

TCL

The Creative Life

User's Guide

For use with model: 28D2700






*Need assistance?
visit our website at www.tclusa.com
or call 1-877-300-8837
or 1-877-800-1269 in AK, HI or Puerto Rico.*



COLOR YOUR WORLD

Figures and illustrations in this User's Guide are provided for reference only and may differ from actual product appearance. Product design and specifications may be changed without notice.

Important Information

	CAUTION RISK OF ELECTRIC SHOCK. DO NOT OPEN.		 This symbol indicates that this product incorporates double insulation between hazardous main voltage and user accessible parts. When servicing, use only identical replacement parts.
Caution: To reduce the risk of electric shock, do not remove cover (or back). No user serviceable parts inside. Refer servicing to qualified service personnel.			
	This symbol indicates "dangerous voltage" inside the product that presents a risk of electric shock or personal injury.		This symbol indicates important instructions accompanying the product.

WARNING

To reduce the risk of fire or electric shock, do not expose this product to rain or moisture. This product should not be exposed to dripping or splashing. No objects filled with liquids, such as vases, should be placed on the apparatus.

WARNING

The TV is unstable if it is not properly attached to the base or mounted to the wall. Please follow the base or wall mounting instructions provided in the User's Guide to ensure your safety.

WARNING The batteries shall not be exposed to excessive heat such as sunshine, fire or the like.

Refer to the identification/rating label located on the back panel of your product for its proper operating voltage.

FCC regulations state that unauthorized changes or modifications to this equipment may void the user's authority to operate it.

Cable TV Installer: This reminder is provided to call your attention to Article 820-40 of the National Electrical Code (Section 54 of the Canadian Electrical Code, Part 1) which provides guidelines for proper grounding and, in particular, specifies that the cable ground should be connected to the grounding system of the building as close to the point of cable entry as practical.

Important: This television is a table model and is designed to sit on a firm, flat surface. Don't place the TV on soft carpeting or similar surface because the ventilation slots on the bottom of the unit will be blocked, resulting in reduced lifetime from overheating. To assure adequate ventilation for this product, maintain a spacing of 4 inches from the top and side of the TV receiver and 2 inches from the rear of the TV receiver and other surfaces.

Also, make sure the stand or base you use is of adequate size and strength to prevent the TV from being accidentally tipped over, pushed off, or pulled off. This could cause personal injury and/or damage to the TV. Refer to the Important Safety Instructions on the next page.

The Power button (followed by the power symbol) on this TV and your remote control puts the TV into a very low-power standby mode but will not completely turn the power off. In order to completely shut the power off, you will need to disconnect the power cord from the outlet. The mains plug/appliance coupler is used as disconnect device, the disconnect device shall remain readily operable. Therefore, you should ensure that the TV is installed in a manner that allows you to disconnect the power cord when desired.

Product Registration

Please register your TCL purchase on-line at www.tclusa.com. It will make it easier to contact you should it ever be necessary. Registration is not required for warranty coverage.

Product Information

Keep your sales receipt to obtain warranty parts and service and for proof of purchase. Attach it here and record the serial and model numbers in case you need them. These numbers are located on the product.

Model No. _____ **Serial No.** _____
Purchase Date _____ **Dealer/Address/Phone** _____

Important Safety Instructions

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 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.
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. If an outside antenna or cable system is connected to the product, be sure the antenna or cable system is grounded so as to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code, ANSI/NFPA No. 70-2011 (Section 54 of Canadian Electrical Code, Part 1) 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. See following example:

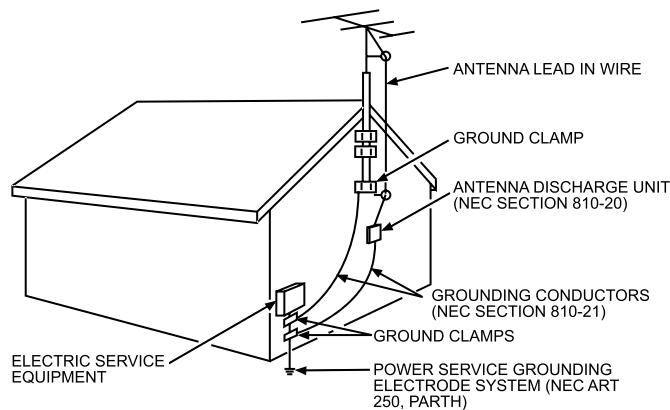


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Precautions

Read all of the instructions before operating the set. Keep these instructions well for future use.

Product

- Do not block or cover the ventilation openings on the back cover.
- Do not push objects of any kind into this unit through the cabinet slots as they could touch the current carrying parts or short-circuit parts, resulting in fire, electric shock, or damage to the unit.
- Do not attempt to open the cabinet as this may cause damage. There are no parts inside you can service by yourself. Refer all servicing to qualified personnel.
- Do not touch the screen surface with fingers as this may scratch or mar the TV screen.
- Do not impact the TV screen with hard pressure as this may damage the TV screen severely.

Power and Plug

- Unplug the set under the following conditions:
 - If the set will not be used for a long period of time.
 - If the power cord or the power outlet/plug is damaged.
 - Follow the instructions to install and adjust the product. Adjust those controls that are covered in this operating instructions as improper adjustment of other controls may result in damage. If this happens, unplug the set and refer to the service personnel.
 - If the set is subject to impact or has been dropped to have the cabinet damaged.
- Where the mains plug or an appliance coupler is used as disconnect device, the disconnect device shall remain readily operable.
(* Where an all-pole mains switch is used as the disconnect device, the switch shall remain readily operable.)

Power Cord and Signal Cable

- Do not allow anything to rest on or roll over the power cord and the signal cable.
- Protect the power cord and the signal cable from being trampled.
- Do not overload the power cord or the power outlet.
- Do not expose the power cord and the signal cable to moisture.

Use Environment

- Do not place the set on an unstable cart, stand, or table.
- Place the set on a place that allows good ventilation.
- Do not use the set near damp, and cold areas. Protect the set from overheating.
- Keep the set away from direct sunlight.
- Apparatus shall not be exposed to dripping or splashing and no objects filled with liquids, such as vases, shall be placed on the apparatus.
- Do not use the set near dust place.

Cleaning

- Dust the set by wiping the screen and the cabinet with a soft, clean cloth or some special liquid cleaner.
- Do not apply excessive force to the screen when cleaning.
- Do not use water or other chemical cleaner to clean the screen as this may damage the surface of the TV screen.

Hanging the TV Set on the Wall

Warning: This operation requires two people.

To ensure a safe installation, observe the following safety notes:

- Check that the wall can support the weight of the TV set and wall mount assembly.
- Follow the mounting instructions provided with the wall mount.
- The TV set must be installed on a vertical wall.
- Make sure to use only screws suitable for the material of the wall.
- Make sure that the TV set cables are placed so that there is not danger of tripping over them.

All other safety instructions about our TV sets are also applicable here.

Note:

Graphics contained within this publication are presentation only.


Warning: the batteries shall not be exposed excessive heat such as sunshine, fire or the like.

Introduction

Buttons on the TV

Take a certain model for an example:

1.  **MENU** button


Turns the TV on or standby. The TV is on, press it, brings up the main menu or press to return to the previous menu. Before enter menu, long press  **MENU** button for 2 seconds to display Source Select. Long press it for 5 seconds to go to Standby.

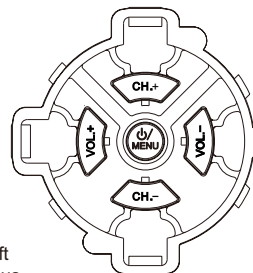
2. **VOL. +/-** button

Increases/decreases the volume. In the menu system, they act like the right/left direction buttons on the remote and adjust menu controls. (Note: In some menus, VOL.+ also acts like the OK button on the remote.)

3. **CH. +/-** button

Scans up/down through the channel list. In the menu system, they act like the up/down direction buttons on the remote and adjust menu controls.

Note: Under USB condition, **CH.+** button acts like INPUT button in remote to select different sources and **CH.+/-** button can't work act like up/down direction buttons. Press **CH.-** button to display or cancel the menu at bottom.  **Menu** button can act like the OK button on the remote.



Sockets

Note: The location and names of the sockets on the TV may vary according to TV model, and not all sockets available on all models.

USB



USB socket (input)

This socket can be used to connect an USB device.

HDMI 1 --
OR
HDMI 2 --



HDMI1 and HDMI2 socket (input)

The HDMI (High-Definition Multimedia Interface) socket can be used to connect a PC with a compatible video card installed, certain DVD players or a high-definition compatible digital satellite decoder. This socket provides an uncompressed digital connection that carries both video and audio data by way of an integrated mini-plug cable.

COMPONENT / AV
IN



AV(VIDEO)/YPbPr component sockets (input)

These AV(VIDEO)/Y sockets can be used to connect a device that has component video sockets, such as a DVD player. The component sockets can recognize if the device you're connecting to is Y Pb Pr compatible. The component sockets provide excellent picture quality because the video is separated into three separate parts.

AV & PC & COMPONENT
AUDIO IN



AV & PC & COMPONENT AUDIO IN

These AUDIO IN L & R sockets can be used to connect a range of equipment, including video recorders, camcorders, satellite receivers, DVD players, or games consoles. AUDIO IN sockets are shared by AV, VGA and YPbPr sockets.

SPDIF --



SPDIF/AUDIO sockets (output)

PC IN --



PC socket (input)

This socket can be used to connect a computer.

RF IN --



RF IN socket (input)

This socket can be used to connect the outside aerial. (including the analog signal and the digital signal)

AC IN --



AC In socket (input)

This socket can be used to connect a AC supply.

Introduction

Remote Control Functions

Most of your television's functions are available via the menus that appear on the screen. The remote control supplied with your set can be used to navigate through the menus and to configure all the general settings.



INPUT – Press the **INPUT** button to open the **Input** list; press the up and down arrows (▲/▼) to highlight options, and press **OK** to select the desired option.

Alphanumeric Buttons -In TV source, use these buttons to enter channel numbers. To enter a channel, press the number buttons and press **OK** (or let the entry timeout).

To enter a digital channel with a sub-channel, enter the main channel; then, press the dot (*), the sub-channel, and then the **OK** button.

MENU – Press the **MENU** button to display the Main Menu.

Arrows (▲/▼/◀/▶) – Use the four arrows to highlight different items in the TV menu and to adjust the menu controls.

ZOOM +/- (◀/▶) – Press to select the desired screen format.

SLEEP +/- (▲/▼) – Press to set the TV to turn off after a given amount of time.

PIC – Press to select your desired picture mode.

INFO – If no menus are currently active, press the

INFO button to display the **Channel Banner**.

VOL +/- – Increases or decreases the TV volume.

MUTE – Press to turn the volume on and off.

FAV – Press the **FAV** button to browse the channels in your favorite list. Use the up and down arrows (▲/▼) to highlight options, then press **OK** to select.

MEDIA – Press the **MEDIA** button to enter the USB menu directly .

POWER (⏻) – Press the **POWER** button to turn the TV on and off.

GUIDE – Press the **GUIDE** button to display the program guide. Program guide details are only available on digital channels.

CLEAR – Press the **CLEAR** button to remove any menu or display from the screen and return to normal viewing.

OK – Press to display Channel List menu. When the TV is in the Menu system, press the **OK** button to confirm your selection.

GO BACK – Pressing the **GO BACK** button returns you to the previously viewed channel.

CH + or CH - – Press the **CH +/-** buttons to select channels

TV – Press to access to the TV mode.

MTS – Press to select your desired sound mode.

◀ ▶ ■ ▶▶ – These buttons can be used for playing music and photos in the USB menu.

Switching on

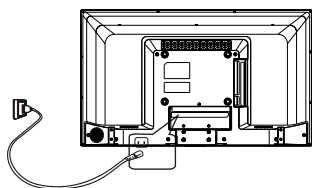
Follow the instructions on this page on how to switch on your TV set and the remote control before going on to following pages describing how to use the channel set-up procedure.

1. Insert two AAA batteries in the remote control.

Precautions on using batteries:

- Only use the battery types specified.
- Make sure you use the correct polarity.
- Do not mix new and used batteries.
- Do not use rechargeable batteries.
- Do not expose batteries to excessive heat such as sunshine, fire or the like, throw them in a fire, recharge them or try to open them, as this could cause them to leak or explode.
- Remove the batteries from the remote control if you are not using it for a long period of time.

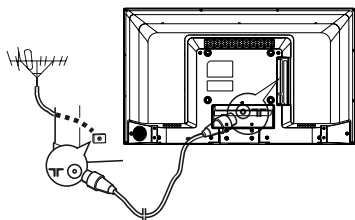
2. Connect the power cable **FIRST** to the television, **THEN** to a mains socket.
(Note: If the power cable is connected to the television, please only connect the power cable to the mains socket.)



Your TV set should only be connected to an AC supply. It must not be connected to a DC supply. If the plug is detached from the cable, do not, under any circumstances, connect it to a mains socket, as there is a risk of electric shock.

Note: The figures are for representation only. The location of the power socket at the back of the television might differ depending on the model.

3. Connect an outside aerial to the RF IN socket at the back of the TV set.



The aerial socket (75 OHM - VHF / UHF / cable) can be used for connecting an external aerial or other equipment fitted.

4. When powered on, the TV will be turned on directly or be in standby.
Note: For some models, switch the TV on by pressing the power button.

If the power indicator lights up, the TV set is in standby mode. Press the \odot button on the remote control or on the TV set to turn on the TV.

Switching off

- To put the TV set into standby mode, press the \odot button on the remote control or long press \odot /MENU button for 5 seconds on the TV, the TV set remains powered up, but with low energy consumption.
- To switch off the TV set, unplug the mains socket from the mains outlet.

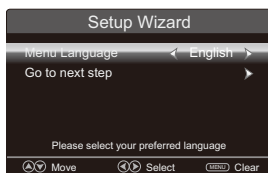
General Operation

Setup Wizard

Connect an RF cable from the TV's input called "RF-In" and to your TV Aerial socket.

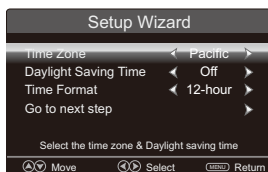
Select Language

1. Press ◀ / ▶ button on the remote control to select the language to be used for menus and message.
2. Press ▲ / ▼ button on the remote control to select go to next step and press **OK** / ▶ button to go.



Time

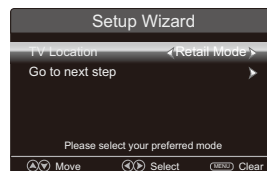
1. Press ◀ / ▶ button on the remote control to adjust time zone.
2. Press ▲ / ▼ button on the remote control to select the time zone, daylight saving time and time format you want to.
3. Press ▲ / ▼ button on the remote control to select go to next step and press **OK** / ▶ button to go.



TV Location

1. Press ◀ / ▶ button on the remote control to select Home Mode or Retail mode.
2. Press ▲ / ▼ button on the remote control to select go to next step and press **OK** button to go.

Note: Choosing "Home Mode" for the TV assigns the optimal picture settings for most home environments. Choosing "Retail mode", which is not ECO Save compliant, sets the unit up with predefined settings for retail displays. In this setting, the power consumption may exceed the requirements of the ECO Save. When operate forced menu, please don't press "Clear" button.



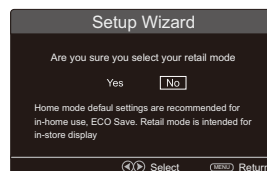
Retail mode

Press ◀ / ▶ button on the remote control to select Yes/No.

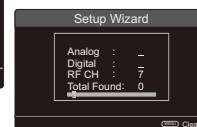
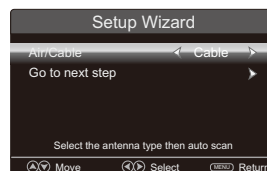
Note:

If you select Yes, a screen menu will proceed to select the antenna type.

If you select No, a screen menu will go back to the previous menu to select Home Mode.



1. Press ◀ / ▶ button on the remote control to select the antenna type.
2. Press ▲ / ▼ button on the remote control to select go to next step and press **OK** / ▶ button to start auto scan.

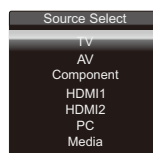


Source Select

Press **INPUT** button to display the input source list, Press ▲ / ▼ button to select the input source.

Press **OK** button to enter the input source,

Press **Clear** button to quit.



Chapter 3

Advanced Functions

Menu

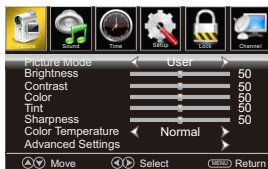


1. Press MENU to display the main menu or return to the previous menu or close the main menu.
2. Press ◀/▶ to highlight the desired menu icon.

Main Menu Operation

Picture

1. Press MENU to enter the main menu, Press ◀/▶ button to select.
2. Press ▼ to enter.



3. Press ▲/▼ button to select among Picture Mode / Brightness / Contrast / Color / Tint / Sharpness / Color Temperature / Advanced Settings.
5. Press ◀/▶ button to adjust.
6. Press MENU again to exit or back to parent menu.

【Picture Mode】

Adjust picture mode to change picture appearance.

Press ◀/▶ button to select (Standard / Vivid / Soft / User / Power Saving).

Standard	Produces a highly defined image in a normally lit room.
Vivid	Produces a highly defined image in a brightly lit room
Soft	Produces a highly defined image in a soft lit room.
User	Select to customize picture settings.
Power Saving	Under power saving condition, it can meet "ECO Save" requirement.

【Brightness】

Adjust the brightness of the picture.
Press ◀/▶ button to adjust.

【Contrast】

Adjust the difference between light and dark areas of the picture.
Press ◀/▶ button to adjust.

【Color】

Adjust the color intensity of the picture.
Press ◀/▶ button to adjust.

【Tint】

Adjust the hue (Red, Green) of the picture.
Press ◀/▶ button to adjust.

【Sharpness】

Object edges are enhanced for picture detail.
Press ◀/▶ button to adjust.

【Color Temperature】

Change the overall color cast of the picture.

Normal	Produces a vivid image.
Warm	Produces a red-hued image.
Cool	Produces a gentle blue-hued image.

【Advanced Settings】

Adjust advanced video features to fine tune the picture.
Press **OK**/▶ button to enter.

【Aspect Ratio】

Adjust how the picture fills the screen.

Normal	Automatically adjust Aspect Ratio based on TV size and TV program.
Wide	Use to watch wide screen (16:9) content.
Zoom	Expands image to fill screen. Top and bottom maybe cut off.
Cinema	Stretches image at edges but keeps a clear image in the center.

【Noise Reduction】

Set options to reduce video noise.

Off	Select to turn off video noise detection.
Low	Detect and reduce low video noise.
Medium	Detect and reduce moderate video noise.
High	Detect and reduce enhanced video noise.

【Dynamic Contrast】

Automatically adjust picture detail and brightness.
Press ◀/▶ button to select (Off/On).

【Dynamic Backlight】

This option automatically adjusts the brightness of the backlight according to the content of the incoming signal. "Dynamic Backlight" optimizes the picture quality and decreases power consumption.
Press ◀/▶ button to select (Off/Low/High).

Sound

Press **MENU** to enter the main menu, Press ◀/▶ button to select.

Press ▼ to enter.

Press **MENU** again to exit or back to parent menu.



Advanced Functions

1. Press **▼** button to select Sound Mode and press **◀ / ▶** button to select mode in Standard / Music / Movie / Sports / User modes. Only in User mode, Bass, treble can be adjusted.
2. Press **▲ / ▼** button to select among Sound Mode / Bass / Treble / Balance / MTS / Audio Language / Digital Audio Output / Surround Sound / AVL
3. Press **◀ / ▶** button to adjust.
4. Press **MENU** again to exit or back to parent menu.

【MTS】

Configures the multi-track sound. It is only available in ATV. Press **◀ / ▶** button to select(Mono/Stereo/SAP).

Mono	Sets the sound to mono.
Stereo	Sets the sound to stereo when stereo is not available, the sound is automatically switched to mono.
SAP	Sets the sound to the second audio program.

【Audio Language】

Select the language supported by the chosen digital channel. It is available Only in DTV. Press **◀ / ▶** button to select(English / French / Spanish).

【Digital Audio Output】

Send digital audio to external audio system. Press **◀ / ▶** button to select.

PCM	Select to output audio in 2-channel stereo.
RAW	Passes through RAW audio sound.

【Surround sound】

Press **◀ / ▶** button to select(On / Off).

【AVL】

Set the auto volume control. Press **◀ / ▶** button to select(On / Off).

Time

Press **MENU** to enter the main menu, Press **◀ / ▶** button to select.
Press **▼** to enter.
Press **MENU** again to exit or back to parent menu.



1. Press **▲ / ▼** button to select among Sleep Timer / Time Zone / Daylight Saving Time / Time Format / Auto Clock / Clock
2. Press **◀ / ▶** button to adjust.
3. Press **MENU** again to exit or back to parent menu.

【Sleep Timer】

Set a timer for the TV to turn off automatically. Press **◀ / ▶** button to select(Off / 5min / 10min

/ 15min / 30min / 60min / 90min / 120min / 180min / 240min).

【Time Zone】

Select your time zone. Press **◀ / ▶** button to select(Eastern / Central / Mountain / Pacific / Alaska / Hawaii / Samoa / Newfoundland / Atlantic).

【Daylight Saving Time】

Set the daylight saving time for your area. Press **◀ / ▶** button to select(On / Off).

【Time Format】

Select your time format. Press **◀ / ▶** button to select(12-hour / 24-hour).

【Auto Clock】

Use to synchronize the display automatically. Press **◀ / ▶** button to select.
Note: Auto clock just can be active on DTV signal.

【Clock】

Use to adjust time manually. Press **▲ / ▼ / ◀ / ▶** button to select.
Note: when Auto Clock is Off, you may adjust the clock.

Setup

1. Press **MENU** to enter the main menu, Press **◀ / ▶** Button to select.



2. Press **▼** to enter.
3. Press **▲ / ▼** button to select among Menu Language / Transparent / OSD Timeout / Closed Caption / Input Label / Other settings / Restore Default / Setup Wizard / CEC.
4. Press **◀ / ▶** button to adjust.
5. Press **MENU** again to exit or back to parent menu.

【Menu language】

Press **◀ / ▶** button to select your desired menu language(English/French/Spanish).

【Transparent】

1. Press **◀ / ▶** button to adjust.
2. Adjust the transparency of the OSD (on screen display) Menu.

【OSD TimeOut】

1. Press **◀ / ▶** button to select.
2. Adjust the duration of the OSD (on screen display) menu.