

IMPORTANT INFORMATION

Before using the TV, please read this manual thoroughly and retain it for future reference.

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English

CHILD SAFETY:

It Makes A Difference How and Where
You Use Your Flat Panel Display

Congratulations on your purchase! As you enjoy your new product, please keep these safety tips in mind:



THE ISSUE

- The home theater entertainment experience is a growing trend and larger flat panel displays are popular purchases. However, flat panel displays are not always supported on the proper stands or installed according to the manufacturer's recommendations.
- Flat panel displays that are inappropriately situated on dressers, bookcases, shelves, desks, speakers, chests or carts may fall over and cause injury.

THIS MANUFACTURER CARES!

- The consumer electronics industry is committed to making home entertainment enjoyable and safe.

TUNE INTO SAFETY

- One size does NOT fit all. Follow the manufacturer's recommendations for the safe installation and use of your flat panel display.
- Carefully read and understand all enclosed instructions for proper use of this product.
- Don't allow children to climb on or play with furniture and television sets.
- Don't place flat panel displays on furniture that can easily be used as steps, such as a chest of drawers.
- Remember that children can become excited while watching a program, especially on a "larger than life" flat panel display. Care should be taken to place or install the display where it cannot be pushed, pulled over, or knocked down.
- Care should be taken to route all cords and cables connected to the flat panel display so that they cannot be pulled or grabbed by curious children.



WALL MOUNTING: IF YOU DECIDE TO WALL MOUNT YOUR FLAT PANEL DISPLAY, ALWAYS:

- Use a mount that has been recommended by the display manufacturer and/or listed by an independent laboratory (such as UL, CSA, ETL).
- Follow all instructions supplied by the display and wall mount manufacturers.
- If you have any doubts about your ability to safely install your flat panel display, contact your retailer about professional installation.
- Make sure that the wall where you are mounting the display is appropriate. Some wall mounts are not designed to be mounted to walls with steel studs or old cinder block construction. If you are unsure, contact a professional installer.
- A minimum of two people are required for installation. Flat panel displays can be heavy.



Important Safety Instructions



The lightning flash with arrowhead symbol, within an equilateral triangle is intended to alert the user to the presence of uninsulated dangerous voltage within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock.



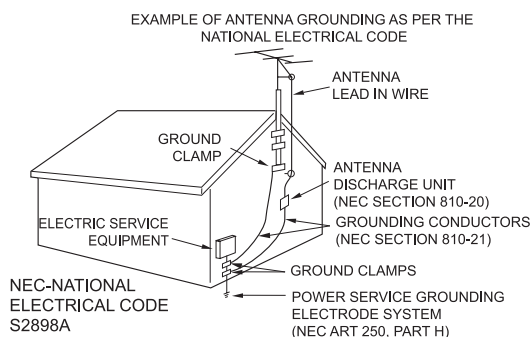
The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.
5. Do not use this apparatus near water.
6. Clean only with dry cloth.
7. Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
8. Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9. Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
10. Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
11. Only use attachments/accessories specified by the manufacturer.
12. Use only with cart, stand, tripod, bracket, or table specified by the manufacturer, or sold with the apparatus. When a cart is used, use caution when moving the cart/apparatus combination to avoid injury from tip-over.
13. Unplug this apparatus during lightning storms or when unused for long periods of time.
14. Refer all servicing to qualified service personnel. Servicing is required when the apparatus has been damaged in any way, such as power-supply cord or plug is damaged, liquid has been spilled or objects have fallen into the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.
15. Apparatus should not be exposed to dripping or splashing, and objects filled with liquids, such as vases, should not be placed on the apparatus.



S3125A

16. An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to keep from touching such power lines or circuits, as contact with them might be fatal.
17. Do not overload wall outlets and extension cords, as this can result in a risk of fire or electric shock.
18. Do not push objects through any openings in this unit, as they may touch dangerous voltage points or short out parts that could result in fire or electric shock. Never spill



- or spray any type of liquid into the unit.
19. If an outside antenna or cable system is connected to the unit, be sure the antenna or cable system is grounded to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code, ANSI/NFPA 70, provides information with respect to proper grounding of the mast and supporting structure, grounding of the lead-in wire to an antenna discharge unit, size of grounding conductors, location of antenna discharge unit, connection to grounding electrodes, and requirements for the grounding electrode.
 20. When replacement parts are required, be sure the service technician uses replacement parts specified by the manufacturer or those that have the same characteristics as the original part. Unauthorized substitutions may result in fire, electric shock or other hazards.
 21. Upon completion of any service or repairs to this unit, ask the service technician to perform safety checks to determine that the unit is in proper operating condition.

Important Safety Instructions

22. When you connect the product to other equipment, turn off the power and unplug all of the equipment from the wall outlet. Failure to do so may cause an electric shock and serious personal injury. Read the owner's manual of the other equipment carefully and follow the instructions when making any connections.
23. Sudden high volume sound may cause hearing or speaker damage. When you use headphones, (if the unit is equipped with a headphone jack) keep the volume at a moderate level. If you use headphones continuously with high volume sound, it may cause hearing damage.

CONDENSATION:

Moisture will form in the operating section of the unit if the unit is brought from cool surroundings into a warm room or if the temperature of the room rises suddenly. When this happens, unit's performance will be impaired. To prevent this, let the unit stand in its new surroundings for about an hour before switching it on, or make sure that the room temperature rises gradually.

Condensation may also form during the summer if the unit is exposed to the breeze from an air conditioner. In such cases, change the location of the unit.

HOW TO HANDLE THE LCD PANEL:

- Do not press hard or jolt the LCD panel. It may cause the LCD panel glass to break and injury may occur.
- If the LCD panel is broken, make absolutely sure that you do not touch the liquid in the panel. This may cause skin inflammation.
If the liquid gets in your mouth, immediately gargle and consult with your doctor. Also, if the liquid gets in your eyes or touches your skin, consult with your doctor after rinsing for at least 15 minutes or longer in clean water.

Possible Adverse Effects on LCD Panel:

If a fixed (non-moving) pattern remains on the LCD Panel for long periods of time, the image can become permanently engrained in the LCD Panel and cause subtle but permanent ghost images. This type of damage is NOT COVERED BY YOUR WARRANTY. Never leave your LCD Panel on for long periods of time while it is displaying the following formats or images:

- Fixed Images, such as stock tickers, video game patterns, TV station logos, and websites.
- Special Formats that do not use the entire screen. For example, viewing letterbox style (16:9) media on a normal (4:3) display (black bars at top and bottom of screen); or viewing normal style (4:3) media on a widescreen (16:9) display (black bars on left and right sides of screen).

The following symptoms are not signs of malfunction but technical limitation. Therefore we disclaim any responsibility for these symptoms.

- LCD Panels are manufactured using an extremely high level of precision technology, however sometimes parts of the screen may be missing picture elements or have luminous spots.
This is not a sign of a malfunction.
- Do not install the LCD Panel near electronic equipment that produces electromagnetic waves. Some equipment placed too near this unit may cause interference.
- Effect on infrared devices - There may be interference while using infrared devices such as infrared cordless headphones.

Declaration of Conformity

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.

End of life directives

Your TV also contains material that can be recycled and reused. For disposal or recycling information, contact your local authorities or the Electronic Industries Alliance at www.eia.org to find a recycler in your area.

Non-active pixels

The LCD panel contains almost 3 million thin film transistors, which provide exceptionally sharp video quality. Occasionally, a few non-active pixels may appear on the screen as a fixed black (in the case of a dead pixel), blue, green, or red point. These non-active pixels do not adversely affect the performance of your TV, and are not considered defects.

Power source

TO USE AC POWER

1. The power cord is attached to the TV at the factory.
2. Connect the AC cord into an AC outlet.

WARNING

Do not connect this unit to the power using any device other than the supplied AC cord. This could cause fire, electrical shock, or damage.

Do not use with a voltage other than the power voltage specified. This could cause fire, electrical shock, or damage.

CAUTION

When this unit is not used for a long time, (e.g., away on a trip) in the interest of safety, be sure to unplug it from the AC outlet.

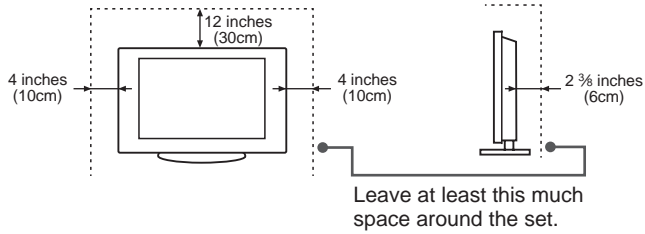
Do not plug/unplug the AC cord when your hands are wet. This may cause electrical shock.

Important Safety Instructions

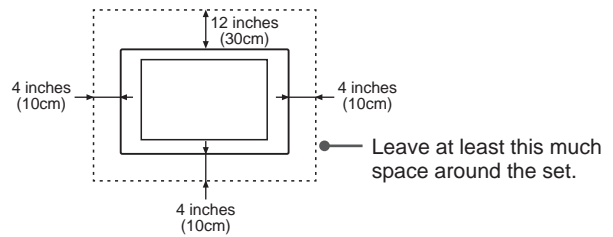
When Installing the TV Against a Wall or Enclosed Area

Make sure that your TV has adequate air circulation. Allow enough space around the TV as shown below. Avoid operating the TV at temperatures below inadequate air 41°F (5°C).

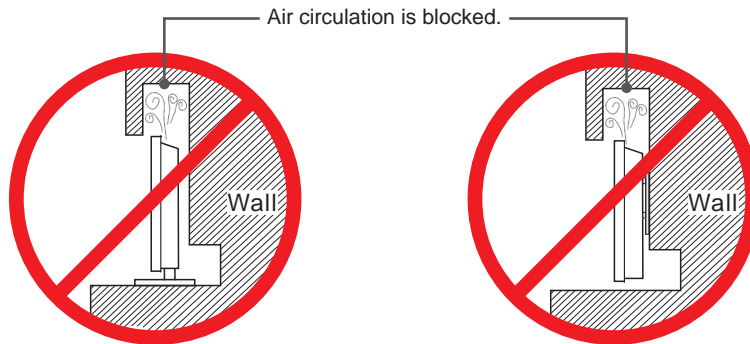
Install with stand



Install on the wall



Never install the TV set as follows:



Inadequate air circulation can lead to overheating of the TV and may cause damage to your TV or cause a fire.

Legal Notices

FCC Statement

NOTE:

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 instructions, 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 following measures:

- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and the 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/TV technician for help.

Energy Star

Your Hisense TV is ENERGY STAR[®] qualified in the “Energy Saving” mode. It meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and Department of Energy. ENERGY STAR is a joint program of these government agencies, designed to



promote energy efficient products and practices. Changes to certain features, settings, and functionalities of this TV (i.e. TV Guide, Picture, Sound) can increase or change the power consumption. Depending upon such changed settings, the power consumption may exceed the limits required for the ENERGY STAR qualification in the “Energy Saving” mode.

 **NOTE**

Where the MAINS plug or an appliance coupler is used as the disconnect device, the disconnect device shall remain readily operable.

 **WARNING**

The manufacturer is not responsible for any radio or TV interference caused by unauthorized modifications to this equipment. Such modifications could void the user's authority.

This TV incorporates High-Definition Multimedia Interface (HDMI[™]) technology. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.



Hisense and associated logos where applicable are registered trademarks of Hisense Group in the United States and/or other countries. All other trademarks are property of their respective owners. 2011 Hisense USA, Corporation. All Rights Reserved. Manufactured under license from Dolby Laboratories. Dolby and the double-D symbol are trademarks of Dolby Laboratories.



* Specifications subject to change without notice.

Trouble Shooting

When there is something wrong with your TV, you can try turning off the TV and then restart it. You can also Operate according to the following chart. If the problem still cannot be solved, please contact the professional technicians.

| SYMPTOMS | POSSIBLE SOLUTIONS |
|---|--|
| No sound or picture. | <ul style="list-style-type: none"> ● Check if the power cord is in the AC outlet and if it has electricity. ● Check if you have pressed [POWER] button on the TV or [POWER] button on the remote control. ● Check to see if LED light is either red or blue. If illuminated, power to TV is OK. |
| I have connected an external source to my TV and I get no picture and/or sound. | <ul style="list-style-type: none"> ● Check for the correct output connection on the external source and for the correct input connection on the TV. ● Make sure you have made the correct selection for the input mode for the incoming signal. |
| When I turn on my television, there is a few second delay before the picture appears. Is this normal? | Yes, this is normal. That is the TV searching for previous setting information and initializing the TV. |
| Picture is normal, but no sound. | <ul style="list-style-type: none"> ● Check the volume settings. ● Check if Mute mode is set "on". |
| Sound but no picture or black and white picture. | <ul style="list-style-type: none"> ● If black and white picture first unplug TV from AC outlet and replug after 60 seconds. ● Check Color Setting if picture is black and white. |
| Sound and picture distorted or appear wavy. | <ul style="list-style-type: none"> ● An electrical appliance may be affecting TV set. Turn off any appliances, if interference goes away, move appliance farther away from TV. ● Insert the power plug of the TV set into another power outlet. |
| Sound and picture is blurry or cuts out momentarily. | <ul style="list-style-type: none"> ● If using an external antenna, check the direction, position and connection of the antenna. ● Adjust the direction of your antenna or reset or fine tune the channel. |
| Horizontal/vertical stripe on picture or picture is shaking. | Check if there is interfering source nearby, such as appliance or electric tool. |
| The plastic cabinet makes a "clicking" type of sound. | "Click" sound can be caused when the room temperature changes. This change causes the television cabinet to inflate or contract, which makes the sound. This is normal and TV is OK. |
| Black square appears in the center of my television screen? | The Closed Caption function is set in the text mode. To remove it, access Closed Caption from the menu screen and change the Mode setting from text to either CC1 or off . |

Trouble Shooting

| <i>SYMPTOMS</i> | <i>POSSIBLE SOLUTIONS</i> |
|---|--|
| <p>On some channels getting another language or sometimes no sound at all.</p> | <p>That would indicate that the MTS mode on your unit is set to SAP mode. We suggest setting the MTS mode to either Stereo or Mono . For further instruction, please see Audio Adjust or MTS/SAP in your user manual.</p> <ul style="list-style-type: none"> ● SAP is Second Audio Program. It's a second audio channel that is usually used for a second language or descriptive audio for the visually impaired. ● MTS stands for Multichannel Television Sound, a standard that allows the encoding of 3 channels of audio within a standard NTSC (analog) video signal to a television. A television that is able to receive MTS Stereo allows you to watch television with stereo sound. |
| <p>Not getting all of my cable channels on the television or I'm only getting 13 channels.</p> | <ul style="list-style-type: none"> ● Check the cable connection for an incoming signal. Make sure the signal is coming OK. Best way to confirm signal is to use another TV and/or contact your cable company. ● Reprogram your channels. Press [MENU] button on your TV remote control, change Input Source setting to "Cable", then use "Auto Channels Search" to reprogram your channels. |
| <p>[CH \wedge / V] don't work when I set the Channel to Cable? They work with the Air setting?</p> | <p>After switching to Cable, please auto program the channels. The TV will "remember" all the channels then the TV will allow you to surf the channels with [CH \wedge / V] buttons.</p> |
| <p>Remote control does not work.</p> | <ul style="list-style-type: none"> ● Confirm that TV still has power and is operational. ● Change the batteries in the remote control. ● Check if the batteries are correctly installed. ● Clean the front of the remote control (LED window). ● If using a universal remote, be sure to select the TV mode on the remote. ● If the remote still does not work: <ul style="list-style-type: none"> • Remove and reinstall the batteries correctly to reset the remote or install new batteries. • Press the Power button to turn on the TV. With a universal remote if you have reset or changed the batteries you will need to reprogram the remote for the other units. ● Check if there is obstruction between the remote control and the TV. <p>TIP: If you have a digital camera / camera phone, you can aim the front of the remote at camera lenses (at this time, the camera should set on camera mode, not play mode). Observe the camera screen while pressing a button on the remote control; you should see flashing light on the screen. If there is no light observed, the remote control is not working. You need to repair or replace the remote control.</p> |

Specifications

NOTE

Features, appearance and specifications are subject to change without notice.

| Model Name | | 40K360 | 50K360G |
|--|----------------------|---|---|
| Dimension | Without Stand | Width: 36 inches (922 mm) Height: 21.7 inches (552 mm) Depth: 2.3 inches (58 mm) | Width: 44.3 inches (1124 mm) Height: 26.2 inches (666 mm) Depth: 2.5 inches (64 mm) |
| | With Stand | Width: 36 inches (922 mm) Height: 24 inches (607 mm) Depth: 8.9 inches (225 mm) | Width: 44.3 inches (1124 mm) Height: 28.7 inches (729 mm) Depth: 11.1 inches (281 mm) |
| Weight | Without Stand | 24.3 lbs (11 kg) | 39.7 lbs (18 kg) |
| | With Stand | 27.6 lbs (12.5 kg) | 46.3 lbs (21 kg) |
| LCD Panel Minimum size (diagonal) | | 40 inches | 50 inches |
| Screen resolution | | 1920 x 1080 | |
| Audio power | | 7 W + 7 W | 8 W + 8 W |
| Power consumption | | Please refer to the rating label. | |
| Power supply | | 120 V ~ 60 Hz | |
| Receiving systems | Analog | NTSC | |
| | Digital | ATSC / QAM | |
| Receiving channels | | VHF: 2~13 UHF: 14~69 CATV: 1 ~ 125 Digital Terrestrial Broadcast (8VSB): 2 ~ 69 Digital cable (64/256 QAM): 1 ~ 135 | |
| Tuner type | | Frequency synthesized | |
| Environmental conditions | | Temperature: 41°F ~ 95°F (5°C ~ 35°C) Humidity: 20% ~ 80% RH Atmospheric pressure: 86 kPa ~ 106 kPa | |
| Component Input | | 480 I / 60 Hz, 480 P / 60 Hz, 720 P / 60 Hz, 1080 I / 60 Hz, 1080 P / 60 Hz | |
| VGA Input | | VGA (640x480 / 60 Hz), SVGA (800x600 / 60 Hz), XGA (1024x768 / 60 Hz) | |
| HDMI Input | | RGB / 60 Hz (640x480, 800x600, 1024x768) YUV / 60 Hz (480 I, 480 P, 720 P, 1080 I, 1080 P) | |

**HISENSE LCD TV's Limited
WARRANTY TO
ORIGINAL PURCHASER
LED TV
Up to 42" - carry or ship in service only
46" and above-On-Site service**

The Warranty for Hisense Branded Product (including any accessories included in the packaging) as supplied and distributed is warranted by **Hisense USA Corp.** ("Hisense") to the original purchaser against defects in material and workmanship ("Warranty") as follows:

1. **LABOR:** For a period of one year from date of original customer purchase, if this Product or any functional part is determined by HISENSE, or a HISENSE authorized service provider, to be defective, HISENSE will repair or replace the Product with a like refurbished product of similar or better quality, at HISENSE's option, at no charge to the original purchaser, or pay the labor charges to any HISENSE authorized service provider. After the expiration of the one year Warranty period, purchaser is responsible for all labor charges.
2. **PARTS:** For a period of one year from the date of original customer purchase, HISENSE will supply, at no charge to the original purchaser, new, rebuilt or refurbished replacement functional parts in exchange for defective functional parts. After the one year Warranty period, purchaser is responsible for the costs of all parts.
3. **TRANSPORTATION:** Customer assumes responsibility for all transportation or shipping charges of product to Hisense Service Center. Hisense is not responsible for damages that occur due to improper packaging and shipping of your unit to Hisense Service Center. During the aforementioned warranty period, Hisense will pay the cost of shipping the TV back to the consumer at Hisense expense. Any damages that arise due to the return shipment will be the responsibility of Hisense. Product 42" or below are not eligible for in-home service.
4. **On-Site SERVICE:** On-site service requires clear, complete and easy access to the product by the authorized servicer and does not include removal or re-installation of an installed product. It is possible that certain on site repairs will not be completed on-site, but will require that the product or parts of the product, at the servicer's discretion be removed for shop diagnosis and/or repair and then returned.

To obtain Warranty Service and Troubleshooting information:

**Call our Electronics Consumer Care Center at 1-888-935-8880
or Email CSR@hisense-USA.com in the United States and Puerto Rico.**

To receive Warranty service, the original purchaser or sales agent must contact HISENSE for problem determination and service procedures. Proof of purchase in the form of an original bill of sale or receipted invoice, evidencing that the Product is within the applicable Warranty period(s), MUST be presented to HISENSE, or an authorized service provider, in order to obtain the requested service.

Exclusions and Limitations: This Warranty covers manufacturing defects in materials and workmanship encountered in the normal use of the Product, and does not cover consumer instruction, delivery, installation, set-up, adjustments, signal reception problems (including antenna), cosmetic damage or damage due to acts of nature, accident, misuse, abuse, negligence, commercial use or modification of, or to any part of the Product. In addition, this Warranty does not cover images "burnt" into the screen. This Warranty applies to the original purchaser only and does not cover products sold AS IS or WITH ALL FAULTS, or consumables (e.g., fuses, batteries, bulbs etc.), and the Warranty is invalid if the factory-applied serial number has been altered or removed from the Product. This Warranty is valid only in the United States and Puerto Rico, and only applies to Products purchased and serviced in the United States and Puerto Rico.

THERE ARE NO EXPRESS WARRANTIES OTHER THAN THOSE EXPRESSLY DESCRIBED ABOVE, AND NO WARRANTIES WHETHER EXPRESS OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, ANY IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, SHALL APPLY AFTER THE EXPRESS WARRANTY PERIOD STATED ABOVE, AND NO OTHER EXPRESS WARRANTY OR GUARANTY GIVE BY ANY PERSON, FIRM OR ENTITY WITH RESPECT TO THE PRODUCT SHALL BE BINDING ON HISENSE. THIS WARRANTY IS THE EXCLUSIVE WARRANTY WITH RESPECT TO THE PRODUCT AND HISENSE IS THE EXCLUSIVE WARRANTY PROVIDER FOR THE PRODUCT. REPAIR OR REPLACEMENT IS THE EXCLUSIVE REMEDY OF THE CONSUMER. HISENSE SHALL NOT BE LIABLE FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES CAUSED BY THE USE, MISUSE OR INABILITY TO USE THE PRODUCT. NOTWITHSTANDING THE FOREGOING, CONSUMER'S RECOVERY AGAINST HISENSE SHALL NOT EXCEED THE PURCHASE PRICE OF THE PRODUCT SOLD BY HISENSE. THIS WARRANTY SHALL NOT EXTEND TO ANYONE OTHER THAN THE ORIGINAL PURCHASER WHO PURCHASED THE PRODUCT AND IS NOT TRANSFERABLE.

Some states do not allow the exclusion or limitation of incidental or consequential damages, or allow limitations on warranties, so the above limitations or exclusions may not apply to you. This Warranty gives you specific rights, and you may have other rights, which vary from state to state.

CUSTOMER RECORD

(Please Retain for your records)

Date of Purchase: _____ Store/Dealer: _____

Model No.: _____ Serial No.: _____

Important: Keep all original products packaging materials and *the original receipt* in the event Product needs service.