small parts away from children to prevent them from swallowing.
- If the Digital Signage won't be used for a long time, please turn it off and pull out the power plug.
- To adjust the position of the Digital Signage, please disconnect all power cords and move slowly to avoid tip over.
- Do not scratch or knock the LCD with hard object, or twist and squeeze the LCD.
- Do not turn on the unit immediately when it is moved from a place with low temperature to high temperature, or else it will cause condensation and malfunction.
- Before cleaning the Digital Signage, please pull out the power plug, wipe with soft cloth, do not use industrial chemicals, prevent foreign matters from entering the machine. Improper cleaning (such as cleaning solution, water) may damage the product, erase the printed information, and even cause damage of the components if fluid flows in, resulting in machine failure.
- If the unit displays the same screen for a long time or the moving picture has fixed text or icon, it will leave ghosting on the screen and won't disappear when the unit is turned off, it is normal and isn't covered by the warranty.
- The power of the Digital Signage can be cut off by pulling out the plug.
- If the LCD screen ruptures and the liquid splashes on the skin, please rinse for 15 minutes with clean water immediately, and consult your doctor.
- To carry the Digital Signage with hands, please grab and hold the edges, do not apply pressure on the panel.
- Use the Digital Signage properly: Use in proper lighting conditions, insufficient lighting or long time watching will impair your eyesight.
- Unplug device to disconnect from power. Disconnect the power plug before assembling or disassembling the unit.
- Insert the plug into the outlet properly, or else it may cause sparks and fire. The technical specifications printed herein and on the packaging are subject to change without prior notice.
- The manual may be slightly different from actual operation, and the latter is applicable.

Contact us if you have questions about the operation, debugging and connection of the unit, if the unit doesn't work normally, please cut off the power immediately and consult the dealer. The unit is class-A product, which may cause radio interference in living environment. In this case, please take feasible measures, and use power plug as the disconnection device.

# Packing List

Name	Quantity
Remote control	1
user manual	1

Name	Quantity
AC Power cord	1
antenna	1



#	Description
1	Remote Sensor
2	LCD screen
3	Handle

#	Description
4	Wheels
5	On/off switch

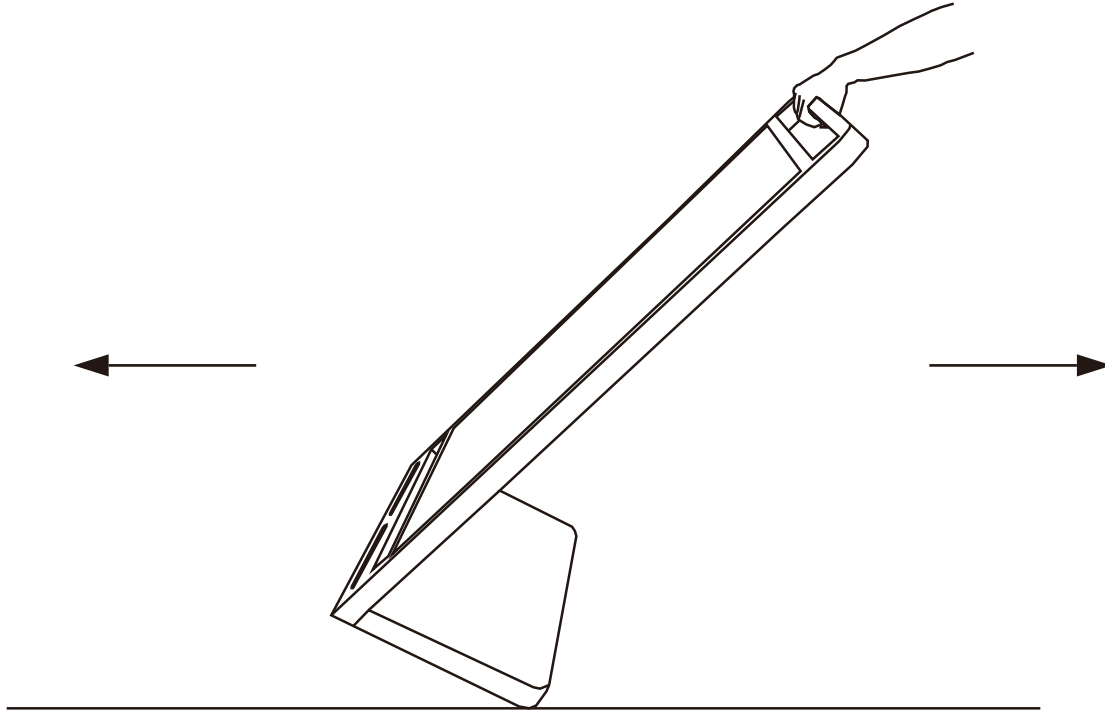
#	Description
6	Ports
7	Speakers

# Assembly

Install the antenna onto the Digital Signage LCD screen

# Transportation


To move the product, hold the handle and tilt onto wheels as shown.





# OPERATION


## Power On/Off

- Start up by flip power switch to ON.
- Power on or off , press the  power button on the remote control.
- To shut down , flip power switch to OFF.

 **CAUTION:** Disconnect the power cord before assembling or disassembling the unit!

## Remote Control

To control the unit, aim the remote control at the unit's remote sensor, located at the right corner below the screen. For best performance, avoid exposing the sensor window to direct sunlight or placing objects between the remote control and the receiver.

 **NOTE:** For convenient navigation, we recommend connecting an external mouse.

The real appearance of the remote control may be different from the picture, please refer to the actual product.





## ANDROID 11 QUICK START GUIDE

Adjust settings by clicking the App Drawer, and launching the **Settings** app.

### WI-FI CONNECTION



1. Open **Settings**, and select **Network and Internet** from the list of settings.
2. Select your Wi-Fi network and enter your login credentials. Click **Okay**.

**For Ethernet Connections**, plug an ethernet cable into the ethernet (RJ45) port of the unit and connect to internet router. Ethernet network connection is complete.

### BLUETOOTH



1. Open **Settings**, and select **Connected Devices**.
2. Click **Pair New Device**. Make sure your Bluetooth device is in pairing mode.

For future connections, select the device from the list of previously connected Bluetooth devices.

**NOTE:** To share files over Bluetooth, you must enable **Wi-Fi and Bluetooth Scanning** in the **Location** settings.

### SOUND



1. Open **Settings**, and select **Sound**.

From this menu, you can individually control the volume of alarms, calls, notifications, and your media.

You can also change default notification sounds or turn Do Not Disturb on or off.

### SYSTEM LANGUAGE



1. Open **Settings**, and select **System**.
2. Click **System Language**, then click **Languages**.
3. Click **+ Add a language** and select a language. It appears as the 2nd installed system language.
4. Drag your preferred system language to first position of the list. The system language updates automatically to the first listed language.

### SCREENSHOTS



1. Open **Settings**, and select **Screenshot**.
2. Adjust the screenshot delay and enable or disable the Screenshot button in the navigation bar.

Find recent screenshots in the **Google Files** app.

Choose the unit, click **Pictures**, then click **Screenshots**.

### FACTORY RESET



1. Open **Settings**, and select **System**.
2. Select **Advanced Options**.
3. Click **Reset Options**.
4. Select **Erase All Data (Factory Reset)**. Then click **Erase All Data**.

# Magic player

The Magic player App comes pre-installed on this digital product for convenient content management. There are 3 methods for uploading media:

Supported File Formats	
Images	JPG、BMP、PNG
Video	H.265,H.264,VP8, MAV , WMV ,AVS , H.263 , MPEG4
Audio	MP3, WMA, WAV, APE, FLAC,AAC, OGG, M4A, 3GPP



## UPLOAD MEDIA

### METHOD 1: Send programs via cloud platform

#### Steps

- 1.Login cloud platform
- 2.Create and edit programs
- 3.Send programs to the device

### METHOD 2: Send programs via ledArt

#### Steps

- 1.Open ledArt app
- 2.Create and edit programs
- 3.Send programs to the device

### METHOD 3: Send programs via U disk/SD card

#### Steps

- 1.Save programs to U disk/SD card
- 2.Insert U disk/SD card
- 3.Automatically play programs

# REFERENCE

## Technical Specifications

SKU: ST43-L / ST43-L(TS)

<b>LCD Size</b>	43"	<b>Operating System</b>	Android 11
<b>Light Source</b>	Backlight (LED)	<b>Processor</b>	RK3568, Quad-core CPU
<b>Resolution</b>	1920x1080(FHD)	<b>RAM</b>	2GB
<b>Brightness</b>	500nits	<b>ROM</b>	32GB
<b>Contrast</b>	4000:1	<b>Decoding Resolution</b>	1080P UHD compatible
<b>Response</b>	8ms	<b>Touch Support</b>	No(can add capacitive touch)
<b>Pixel Pitch</b>	0.49005×0.49005 mm	<b>Supported Video Files</b>	H.265,H.264,VP8, MAV , WMV , AVS , H.263 , MPEG4
<b>Refresh Rate</b>	50/60Hz	<b>Supported Image Files</b>	JPG、 BMP、 PNG
<b>Viewing Angle</b>	178/178	<b>Supported Audio Files</b>	MP3, WMA, WAV, APE, FLAC, AAC, OGG, M4A, 3GPP
<b>Color Saturation</b>	72%	<b>RTC (Real-time clock)</b>	Yes
<b>Viewable Area</b>	940.896 (H)*529.254 (v)	<b>Speakers</b>	2x 5W
<b>Chromaticness</b>	16.7M	<b>Schedule Power On/Off</b>	Yes
<b>Voltage</b>	24V/AC110 or220V,50/60HZ	<b>System Update</b>	USB Compatible
<b>Power Consumption</b>	63WH	<b>App Installation</b>	Support Download and Installation
<b>Operating Temperature</b>	0-40	<b>Bluetooth</b>	5.0
<b>Storage Temperature</b>	-10°C~60°C	<b>Wi-Fi Generation</b>	Wi-Fi 6 (Compatible with Wi-Fi 5)
<b>Operating Humidity</b>	20% to 85%	<b>Wi-Fi Frequency</b>	2.4 G, 5G Dual Band
<b>Storage Humidity</b>	10% to 90%	<b>Ethernet (RJ45)</b>	1
<b>Max. Operating time</b>	Battery (20000mah, 8 hours avg.)	<b>HDMI IN</b>	1
<b>Net Weight</b>	32KG	<b>VGA</b>	N/A
<b>Gross Weight</b>	40KG	<b>Earphone</b>	1
<b>Unit Dimensions</b>	585*40*1157mm	<b>USB</b>	1xUSB 3.0 HOST , 1xUSB 3.0 OTG
<b>Packing Dimension</b>	1230*485*665mm	<b>Wi-Fi</b>	1
<b>Shell Material</b>	Steel, Aluminum	<b>Audio</b>	Left and right audio channel
<b>Shell Color</b>	Black/white	<b>OSD</b>	English

# Cleaning and Maintenance

- Avoid strong vibration or impact on the product.
- Keep the product dry to avoid possible damage by moisture.
- Don't place the product under direct sunlight, which may shorten the service life of the screen.
- Clean screen and product by using a glass cleaner.
- If the product will not be used for a long time, pull out the power cord to prevent the internal short circuit or other potential dangers.

## Troubleshooting Guide

ISSUE	PROBABLE CAUSE	SOLUTION
NO PICTURE OR SOUND	<ul style="list-style-type: none"> <li>• Battery depletion</li> <li>• Power cord not properly connected to the terminal on the back of the unit</li> <li>• Unit not powered on</li> <li>• Wall outlet not working</li> </ul>	<ul style="list-style-type: none"> <li>• Check the device's battery level on the display screen, turn on the switch to see if it lights up, plug in the charger to charge the device, confirm that the charger indicator light is on, red represents charging, green represents fully charged.</li> <li>• Confirm that the power cord is connected to the terminal on the back of the unit.</li> <li>• Turn the on/off toggle switch located on the back of the unit, lower center, to the "on" position.</li> <li>• Unplug unit, wait 20 seconds, plug unit back into outlet and try again.</li> <li>• Restore factory settings in the settings.</li> </ul>
NO SOUND	<ul style="list-style-type: none"> <li>• Volume not adjusted on the remote control</li> <li>• Content/Video does not have sound</li> <li>• Content format is not compatible</li> <li>• Speakers do not work</li> </ul>	<ul style="list-style-type: none"> <li>• Adjust volume using the remote control.</li> <li>• Confirm content is one of the following compatible formats: AVI, MPEG4, WMV, MKV, AV, MP3, MP4.</li> <li>• If unit is connected to Wi-Fi, go to YouTube and play video that has sound.</li> <li>• Unplug unit, wait 20 seconds, plug unit back into outlet and try again.</li> <li>• Try playing the content on a different device (smart phone, computer or tablet). Restore factory settings in the settings.</li> </ul>
NO PICTURE	<ul style="list-style-type: none"> <li>• Content file damaged</li> <li>• Content format is not compatible</li> <li>• Screen damaged or defective</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm content is one of the following compatible formats: AVI, MPEG4, WMV, MKV, AV, MP3, MP4.</li> <li>• Try playing the content on a different device (smart phone, computer or tablet).</li> <li>• Unplug unit, wait 20 seconds, plug unit back into outlet and try again.</li> <li>• Restore factory settings in the settings.</li> </ul>
REMOTE CONTROL NOT WORKING	<ul style="list-style-type: none"> <li>• Batteries not inserted properly</li> <li>• Batteries are dead</li> <li>• Standing too close or too far from the unit</li> </ul>	<ul style="list-style-type: none"> <li>• Check that battery is inserted properly with positive and negative orientation.</li> <li>• Insert new batteries.</li> <li>• Stand within 1 foot of the front of the unit and point the remote directly at the sensor (green dot).</li> </ul>
NO WI-FI SIGNAL	<ul style="list-style-type: none"> <li>• Wi-Fi is not turned on in settings.</li> <li>• Wi-Fi is not connected to a network.</li> <li>• Low or no signal from the router.</li> <li>• Antenna is missing or not properly attached.</li> <li>• Damaged PC board.</li> </ul>	<ul style="list-style-type: none"> <li>• Check that Wi-Fi is turned on in settings.</li> <li>• Confirm that the antenna is in place and pointed upward.</li> <li>• Check that other devices are receiving the signal. If other devices are not receiving the Wi-Fi signal, please contact your internet service provider.</li> <li>• Unplug unit, wait 20 seconds, plug unit back into outlet and try again.</li> <li>• Restore factory settings in the settings.</li> </ul>
PARTS MISSING OR DAMAGED	<ul style="list-style-type: none"> <li>• Parts missing from product.</li> <li>• Parts damaged by operator.</li> </ul>	<ul style="list-style-type: none"> <li>• Contact a customer service representative for parts missed during manufacturing (no charge for replacements)</li> <li>• Contact a customer service representative for parts lost or damaged by the customer (charge for replacements).</li> </ul>

ISSUE	PROBABLE CAUSE	SOLUTION
CANNOT UPLOAD CONTENT	<ul style="list-style-type: none"> <li>• Content format is not compatible.</li> <li>• Content files are too large</li> <li>• Port being used is defective</li> <li>• App used to play content is defective.</li> <li>• Android board is defective</li> </ul>	<ul style="list-style-type: none"> <li>• Confirm content is one of the following compatible formats: AVI, MPEG4, WMV, MKV, AVI, MP3, MP4.</li> <li>• Confirm file size is less than available space.</li> <li>• Confirm that the USB flash drive or portable hard drive is functioning properly, whether the network is working properly, and try uploading on other devices to see if it is working properly.</li> <li>• Reinstall the application.</li> <li>• Restore factory settings in the settings.</li> </ul>
PRE-INSTALLED APPS NOT WORKING	<ul style="list-style-type: none"> <li>• "MediaFolder" incorrectly setup.</li> <li>• Software error.</li> <li>• App is defective.</li> <li>• Android board is defective.</li> </ul>	<ul style="list-style-type: none"> <li>• Check that images, videos, and music are correctly stored in the 'MediaFolder' folder (see Magic Player instructions).</li> <li>• Check that file has successfully transferred to USB and USB is functioning.</li> <li>• Download the application again and install it.</li> <li>• Restore factory settings in the settings and download and install the application again.</li> </ul>



**NOTE:** Do not attempt to replace or repair circuitry yourself. Contact customer service to schedule a professional maintenance appointment.

If all the potential solutions have been tested for a particular issue and problems have not been resolved, contact a customer service representative for guidance.