

msi MAG 274CF E20

MSI MAG 274CF E20 27-inch FHD Gaming Monitor User Manual

Model: MAG 274CF E20

1. INTRODUCTION

Thank you for choosing the MSI MAG 274CF E20 27-inch FHD Gaming Monitor. This monitor is designed to provide an immersive gaming experience with its 1920 x 1080 (FHD) resolution, 200Hz refresh rate, and rapid 0.5ms (GtG, Min) response time. It features a curved VA panel, AMD FreeSync Premium technology, HDR Ready capabilities, and Less Blue Light technology for enhanced visual comfort. This manual will guide you through the setup, operation, and maintenance of your new monitor.

2. SAFETY INFORMATION

Please read all instructions carefully before using the monitor and retain this manual for future reference. Observe the following safety guidelines:

- Do not place the monitor on an unstable cart, stand, or table.
- Do not block ventilation openings.
- Do not use near water or sources of heat.
- Use only the power cord and adapter provided by the manufacturer.
- Disconnect the power plug from the outlet if the monitor will not be used for an extended period.
- Refer all servicing to qualified service personnel.

3. PACKAGE CONTENTS

Verify that all items listed below are present in your package:

- MAG 274CF E20 Widescreen Gaming LCD Monitor
- 1 x HDMI Cable (2.0b)
- 1 x Power Cord (C13)
- 1 x Quick Guide

If any items are missing or damaged, please contact your retailer or MSI customer support.

4. SETUP

4.1 Assembling the Stand

Follow these steps to attach the stand to your monitor. Ensure the monitor is placed face down on a soft, clean surface to prevent scratches.

1. Carefully remove the monitor from its packaging.
2. Attach the stand neck to the monitor panel.
3. Secure the base to the stand neck.

Alternatively, the monitor supports VESA mounting (100 x 100mm) for wall or arm mounting. Refer to your VESA mount instructions for installation.



Image: Front view of the MSI MAG 274CF E20 monitor, illustrating the display and assembled stand.

4.2 Connecting Cables

Connect the necessary cables to the monitor's input ports:

- **Power Cable:** Connect the power cord to the DC-in port on the monitor and then to a power outlet.
- **Video Cable:** Connect either an HDMI cable (included) or a DisplayPort cable from your computer's graphics card to the corresponding port on the monitor. The monitor supports 2x HDMI 2.0b and 1x DisplayPort 1.2a.
- **Audio Output:** For external audio, connect headphones or speakers to the Headphone-out port.

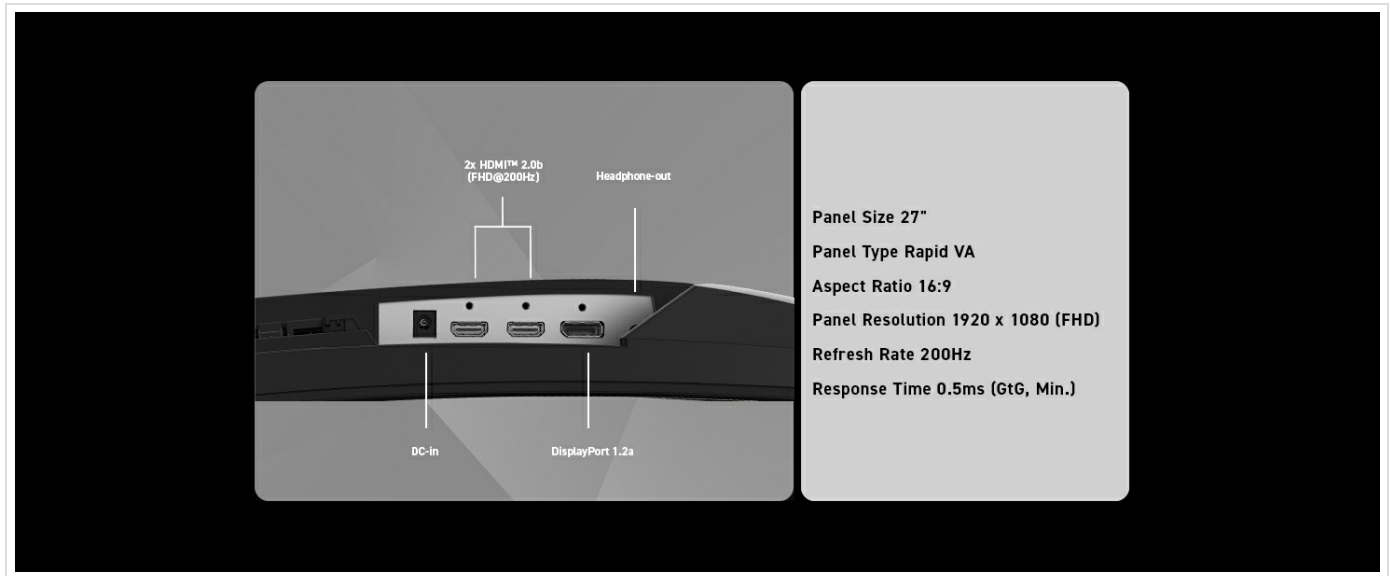


Image: Detailed view of the monitor's input/output ports, showing DC-in, DisplayPort 1.2a, two HDMI 2.0b ports, and a Headphone-out jack.

4.3 Initial Power-On

After connecting all cables, press the power button on the monitor to turn it on. The monitor should automatically detect the input signal. If not, you may need to manually select the input source using the OSD menu.

5. OPERATING INSTRUCTIONS

5.1 OSD (On-Screen Display) Navigation

The monitor features a 5-way joystick navigator located on the back of the monitor for easy access to the OSD menu. Press the joystick to open the OSD menu, then move it up/down/left/right to navigate and select options.



Image: Side view of the monitor, indicating the position of the OSD joystick for menu navigation.

5.2 Adjusting Monitor Settings

Through the OSD menu, you can adjust various settings to optimize your viewing experience:

- **Gaming:** Adjust refresh rate, response time (0.5ms GtG, Min.), FreeSync Premium, and gaming modes (FPS, RPG).
- **Image:** Control brightness, contrast, sharpness, and color temperature.
- **Display:** Select input source (HDMI 1, HDMI 2, DisplayPort).
- **PIP/PBP:** Configure Picture-in-Picture or Picture-by-Picture modes if supported.
- **HDR:** Enable or disable HDR Ready functionality for enhanced dynamic range.
- **Eye Care:** Activate features like Less Blue Light and Anti-Flicker for reduced eye strain.
- **AI Vision:** Utilize AI Vision technology to enhance details in dark areas and improve overall brightness and color saturation.



Image: A visual representation of the monitor's Less Blue Light feature, showing a split screen with and without the blue light reduction enabled.

5.3 Tilt Adjustment

The monitor stand allows for tilt adjustment. Gently hold both sides of the monitor and tilt it to your desired viewing angle. Do not apply excessive force.



HDR Ready

HDR Ready for enhanced shadow detail and realistic dynamic contrast.

1.07B colors (8-bit + FRC) | 118% sRGB
/ 94% DCI-P3 | 3500:1 contrast ratio

Image: Side profile of the monitor, illustrating its ability to tilt for ergonomic viewing.

6. MAINTENANCE

6.1 Cleaning the Monitor

- Always unplug the monitor from the power outlet before cleaning.
- Use a soft, lint-free cloth lightly dampened with water or a mild, non-abrasive screen cleaner.
- Do not spray cleaner directly onto the screen.
- Avoid using benzene, thinner, or any volatile solvents, as they may damage the monitor surface.

6.2 Storage

When storing the monitor for an extended period, ensure it is powered off, unplugged, and stored in a cool, dry place away from direct sunlight and extreme temperatures. It is recommended to use the original packaging for protection.

7. TROUBLESHOOTING

If you encounter issues with your monitor, refer to the following common problems and solutions:

Problem	Possible Solution
No power indicator / No image	• Ensure the power cord is securely connected to the monitor and the power outlet. • Check if the power outlet is functioning. • Press the monitor's power button.
No signal / Image not displayed	• Verify the video cable (HDMI or DisplayPort) is securely connected to both the monitor and your computer. • Ensure the correct input source is selected in the OSD menu. • Check if your computer is powered on and not in sleep mode.
Flickering or distorted image	• Check the video cable for damage or loose connections. • Adjust the refresh rate settings on your computer. • Disable or enable FreeSync Premium in the OSD menu to see if it resolves the issue. • Ensure your graphics card drivers are up to date.
Colors are incorrect or washed out	• Reset the monitor to factory default settings via the OSD menu. • Adjust color settings (color temperature, gamma) in the OSD menu. • Ensure HDR is enabled or disabled as appropriate for your content.

If the problem persists after trying these solutions, please contact MSI customer support.

8. SPECIFICATIONS

Feature	Specification
Brand	msi
Model Number	MAG 274CF E20
Screen Size	27 inches
Resolution	1920 x 1080 (FHD)
Aspect Ratio	16:9
Refresh Rate	200 Hz
Response Time	0.5 ms (GtG, Min.)
Panel Type	Rapid VA
Curvature	1500R
Contrast Ratio	100,000,000:1 (Dynamic)

Feature	Specification
Viewing Angle	178 degrees (H/V)
Connectivity	2x HDMI 2.0b, 1x DisplayPort 1.2a, 1x Headphone-out
Adaptive Sync	AMD FreeSync Premium
VESA Mounting	100 x 100 mm
Tilt Adjustment	Yes
Additional Features	HDR Ready, AI Vision, Less Blue Light, Anti-Flicker
Color	Black
Item Weight	8.7 pounds

9. WARRANTY AND SUPPORT

9.1 Warranty Information

The MSI MAG 274CF E20 monitor comes with a **3-year warranty** from the date of purchase. This warranty covers manufacturing defects and malfunctions under normal use. Please retain your proof of purchase for warranty claims. For detailed warranty terms and conditions, refer to the official MSI website or contact MSI customer service.

9.2 Customer Support

For technical assistance, troubleshooting beyond this manual, or warranty inquiries, please visit the official MSI support website or contact their customer service department. Contact information can typically be found on the MSI website or in the quick guide included with your product.

You can find more information and support resources at the [MSI Official Website](#).

ASK A QUESTION ABOUT THIS MANUAL

Ask about setup, troubleshooting, compatibility, parts, safety, or missing instructions. Manuals+ will review the question and use this page’s manual context to help answer it.

Name

Anonymous

Email

you@example.com

After a successful submission, we securely hash the supplied account or form email before sending it to Microsoft Advertising for conversion attribution. [Privacy details](#).

Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

Submit question