RusinDisplay

USER MANUAL



LCD Display

Wall-mounted Digital Signage 43”(W-DS43)

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Product Overview

About LCD Display

LCD (Liquid Crystal Display) technology uses a liquid crystal layer with LED backlighting to deliver clear and stable images. It is widely used in smart touch screens and commercial displays due to its reliability and energy efficiency.

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- LED backlight: Ensures uniform brightness and low power consumption.
- IPS panel: Provides accurate colors and wide viewing angles.
- 4K UHD Resolution: Delivers sharp and detailed visuals at 3840×2160.
- Wide viewing angles: Up to 178° for consistent image quality.

Wall-mounted Digital Signage 43”

The Wall-mounted Digital Signage 43” is an indoor LCD advertising display designed for commercial information delivery and interactive applications. Featuring a 43-inch TFT-LCD panel with a 16:9 horizontal format (also supports 9:16 vertical rotation) and powered by an integrated Android 11 system, it delivers UHD clarity, reliable performance, and responsive touch interaction for retail, corporate, hospitality, and public environments.

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- Wall-Mount / Embedded Design:Supports versatile installation options including wall mounting, embedded setup, or desktop use. Includes a wall-mount bracket and screws for easy installation with standard 400×400 mm VESA mounting holes.
- Infrared Multi-Touch Technology:Features a 20-point infrared touch system with high touch accuracy (≤1 mm), supporting intuitive interaction suitable for high-traffic public and commercial applications.
- Full HD Visual Performance:Boasts a 3840×2160 resolution @ 60Hzwith an IPS panel for wide 178°/178° viewing angles, delivering sharp, vibrant visuals with 16.7 million colors and a 73% color gamut for consistent image quality from various viewpoints.

System Architecture

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LCD Display Panel

- 43-inch TFT-LCD with 3840 × 2160 (4K UHD) resolution and IPS panel technology.
- 16.7 million color display with 73% color gamut and 178° wide viewing angles.
- Front tempered glass and LED backlight for uniform brightness and commercial durability.

Infrared Touch Functionality

- Supports 20-point infrared touch with high accuracy (≤1 mm) and fast response.
- Designed for long-term, high-frequency use in public indoor applications.

Connectivity Options

- Supports Ethernet and Wi-Fi, with optional 3G/4G module.
- Includes multiple interfaces such as USB, TF card slot, and RJ45 for flexible content management.

System Stability & Thermal Design

- Industrial-grade internal structure ensures stable performance and reliable heat dissipation for continuous indoor operation.





Installation

Additional Accessories

Included in the package:

Wall Mount Bracket ×1
Screw Set ×1
Wi-Fi Dongle ×1
Remote Control ×1
Battery ×2
Warranty Card ×1
Certificate of Qualification ×1
AC Power Cord, 1.5m × 1

Optional Accessories (Available for Purchase):

- Lint-free Cloths: Designed to clean the screen without leaving fibers or dust.
- Flight Case: A durable case for safe transportation and storage of the display unit.

Unpacking and Handling

Shipping Box

The W-DS43 is packaged in a honeycomb box placed inside a wooden crate, with multiple foam sections inside the honeycomb box for added stability and protection. Arrow markings on the crate indicate the correct orientation for unpacking.

Unpacking

Open all fasteners on the wooden crate, remove the honeycomb box, and place it upright as indicated by the arrow markings.
Remove the lid of the honeycomb box and take out the protective foam covering the display.

Handling

Lift the display by its base or designated support points. Avoid applying pressure to the screen or other delicate components during this process. Always carry the display with at least two people to minimize the risk of damage.

Environmental Requirements

The W-DS43 is designed for indoor use only. To ensure stable operation and long-term performance, please observe the following environmental guidelines:

Temperature and Humidity

- Operating Temperature: 0°C to 40°C (32°F to 104°F)
- Operating Humidity: 10% to 90% (non-condensing)

Light Exposure

- Avoid prolonged exposure to direct sunlight or strong light sources, which may affect display visibility and surface materials.
- Use the display in standard indoor lighting conditions for optimal viewing performance.

Ventilation

- Ensure adequate space around the device to allow proper airflow.
- Do not block ventilation openings or place the unit in enclosed or poorly ventilated areas.

Heat Sources

- Keep the display away from heat sources such as radiators, stoves, or other equipment that generates excessive heat.

Installation Guidelines

Place Display

Place the display on a flat ,stable surface that can support its weight. Leave some space around the display for ventilation.

Connections and Setup

- Connect the display to a power source using the provided power cable.
- Use HDMI or other compatible cables to connect external devices such as media players or computers. Ensure all connections are secure and properly aligned.

Installation Disclaimer

Proper installation and operation are the customer’s responsibility. Failure to follow the instructions in this manual or installation in a manner not described here may result in equipment damage or unsafe conditions for which the customer will be held liable.

Operation

Basic Operation

Power On/Off

Power On: Press the power switch to start the display. Ensure the power connection is secure.
Power Off: Press the power switch to turn off the display.

Adjusting Display Settings

Adjust brightness, contrast, and other display parameters through the menu interface.
Optimize settings based on ambient lighting and usage requirements to achieve the best visual experience.

Basic Operation Precautions

Regularly check cable connections to ensure they are secure and undamaged.

External Device Connection

Common Connection Methods

- HDMI: For connecting computers, media players, or gaming consoles.
- USB: For connecting USB drives , mouse devices or other external storage devices to play media files.

Connection Steps

- Select the appropriate interface and connect the external device to the corresponding port on the display.
- Power on the display and select the relevant input source. If the device is properly connected, the display will automatically detect it.

Precautions

- Ensure all connections are stable to avoid signal loss or display issues.
- Disconnect the power before changing device connections to ensure safety.

Touch Screen Operation

Basic Operations

- Tap: Gently touch the screen once to select or activate a target element.
- Drag: Touch and slide on the screen to move content or interface elements.

Screen Responsiveness

- The touch screen supports up to 20-point touch,ensuring precise and simultaneous recognition of multiple touch inputs.

Precautions

- Ensure your fingers are clean to maintain touch accuracy.
- Avoid using sharp objects on the screen to prevent scratches on the display surface.

Content Development Guidelines

To ensure optimal visual quality and user experience on the LCD display, please follow these content development guidelines:

Resolution and Aspect Ratio

- Match the content resolution to the display resolution to avoid image distortion or blurring.
- Use Full HD (1920 × 1080) or higher resolution content for best results. Ensure correct orientation for landscape or portrait display modes.

Brightness and Contrast

- Adjust content brightness and contrast to suit typical indoor lighting conditions.
- Avoid excessive contrast or overly bright elements that may cause visual fatigue.

Dynamic Content

- Use dynamic or regularly updated content to maintain visual freshness.
- Avoid displaying static images for extended periods to ensure consistent long-term viewing quality.

Color and Clarity

- Use balanced color saturation for natural and comfortable viewing.
- Ensure text, icons, and interactive elements are clear and appropriately sized for touch operation.

Testing and Optimization

- Test content on the actual display before deployment.
- Adjust brightness, contrast, and layout based on the installation environment and viewing distance.

Technical Information







LCD Display Panel

Resolution:	3840 × 2160 (4K UHD)
Screen Size:	43 inches
Brightness:	300 cd/m²
Contrast Ratio:	1200:1
Viewing Angle:	178°(H) / 178°(V)
Panel Type:	TFT-LCD
Touch Method:	20-point Infrared Touch, Accuracy ≤1mm

System & Mainboard

Operating System:	Android 11
CPU:	Quad-core Cortex-A55 @ 1.8GHz
GPU:	Mali-G52 2EE
Memory (RAM):	2GB DDR4 (4GB Optional)
Storage (ROM):	16GB Flash (8GB/32GB/64GB Optional)

Interfaces & Connectivity

Side Ports:	USB 2.0 × 2, TF Card Slot × 1, Headphone Jack × 1
Rear Ports:	RJ45 × 1
Audio:	Built-in 2 × 5W Speakers
Network:	Ethernet, Wi-Fi, wireless peripheral expansion, 4G Module (Optional)

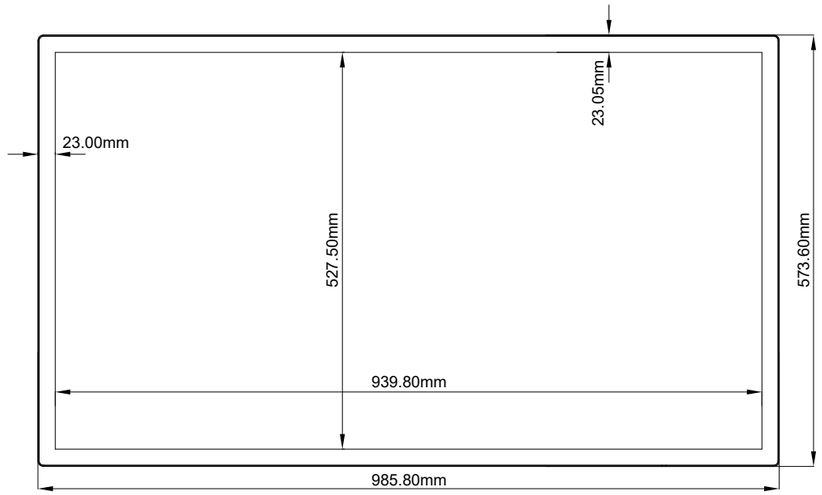
Additional Specifications

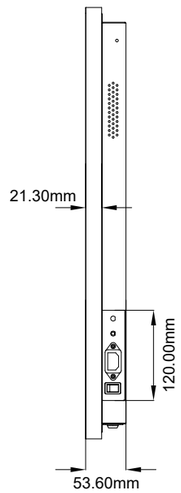
Operating Temperature:	-5°C to 40°C
Dimensions (H×W×D):	983.8 × 572.50 × 70.50 mm (with bracket) 983.8 × 572.50 × 58.50 mm (without bracket)
Weight:	12 kg ± 1.5 kg
Appearance:	Black, Tempered Glass Front, Wall-mounted / Embedded / Stand Design

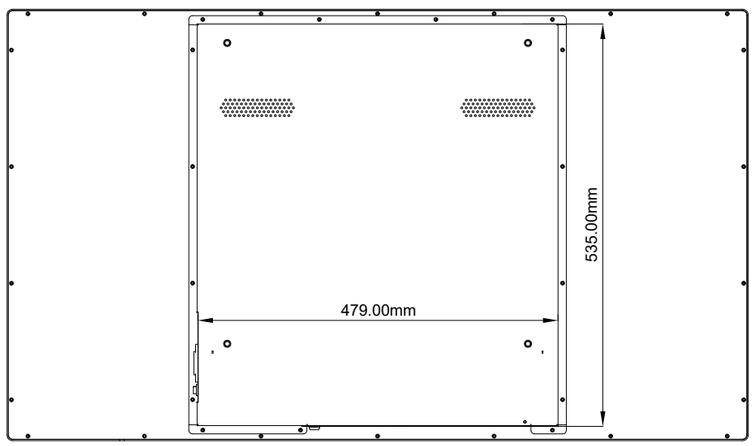
Key Features

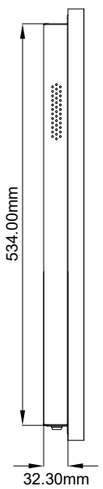
Supports 1080P @ 60fps H.265/H.264 video decoding
Supports scheduled power on/off, screen splitting, and playlist looping
Compatible with various third-party applications

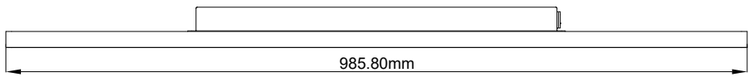
Dimensional Drawings











Troubleshooting Guide

Power Issues

- Ensure the power adapter and cable are securely connected.
- Verify that the power outlet is functioning properly.

No Display or Black Screen

- Check all cable connections for secure and proper connection.
- Confirm the correct input source is selected.
- Adjust brightness settings if necessary.

Display Flickering

- Ensure the input signal is stable.
- Inspect cables for damage or loose connections.
- Adjust the display's refresh rate settings if applicable.

Unresponsive Touchscreen

- Clean the touchscreen surface to remove dust or smudges.
- Restart the device to reset touch functionality.
- When connected to an external Windows system, ensure the cable is properly connected and the driver is installed.

Maintenance Instructions

Cleaning the Display Glass

- Use a soft, lint-free cloth or tissue.
- Use high-quality glass cleaners designed for LCD or commercial displays, or diluted isopropyl alcohol (IPA).
- Do not mix different cleaning agents. Use separate cloths if necessary.

Cleaning Procedure

- Do not allow cleaning liquid to seep into gaps between the glass, bezel, or panel housing, as this may damage the LCD panel or internal electronic components.
- Apply a small amount of cleaning solution to the cloth (do not spray directly onto the screen).
- Clean gently in circular motions from one side of the screen.

Additional Notes

- Power off and disconnect the display before cleaning.
- Regular cleaning helps maintain optimal visual performance and touchscreen responsiveness.

Support Information

Technical Support

1

- Our professional technical support team is available to assist you with any issues related to this product.
- For inquiries or technical support, please contact us via:
  Email: info@rusindisplay.com
  Service Hours: We are available during business days and will respond within 12 hours.
- You can also learn more about our products on our website: www.rusindisplay.com.

After-Sales Service

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30-Day Hassle-Free Returns

Customers can apply to return products without reason within 30 days after receipt if unsatisfied.

3-Year Warranty

Customers can apply for a free replacement within three year of receipt if non-human damage occurs to product accessories.

For detailed terms and execution procedures, please refer to our comprehensive After-Sales Policy: [www.rusindisplay.com/help-center/61]

www.rusindisplay.com

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Regulatory Compliance

Environmental and Safety Standards

The LCD screen we offer complies with internationally recognized environmental and safety regulations, including but not limited to:
CE: Meets EU health, safety, and environmental requirements for market access.
FCC ID: Ensures compliance with US Federal Communications Commission regulations regarding electromagnetic interference.
RoHS: Restricts the use of specific hazardous substances in electrical and electronic equipment, ensuring environmental safety.
CB Scheme: Facilitates international certification acceptance, demonstrating compliance with IEC safety standards for electrical products.

User Responsibility and Local Regulations

Users are responsible for complying with all applicable national and regional laws and regulations when using this product, including but not limited to e-waste recycling, environmental protection, and related industry standards.

1

Product Certification Information

Certifications for this product may vary by region. For more information or certification documents, please contact us at info@rusindisplay.com.

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Imprint

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