



LCD TV | PLASMA TV OWNER'S MANUAL

LCD TV MODELS PLASMA TV MODELS

32LD550 47LD650 50PK750 42LD550 55LD650 60PK750

46LD550 52LD550 60LD550

Please read this manual carefully before operating your set and retain it for future reference.

The model and serial number of the TV is located on the back and one side of the TV.

Record it below should you ever need service.

Model:

Serial:

1-800-243-0000 USA, Consumer User

1-888-865-3026 USA, Commercial User

1-888-542-2623 CANADA

LG Customer Information Center

Energy STAR

This product qualifies for ENERGY STAR in the "factory default (Home Use)" setting.

Changing the factory default settings or enabling other features may increase power consumption that could exceed the limits necessary to quality for ENERGY STAR.

Yahoo Support http://connectedtv.yahoo.com/help
Netflix Support http://www.netflix.com/tvhelp
YouTube Support http://www.youtube.com/t/contact_us
Vudu Support http://www.vudu.com/support

P/NO: SAC34134201 (0911-REV00)

WARNING / CAUTION



WARNING / CAUTION RISK OF ELECTRIC SHOCK



TO REDUCE THE RISK OF ELECTRIC SHOCK DO NOT REMOVE COVER (OR BACK). NO USER SERVICEABLE PARTS INSIDE. REFER TO QUALIFIED SERVICE PERSONNEL



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 to persons.

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.

WARNING/CAUTION

TO REDUCE THE RISK OF FIRE AND ELECTRIC SHOCK, DO NOT EXPOSE THIS PRODUCT TO RAIN OR MOISTURE.

NOTE TO CABLE/TV INSTALLER

This reminder is provided to call the CATV system installer's attention to Article 820-40 of the National Electric Code (U.S.A.). The code provides guidelines for proper grounding and, in particular, specifies that the cable ground shall be connected to the grounding system of the building, as close to the point of the cable entry as practical.

WARNING / CAUTION

To prevent fire or shock hazards, do not expose this product to rain or moisture.

FCC Notice

Class B digital device

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 receiver.
- Connect the equipment to 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.

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 (of the device).

Any changes or modifications in construction of this device which are not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

CAUTION

Do not attempt to modify this product in any way without written authorization from LG Electronics. Unauthorized modification could void the user's authority to operate this product.

SAFETY INSTRUCTIONS

IMPORTANT SAFETY INSTRUCTIONS

Read these instructions.

Keep these instructions.

Heed all warnings.

Follow all instructions.

1 Do not use this apparatus near water.



2 Clean only with dry cloth.



3 Do not block any ventilation openings. Install in accordance with the ma nufacturer's instructions.



Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.



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.



Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.



Only use attachments/accessories specified by the manufacturer.



Use only with the 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.





Unplug this apparatus during lighting storms or when unused for long periods of time.



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.



SAFETY INSTRUCTIONS

- Never touch this apparatus or antenna during a thunder or lighting storm.
- When mounting a TV on the wall, make sure not to install the TV by the hanging power and signal cables on the back of the TV.
- Do not allow an impact shock or any objects to fall into the product, and do not drop onto the screen with something.
- CAUTION concerning the Power Cord:

 It is recommend that appliances be placed

It is recommend that appliances be placed upon a dedicated circuit; that is, a single outlet circuit which powers only that appliance and has no additional outlets or branch circuits. Check the specification page of this owner's manual to be certain.

Do not connect too many appliances to the same AC power outlet as this could result in fire or electric shock

Do not overload wall outlets. Overloaded wall outlets, loose or damaged wall outlets, extension cords, frayed power cords, or damaged or cracked wire insulation are dangerous . Any of these conditions could result in electric shock or fire. Periodically examine the cord of your appliance, and if its appearance indicates damage or deterioration, unplug it, discontinue use of the appliance, and have the cord replaced with an exact replacement part by an authorized servicer. Protect the power cord from physical or mechanical abuse, such as being twisted, kinked, pinched, closed in a door, or walked upon. Pay particular attention to plugs, wall outlets, and the point where the cord exits the appliance.

Do not make the TV with the power cord plugged in. Do not use a damaged or loose power cord. Be sure do grasp the plug when unplugging the power cord. Do not pull on the power cord to unplug the TV.



WARNING - To reduce the risk of fire or electrical shock, do not expose this product to rain, moisture or other liquids. Do not touch the TV with wet hands. Do not install this product near flammable objects such as gasoline or candles or expose the TV to direct air conditioning.



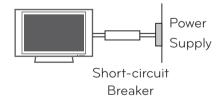
Do not expose to dripping or splashing and do not place objects filled with liquids, such as vases, cups, etc. on or over the apparatus (e.g. on shelves above the unit).



GROUNDING

Ensure that you connect the earth ground wire to prevent possible electric shock (i.e. a TV with a three-prong grounded AC plug must be connected to a three-prong grounded AC outlet). If grounding methods are not possible, have a qualified electrician install a separate circuit breaker.

Do not try to ground the unit by connecting it to telephone wires, lightening rods, or gas pipes.



18 DISCONNECTING DEVICE FROM MAINS

Mains plug is the disconnecting device. The plug must remain readily operable.

As long as this unit is connected to the AC wall outlet, it is not disconnected from the AC power source even if you turn off this unit by SWITCH.

ANTENNAS

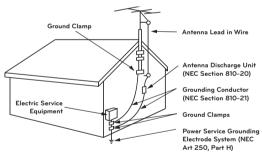
Outdoor antenna grounding

If an outdoor antenna is installed, follow the precautions below. An outdoor antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can come in contact with such power lines or circuits as death or serious injury can occur.

Be sure the antenna system is grounded so as to provide some protection against voltage surges and built-up static charges.

Section 810 of the National Electrical Code (NEC) in the U.S.A. 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.

Antenna grounding according to the National Electrical Code, ANSI/NFPA 70



NEC: National Electrical Code



Cleaning

When cleaning, unplug the power cord and gently with a soft cloth to prevent scratching. Do not spray water or other liquids directly on the TV as electric shock may occur. Do not clean with chemicals such as alcohol, thinners or benzene.



Moving

Make sure the product is turned off, unplugged and all cables have been removed. It may take 2 or more people to carry larger TVs. Do not press against or put stress on the front panel of the TV.



Ventilation

Install your TV where there is proper ventilation. Do not install in a confined space such as a bookcase. Do not cover the product with cloth or other materials (e.g.) plastic while plugged in. Do not install in excessively dusty places.



Take care not to touch the ventilation openings. When watching the TV for a long period, the ventilation openings may become hot.



If you smell smoke or other odors coming from the TV or hear strange sounds, unplug the power cord contact an authorized service center.



Do not press strongly upon the panel with hand or sharp object such as nail, pencil or pen, or make a scratch on it.





27 Keep the product away from direct sunlight.



For LCD TV

If the TV feels cold to the touch, there may be a small "flicker" when it is turned on. This is normal, there is nothing wrong with TV.

Some minute dot defects may be visible on the screen, appearing as tiny red, green, or blue spots. However, they have no adverse effect on the monitor's performance.

Avoid touching the LCD screen or holding your finger(s) against it for long periods of time. Doing so may produce some temporary distortion effects on the screen.

FEATURE OF THIS TV

Some of these features are not available on all models.



High-definition television. High-resolution digital television broadcast and playback system composed of roughly a million or more pixels, 16:9 aspect-ratio screens, and AC3 digital audio. A subset of digital television, HDTV formats include 1080i and 720p resolutions.



AV Mode is three preset picture and audio settings. It allows the viewer to quickly switch between common settings. It includes Cinema, Sports, and Game Modes.



A unique invisible speaker system tuned by renowned audio expert, Mr. Mark Levinson. Speakers are embedded in strategic spots behind the front cabinet and use minute vibrations to turn the entire front bezel into the speaker system. The result s a clean, polished look, and enhanced audio by increasing the "sweet spot", giving a wider and richer sound field.



Unlike other sensors which can only sense brightness of ambient light, LG's "Intelligent Sensor" uses 4,096 sensing steps to evaluate its surroundings. Using a sophisticated algorithm, the LG processes picture quality elements including brightness, contrast, color, sharpness and white balance. The result is a picture optimized for it's surroundings, more pleasing to watch and which can also save up to 50% in power consumption.



Manufactured under license from Dolby Laboratories. "Dolby "and the double-D symbol are trademarks of Dolby Laboratories.

Dolby Digital is supported by the TV main features.

Dolby Digital Plus is only supported by VUDU & MY MEDIA.



Automatically enhances and amplifies the sound of human voice frequency range to help keep dialogue audible when background noise swells.



HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC."



Displays HDTV programs in full 1920 x 1080p resolution for a more detailed picture.



Advance 120Hz panel provides clearer, smoother images, even during fast action scenes creating a more stable structure for a crisper picture.



In addition to adhering to the new Energy Star 3.0 specification, LG HDTVs have energy-saving options like the ability to choose a content-specific setting, "video mute" or engaging exclusive Intelligent Sensor technology.



View videos and photos and listen to music on your TV through USB 2.0 ('videos' dependent on model).