



**KERCHAN**  
Professional Innovation

# Product Specification

Product No:                     KERSAD2022016                    

Product model:                     SAD0403C                    





File No:                     KER2022001                    

Version No:                     V2.0                    

Date:                     2022-01-01

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## Product Features

1. Product Name: 4 inch cover cost cardboard video screen, specially for temporary display.
2. Play mode: single repeat playback of memory content.
3. Support auto copy function: USB files can be automatically copy to the memory.
4. Support the human body sensing or pressing the button, and the sensor can play one time or press once to play the mode once.
5. Stylish and beautiful, easy to operate.
6. There are three versions of the model can be selected: with buttons; with human motion sensor; looping video simply.

## Application

[4.3 inch LCD display](#) video screen is a great way to advertise your product or service in retail P.O.P. or P.O.S environments by displaying with your custom videos to boost your sales and bring a better shopping experience for your customers, which is widely used in retail stores, restaurants, bank, supermarket, airport, hospital and any commercial environment.

## Specification

### 4.3 inch Low Cost Cardboard Video Screen



#### Description

- Model No.: SAD0403C.
- PVC housing, unit size is flexible, can print work.
- Lower cost, mainly for corrugated display.
- Auto copy contents from USB to internal memory.
- Auto loop videos from internal memory after power on.
- Optional function: motion sensor; push button.

**Product Technical Specification**

|                               |                              |                                 |   |
|-------------------------------|------------------------------|---------------------------------|---|
| <b>Model</b>                  | SAD0403C                     | <b>Shell color</b>              | Standard: White                                   |
| <b>Open Frame or Enclosed</b> | Enclosed                     | <b>External Port</b>            | Support U flash disk                              |
| <b>LCD Panel</b>              | 4 inch                       | <b>Input</b>                    | AC 100-240V                                       |
| <b>Resolution</b>             | 480*272                      | <b>Output</b>                   | DC 5V/1.5A  |
| <b>Brightness</b>             | 150cd/m2                     | <b>Standby(Watt)</b>            | ≤1W   |
| <b>Contrast</b>               | 500:1                        | <b>Power consumption (Watt)</b> | ≤4W   |
| <b>Colour</b>                 | 16.7M                        | <b>Material</b>                 | PVC material injection process                    |
| <b>Visible Angle</b>          | 70/60/70/70                  | <b>Image Format</b>             | JPEG/BMP/GIF/PNG                                  |
| <b>Video Format</b>           | MP4/RMVB/AVI                 | <b>Audio Format</b>             | MP3/WMA/ WAV,                                     |
| <b>Life Time (hrs)</b>        | >20000H                      | <b>Response Time</b>            | 8ms   |
| <b>Visible Area</b>           | 95.04*53.86mm                | <b>Outline dimension</b>        | 146.66*118.6*13mm                                 |
| <b>CPU</b>                    | ATJ229R2                     | <b>Default Language</b>         | English   |
| <b>GPU</b>                    | E200                         | <b>Menu Language</b>            | Support Chinese, English                          |
| <b>Working Temperature</b>    | -20℃~60℃                     | <b>Storage Temperature</b>      | 0℃~40℃  |
| <b>ROM NAND flash</b>         | SDRAM 128M                   | <b>Storage Humidity</b>         | 10%-75%   |
| <b>Decoded Resolution</b>     | Support 720P                 | <b>Working Humidity</b>         | 20%-80%RH   |
| <b>RTC Real-time Clock</b>    | No Support                   | <b>Product Weight (N.W.)</b>    | 0.35kg  |
| <b>Switch Time Setting</b>    | No Support                   | <b>Plug Types</b>               | US, EU, AU, UK<br>Optional                        |
| <b>External Interface</b>     | DC IN/MINI-USB               | <b>Accessories</b>              | User Guide, Instruction Book, Warranty, Desiccant |
| <b>Speaker</b>                | Size: ∅ 30MM, speakers 8R 1W | <b>Optional</b>                 | /   |

**Accessories:** instruction manual, warranty card, desiccant, certificate, power adapter;

**Notes:** Some of the above specifications are optional for reference only. Please select the relevant function parameters according to your need and confirm the parameters with our sales team. The final interpretation right belongs to Shenzhen Kerchan Technology Co., Ltd. A corresponding fee will be



charged according to the optional function, so please confirm with us.

## Instructions and After-Sales Service

### Instructions

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1. The working voltage: 100V 240V ~ 50/60Hz AC, please do not exceed the working voltage range.
2. Please place gently and do not stress when shipping and storing.
3. Copy videos/images to SD card/USB, plug and play the videos/images.

### Warranty and After-Sales Service

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1. Please read carefully the product specifications firstly .
2. Before using, please confirm the product not been damaged in the transport, if damaged, it cannot be installed.
3. The power supply in the package is only used for this product; Do not use other power source.
4. When the product is faulty, please entrust the professional person to carry out inspection and maintenance to ensure the safety. Do not disassemble by yourself to avoid unnecessary damage.
5. To prevent to be suffocated to death, package materials should be stay away from children.
6. To prevent to be swallowed by children, please take care of the small components.
7. Do not cover anything on the product.
8. Products should be away from the strong magnetic field interference and high temperature objects.