

MAG Series

LCD Monitor

MAG 274QRFW (3CC2)

User Guide

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Revision

V1.0, 2023/11

Getting Started

This chapter provides you with the information on hardware setup procedures. While connecting devices, be careful in holding the devices and use a grounded wrist strap to avoid static electricity.

Package Contents

Monitor	MAG 274QRFW		
Documentation	Quick Start Guide		
Accessories	Stand with Screw(s)		
	Stand Base with Screw(s)		
	Screw(s) for Wall Mount Bracket(s)		
	External Power Supply		
	Power Cord		
Cables	Premium High Speed HDMI™ Cable (Optional)		
	DisplayPort Cable (Optional)		

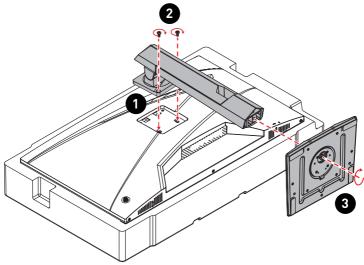


Important

- Contact your place of purchase or local distributor if any of the items is damaged or missing.
- Package contents may vary by country.
- The included power cord is exclusively for this monitor and should not be used with other products.

Installing the Monitor Stand

- 1. Leave the monitor in its protective foam packaging. Align the stand bracket to the monitor groove.
- 2. Tighten the stand bracket with screws.
- 3. Connect the base to the stand and tighten the base screw to secure the base.
- Make sure the stand assembly is properly installed before setting the monitor upright.



<u>(1)</u>

- Place the monitor on a soft, protected surface to avoid scratching the display panel.
- Do not use any sharp objects on the panel.
- The groove for installing the stand bracket can also be used for wall mount. Please contact your dealer for proper wall mount kit.
- This product comes with NO protective film to be removed by the user! Any
 mechanical damages to the product including removal of the polarizing film may
 affect the warranty!



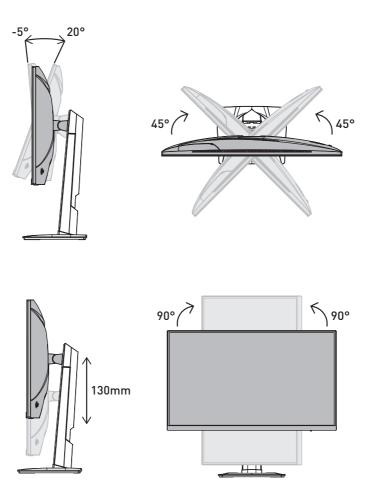
Adjusting the Monitor

This monitor is designed to maximize your viewing comfort with its adjustment capabilities.

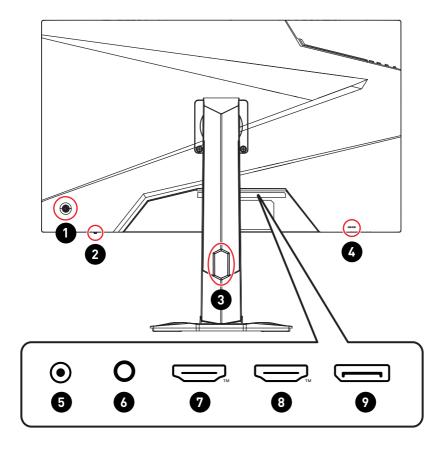


/ Important

- Avoid touching the display panel when adjusting the monitor.
- Please slightly tilt the monitor backwards before pivoting it.



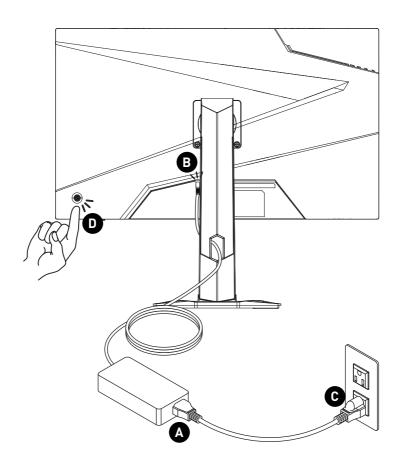
Monitor Overview



0	Power Button & Navi Key
2	Power LED
G	Lit in white after the monitor is turned on. If no signal input, the LED will turn into orange. Lit in orange when the monitor is in Stand-by mode.
3	Cable Routing Hole
4	Kensington Lock
5	Power Jack
6	Headphone Jack
7	HDMI™ Connector Happerstrion Multilegia Internace
	Supports HDMI™ CEC, 2560x1440@144Hz as specified in HDMI™ 2.0b.
8	HDMI TM Connector
	Supports 2560x1440@144Hz as specified in HDMI™ 2.0b.
9	DisplayPort
	Supports 2560x1440@180Hz as specified in DisplayPort 1.4a.

Connecting the Monitor to PC

- 1. Turn off your computer.
- 2. Connect the video cable from the monitor to your computer.
- **3.** Assemble the external power supply & power cord. (Figure A)
- **4.** Connect the external power supply to the monitor power jack. (Figure B)
- **5.** Plug the power cord into the electrical outlet. (Figure C)
- **6.** Turn on the monitor. (Figure D)
- 7. Power on the computer and the monitor will auto detect the signal source.



OSD Setup

This chapter provides you with essential information on OSD Setup.

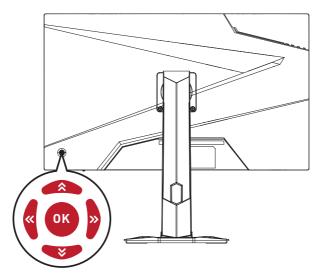


Important

All information is subject to change without prior notice.

Navi Key

The monitor comes with a Navi Key, a multi-directional control that helps navigate the On-Screen Display (OSD) menu.



Up/Down/Left/Right:

- selecting function menus and items
- adjusting function values
- entering into/exiting from function menus

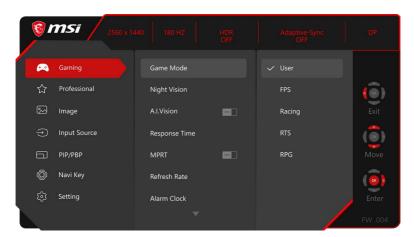
Press (OK):

- launching the On-Screen Display (OSD)
- entering submenus
- · confirming a selection or setting

Hot Key

- Users may enter into preset function menus by moving the Navi Key up, down, left or right when the OSD menu is inactive.
- Users may customize their own Hot Keys to enter into different function menus.

OSD Menus





The following settings will be grayed out when HDR signals are received:

- Night Vision
- MPRT
- Low Blue Light
- HDCR
- Brightness

- Contrast
- Color Temperature
- PIP/PBP
- A.I. Vision

Gaming

1st Level Menu	2nd/3rd Level Menu	Description	
Game Mode	User		on to select and preview
	FPS	mode effects. • Press the OK Button to confirm and ap	
	Racing	mode type.	to commin and apply your
	RTS		
	RPG		
Night Vision	OFF	This function optimizes background brightn	
	Normal	and is recommended	for FPS games.
	Strong		
	Strongest		
	A.I.		
A.I. Vision	OFF		mage quality by optimizing
	ON the contrast of images and backg brightness. • Activating A.I. Vision will affect:	J	
		Affected Function	Function Status
		» Night Vision» HDCR» Brightness	Unable to select
		» MPRT	Set to OFF
Response Time	Normal	Setting to Fastest will reach the shortest	
	Fast	response time and he when playing very fas	elp improve blurred images it games
	Fastest		- g
MPRT	OFF		en the refresh rate is over
	ON	85Hz. Activating MPRT will affect:	affect:
		Affected Function	Function Status
		» Response Time » Brightness	Unable to select
		» Adaptive-Sync » HDCR » PIP/PBP	Set to OFF
		» Screen Size 1:1	Set to Auto

1st Level Menu	2nd/3rd Lev	vel Menu	Description	
Refresh Rate	Location	Left Top	• Location is adjustable in OSD Menu. Press the	e in OSD Menu. Press the
		Right Top	OK Button to confirm Rate Location.	and apply your Refresh
		Left Bottom		and works at the Operating
		Right Bottom	System's preset Screen Refresh Rate.	een Refresh Rate.
		Customize		
	OFF			
	ON			
Alarm Clock	Location	Left Top	After setting the time	e, press the OK Button to
		Right Top	activate the timer.	ally restore their preset
		Left Bottom	Alarm Clock after an	
		Right Bottom	reconnection.	
		Customize		
	OFF			
	15:00	00:01 ~ 99:59		
	30:00 45:00			
	60:00			
Screen Assistance	None		Users can adjust Scr mode.	een Assistance in any
	Icon	日 十 十 十 ※ ※ A A	moue.	
	Position			
	Reset			
Adaptive-Sync	OFF		Adaptive-Sync prever	
	ON		Activating Adaptive-S	
			Affected Function	Function Status
			» MPRT	Set to OFF
			» PIP/PBP » Screen Size 1:1	Set to Auto

Professional

1st Level Menu	2nd Level Menu	Description		
Pro Mode	Eco		on to select and preview mode	
	User	effects.	o confirm and apply your mode	
	Anti-Blue	type.	o commini and apply your mode	
	Movie	Activating sRGB will a	ffect:	
	Office	Affected Function	Function Status	
	sRGB	» Color Temperature » Low Blue Light	Unable to select	
Low Blue Light	OFF		ts your eyes against blue light.	
	ON	When enabled, Low B temperature to a mor	lue Light adjusts the screen color e yellow glow.	
		When Pro Mode is set enable Low Blue Ligh	to Anti-Blue, it is mandatory to t.	
			Blue Light backlight monitor, blue light emitted without n.	
HDCR	OFF		e quality by increasing the	
	ON	contrast of images. • Activating HDCR will affect:		
		Affected Function	Function Status	
		» Brightness	Unable to select	
		» MPRT	Set to OFF	
MPRT	OFF	MPRT is available who	en the refresh rate is over 85Hz.	
	ON	Activating MPRT will a	affect:	
		Affected Function	Function Status	
		» Response Time » Brightness	Unable to select	
		» Adaptive-Sync » HDCR » PIP/PBP	Set to 0FF	
		» Screen Size 1:1	Set to Auto	
Image Enhancement	OFF	Image Enhancement enhances image edges to		
	Weak	their acutance.		
	Medium			
	Strong			
	Strongest			

Image

1st Level Menu	2nd/3rd Level Menu		Description	
Brightness	0-100		Properly adjust Brigh surrounding lighting.	
Contrast	0-100		Properly adjust Contr	ast to relax your eyes.
Sharpness	0-5		Sharpness improves images.	clarity and details of
Color Temperature	Cool			on to select and preview
	Normal		mode effects.	
	Warm Customization R (0-100) G (0-100)		 Press the OK Button to confirm and apply your mode type. 	
		B (0-100)		
Screen Size	Auto		Users can adjust Screen Size in any mode, any	
	4:3		resolution and any sc	
	16:9		Activating Screen Size Affected Function	Function Status
			» MPRT » Adaptive-Sync » PIP/PBP	Set to OFF

Input Source

1st Level Menu	2nd Level Menu	Description
HDMI™ 1		Users can adjust Input Source in any mode.
HDMI™ 2		
DP		
Auto Scan	OFF	Users can use the Navi Key to select Input Source at
İ	ON	below status:
	ON	 While "Auto Scan" is set to "OFF" with the monitor at power saving mode;
		While "No Signal" message box is shown on the monitor.

PIP/PBP

1st Level Menu	2nd/3rd Level Menu		Description		
OFF		(PIP (Picture in Picture) allows users to		
PIP	Source	HDMI™ 1	simultaneously display multiple video sources on one screen. One program is		
		HDMI™ 2	displayed on the full s		
		DP	displayed in inset win		
	PIP Size	Small	PBP (Picture by Picture by Picture that displays that displays the property of the proper		
		Medium	feature that displays side-by-side on the so		
		Large	Display Switch allows		
	Location	Left Top	between primary and sources.	secondary input	
		Right Top	If there is only one sign		
		Left Bottom Switch and Audio Switch will be g		0 ,	
	Right Bottom • Activating PIP/PBP will affe Affected Function Function		Function Status		
	Display Swi	tch	» Response Time	Unable to select	
	Audio Switc	h	» MPRT	C-14- OFF	
PBP	Source 1	HDMI™ 1	» Adaptive-Sync	Set to OFF	
		HDMI™ 2	» HDMI™ CEC	Set to OFF & unable to select	
		DP	» PIP: Screen Size 1:1	Set to Auto &	
	Source 2	HDMI™ 1	» PBP: Screen Size	unable to select	
		HDMI™ 2			
		DP			
	Display Switch				
	Audio Switc	h			

Navi Key

1st Level Menu	2nd Level Menu	Description
Up	OFF	All Navi Key items can be adjusted via OSD Menus.
Down	Brightness	
Left	Game Mode	
Right	Screen Assistance	
	Alarm Clock	
	Input Source	
	PIP/PBP Mode	
	Refresh Rate	
	Info. On Screen	
	Night Vision	

Settings

1st Level Menu	2nd Level Menu	Description
Language	繁體中文	Users have to press the OK Button to confirm and
	English	apply the Language setting. • Language is an independent setting. Users' own
	Français	language setting will override the factory default.
	Deutsch	When users set Reset to Yes, Language will not be changed.
	Italiano	onangea.
	Español	
	한국어	
	日本語	
	Русский	
	Português	
	简体中文	
	Bahasa Indonesia	
	Türkçe	
	(More languages coming soon)	
Transparency	0~5	Users can adjust Transparency in any mode.
OSD Time Out	5~30s	Users can adjust OSD Time Out in any mode.

1st Level Menu	2nd Level Menu	Description
RGB LED	Red • RGB LED offers unique lighting effects monitor.	RGB LED offers unique lighting effects for your
		monitor.
	Blue	
	White	
	Breathing	
	Marquee	
	Rainbow	
	OFF	
Power Button	OFF	When set to OFF, users can press the power button to turn off the monitor.
	Standby	When set to Standby, users can press the power button to turn off the panel and backlight.
Info. On Screen	OFF	The information of the monitor status will be shown
	ON on the right side of the screen.	on the right side of the screen.
HDMI™ CEC	OFF	HDMI™ CEC (Consumer Electronics Control)
	ON	supports Sony PlayStation®, Nintendo® Switch™, Xbox Series X S consoles and various audio-visual devices that are CEC-capable.
		If HDMI™ CEC is set to ON:
		The monitor will automatically power on when the CEC device is turned on.
		The CEC device will enter power saving mode when the monitor is turned off.
		 When Sony PlayStation®, Nintendo® Switch™, or Xbox Series XIS console is connected, Game Mode and Pro Mode will be automatically set to default modes and can be adjusted to users' preferred modes later.
Reset	YES	Users can Reset and restore settings to original
	NO	OSD Default in any mode.

Specifications

Monitor		MAG 274QRFW		
Size		27 inch		
Curvature		Flat		
Panel Type		Rapid IPS		
Resolution		2560x1440 (WQHD)		
Aspect Ratio		16:9		
Brightness		• Typical SDR: 400 nits		
		Peak HDR: 400 nits		
Contrast Ratio		1000:1		
Refresh Rate		180Hz		
Response Time		• 1ms (MPRT)		
		• 1ms (GTG)		
1/0		• Headphone Jack x 1		
		• HDMI™ Connector x 2		
		• DisplayPort x 1		
View Angles		178°(H), 178°(V)		
DCI-P3*/ sRGB		95%/123%		
Surface Treatment		Anti-glare		
Display Colors		1.07B (8 bits + FRC)		
Monitor Power Options		19V === 2.58A		
External Power Supply		49W, 19V		
Power Input		100~240Vac, 50~60Hz		
Power Output		19V === 2.58A		
Adjustment (Height)		0 ~ 130mm		
Adjustment (Tilt)		-5° ~ 20°		
Adjustment (Swivel)		-45° ~ 45°		
Adjustment (Pi	ivot)	-90° ~ 90°		
Kensington Lock		Yes		
VESA Mounting		Plate Type: 75 x 75 mm		
Dimension (W x H x D)		613.5 x 402.1 x 196.5 mm		
Weight	Net	6.00 Kg		
	Gross	7.98 Kg		

Monitor		MAG 274QRFW	
Environment	Operating	• Temperature: 0°C to 40°C	
		Humidity: 20% to 90%, non-condensing	
		• Altitude: 0 ~ 5000m	
	Storage	• Temperature: -20°C to 60°C	
		• Humidity: 10% to 90%, non-condensing	

^{*} Based on CIE1976 test standards.

Preset Display Modes



All information is subject to change without prior notice.

Standard	Resolution		HDMI™	DP
Full HD	1920x1080	@60Hz	V	V
QHD	2560x1440	@60Hz	V	V
		@85Hz	V	V
		@120Hz	V	V
		@144Hz	V	
		@165Hz		V
		@180Hz		V
Video Timing	720P		V	V
Resolution	1080P	@60Hz	V	V
		@120Hz	V	V
	2160P	@30Hz	V	
		@60Hz	V	
	2560x1080P	@60Hz	V	
		@120Hz	V	
PBP Mode	1280x1440 @60)Hz	V	V

Troubleshooting

The power LED is off.

- Press the monitor power button again.
- Check if the monitor power cable is properly connected.

No image.

- Check if the computer graphics card is properly installed.
- Check if the computer and monitor are connected to electrical outlets and are turned on.
- Check if the monitor signal cable is properly connected.
- The computer may be in Standby mode. Press any key to activate the monitor.

The screen image is not properly sized or centered.

 Refer to Preset Display Modes to set the computer to a setting suitable for the monitor to display.

No Plug & Play.

- Check if the monitor power cable is properly connected.
- Check if the monitor signal cable is properly connected.
- Check if the computer and graphics card are Plug & Play compatible.

The icons, font or screen are fuzzy, blurry or have color problems.

- · Avoid using any video extension cables.
- Adjust brightness and contrast.
- Adjust RGB color or tune color temperature.
- Check if the monitor signal cable is properly connected.
- Check for bent pins on the signal cable connector.

The monitor starts flickering or shows waves.

- Change the refresh rate to match the capabilities of your monitor.
- Update your graphics card drivers.
- Keep the monitor away from electrical devices that may cause electromagnetic interference (EMI).

Safety Instructions

- Read the safety instructions carefully and thoroughly.
- All cautions and warnings on the device or User Guide should be noted.
- Refer servicing to qualified personnel only.

Power

- Make sure that the power voltage is within its safety range and has been adjusted properly to the value of 100~240V before connecting the device to the power outlet.
- If the power cord comes with a 3-pin plug, do not disable the protective earth pin from the plug. The device must be connected to an earthed mains socket-outlet.
- Please confirm the power distribution system in the installation site shall provide the circuit breaker rated 120/240V, 20A (maximum).
- Always disconnect the power cord or switch the wall socket off if the device would be left unused for a certain time to achieve zero energy consumption.
- Place the power cord in a way that people are unlikely to step on it. Do not place anything on the power cord.
- If this device comes with an adapter, use only the MSI provided AC adapter approved for use with this device.

Environment

- To reduce the possibility of heat-related injuries or of overheating the device, do not place the device on a soft, unsteady surface or obstruct its air ventilators.
- Use this device only on a hard, flat and steady surface.
- To prevent the device from tipping over, secure the device to a desk, wall or fixed object with an anti-tip fastener that helps to properly support the device and keep it safe in place.
- To prevent fire or shock hazard, keep this device away from humidity and high temperature.
- Do not leave the device in an unconditioned environment with a storage temperature above 60°C or below -20°C, which may damage the device.
- The maximum operating temperature is around 40°C.
- When cleaning the device, be sure to remove the power plug. Use a piece of soft cloth rather than industrial chemical to clean the device. Never pour any liquid into the opening; that could damage the device or cause electric shock.
- Always keep strong magnetic or electrical objects away from the device.

- If any of the following situations arises, get the device checked by service personnel:
 - The power cord or plug is damaged.
 - Liquid has penetrated into the device.
 - The device has been exposed to moisture.
 - The device does not work well or you can not get it working according to the User Guide.
 - The device has dropped and damaged.
 - The device has obvious sign of breakage.

TÜV Rheinland Certification

TÜV Rheinland Low Blue Light Certification

Blue light has been shown to cause eye fatigue and discomfort. MSI now offers monitors with TÜV Rheinland Low Blue Light certification to ensure users' eye comfort and well-being. Please follow the instructions below to reduce the symptoms from extended exposure to the screen and blue light.



- Place the screen 20 28 inches (50 70 cm) away from your eyes and a little below eye level.
- Consciously blinking the eyes every now and then will help to reduce eye strain after extended screen time.
- Take breaks for 20 minutes every 2 hours.
- Look away from the screen and gaze at a distant object for at least 20 seconds during breaks.
- Make stretches to relieve body fatigue or pain during breaks.
- Turn on the optional Low Blue Light function.

TÜV Rheinland Flicker Free Certification

 TÜV Rheinland has tested this product to ascertain whether the display produces visible and invisible flicker for the human eye and therefore strains the eyes of users.



- TÜV Rheinland has defined a catalogue of tests, which sets out minimum standards at various frequency ranges. The test catalogue is based on internationally applicable standards or standards common within the industry and exceeds these requirements.
- The product has been tested in the laboratory according to these criteria.
- The keyword "Flicker Free" confirms that the device has no visible and invisible flicker defined in this standard within the range of 0 3000 Hz under various brightness settings.
- The display will not support Flicker Free when Anti Motion Blur/MPRT is enabled.
 (The availability of Anti Motion Blur/MPRT varies by products.)

Regulatory Notices

CE Conformity

This device complies with the requirements set out in the Council Directive on the Approximation of the Laws of the Member States relating to Electromagnetic Compatibility [2014/30/EU], Low-voltage Directive [2014/35/EU], ErP Directive [2009/125/EC] and RoHS directive [2011/65/EU]. This product has been tested and found to comply with the harmonized standards for Information Technology Equipment published under Directives of Official Journal of the European Union.

FCC-B Radio Frequency Interference Statement

This equipment has been tested and found to comply with the limits for a Class B 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 the instruction manual, 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 measures listed below:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment into an outlet on a circuit different from that to which the receiver is connected
- Consult the dealer or an experienced radio/television technician for help.

Notice 1

The changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

Notice 2

Shielded interface cables and AC power cord, if any, must be used in order to comply with the emission limits.

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

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

MSI Computer Corp.

901 Canada Court, City of Industry, CA 91748, USA (626) 913-0828

www.msi.com

WEEE Statement

Under the European Union ("EU") Directive on Waste Electrical and Electronic Equipment, Directive 2012/19/EU, products of "electrical and electronic equipment" cannot be discarded as municipal waste anymore and manufacturers of covered electronic equipment will be obligated to take back such products at the end of their useful life.



Chemical Substances Information

In compliance with chemical substances regulations, such as the EU REACH Regulation (Regulation EC No. 1907/2006 of the European Parliament and the Council), MSI provides the information of chemical substances in products at: https://csr.msi.com/global/index

RoHS Statement

Japan JIS C 0950 Material Declaration

A Japanese regulatory requirement, defined by specification JIS C 0950, mandates that manufacturers provide material declarations for certain categories of electronic products offered for sale after July 1, 2006.

https://csr.msi.com/global/Japan-JIS-C-0950-Material-Declarations

India RoHS

This product complies with the "India E-waste (Management and Handling) Rule 2016" and prohibits use of lead, mercury, hexavalent chromium, polybrominated biphenyls or polybrominated diphenyl ethers in concentrations exceeding 0.1 weight % and 0.01 weight % for cadmium, except for the exemptions set in Schedule 2 of the Rule.

Turkey EEE Regulation

Conforms to the EEE Regulations of the Republic Of Turkey

Ukraine Restriction of Hazardous Substances

The equipment complies with requirements of the Technical Regulation, approved by the Resolution of Cabinet of Ministry of Ukraine as of 10 March 2017, \mathbb{N}^2 139, in terms of restrictions for the use of certain dangerous substances in electrical and electronic equipment.

Vietnam RoHS

As from December 1, 2012, all products manufactured by MSI comply with Circular 30/2011/TT-BCT temporarily regulating the permitted limits for a number of hazardous substances in electronic and electric products.

Green Product Features

- Reduced energy consumption during use and stand-by
- Limited use of substances harmful to the environment and health
- · Easily dismantled and recycled
- Reduced use of natural resources by encouraging recycling
- · Extended product lifetime through easy upgrades
- Reduced solid waste production through take-back policy

Environmental Policy

- The product has been designed to enable proper reuse of parts and recycling and should not be thrown away at its end of life.
- Users should contact the local authorized point of collection for recycling and disposing of their end-of-life products.



- Visit the MSI website and locate a nearby distributor for further recycling information.
- Users may also reach us at gpcontdev@msi.com for information regarding proper disposal, take-back, recycling, and disassembly of MSI products.

Warning!

Overuse of screens is likely to affect eyesight.

Recommendations:

- 1. Take a 10-minute break for every 30 minutes of screen time.
- 2. Children under 2 years of age should have no screen time. For children aged 2 years and over, screen time should be limited to less than one hour per day.

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Technical Support

If a problem arises with your product and no solution can be obtained from the user's manual, please contact your place of purchase or local distributor. Alternatively, please visit https://www.msi.com/support/ for further guidance.