## LG 32LD350

# LG 32LD350 LCD HDTV Instruction Manual

Model: 32LD350

## Introduction

This manual provides essential information for the proper setup, operation, and maintenance of your LG 32LD350 LCD HDTV. The LG 32LD350 is a 32-inch high-definition television designed to deliver an enhanced viewing experience with its advanced features.




Figure 1: Front view of the LG 32LD350 LCD HDTV. This image displays the television screen, the LG logo at the bottom center, and the attached stand.

## Setup

### 1. Unpacking and Inspection

Carefully remove all components from the packaging. Ensure the following items are present:

- LG 32LD350 LCD HDTV
- Pedestal Stand
- Remote Control
- Power Cord
- User Manual CD
- Microfiber Cleaning Cloth

Inspect the TV and all accessories for any signs of damage. If any items are missing or damaged, contact your retailer or LG customer support.

## 2. Attaching the Stand

For tabletop use, attach the pedestal stand to the television. You will need a thin Phillips head screwdriver (No. 2 or similar, with a shaft no thicker than a standard pencil) to secure the stand. Follow the instructions provided in the included CD manual for detailed steps.
If wall-mounting, ensure the stand is not attached and use a compatible VESA wall mount (sold separately). Snap in the provided cover for wall-mount use.

## 3. Connecting External Devices

Connect your external devices such as cable boxes, Blu-ray players, or gaming consoles to the appropriate ports on the TV. The LG 32LD350 features multiple connectivity options.






Figure 2: Side view of the LG 32LD350 LCD HDTV displaying the input panel. This image shows ports including HDMI, USB, AV IN, and component video inputs.

- **HDMI Ports:** Use HDMI cables for high-definition audio and video connections. The TV has 2 HDMI ports.
- **Component Video Input:** For connecting devices using component video cables (YPbPr).
- **Composite Video Input:** For connecting devices using composite video cables (RCA).
- **USB Input:** For connecting USB storage devices to view media files.
- **Antenna/Cable Input:** Connect your antenna or cable TV feed for broadcast channels.

### 4. Initial Power On and Setup Wizard

After connecting all devices and the power cord, press the power button on the TV or remote control. The TV will guide you through an initial setup wizard to configure language, time zone, and channel scanning. The setup screen includes visual aids to help you adjust picture settings like brightness, color, and contrast to your preference.
Note: When the TV is off, a red LED indicator light is visible on the lower right-hand side. This light turns blue when the TV is powered on.

## Operating Instructions

### 1. Basic Functions

- **Power On/Off:** Press the **POWER** button on the remote control or the TV.
- **Volume Control:** Use the **VOL +/-** buttons to adjust the volume.
- **Channel Selection:** Use the **CH +/-** buttons to change channels or enter channel numbers directly using the numeric keypad.
- **Input Selection:** Press the **INPUT** button to cycle through available input sources (HDMI1, HDMI2, Component, AV, TV).

### 2. Picture Settings

The LG 32LD350 features **Picture Wizard II** for easy picture calibration. Access the picture settings menu to adjust:

- **Picture Mode:** Select from preset modes (e.g., Vivid, Standard, Cinema, Sport) or customize your own.
- **Backlight:** Adjust the brightness of the screen.
- **Contrast:** Control the difference between the brightest and darkest areas of the picture.
- **Brightness:** Adjust the overall luminance of the picture.
- **Color:** Adjust the intensity of colors.
- **Tint:** Adjust the balance between red and green colors.
- **Sharpness:** Enhance or soften the edges of objects in the picture.
- **24P Real Cinema:** Optimizes the display for content filmed at 24 frames per second, providing a more cinematic experience.

### 3. Sound Settings

Access the sound settings menu to customize your audio experience:

- **Sound Mode:** Choose from preset sound modes (e.g., Standard, Music, Cinema, Sport) or customize.
- **Clear Voice II:** Enhances dialogue clarity by separating human voices from background noise.
- **Infinite Sound:** Provides a virtual surround sound experience.
- **Dolby Digital 5.1:** Supports Dolby Digital 5.1 audio for compatible content.

### 4. Smart Energy Savings

Activate the Smart Energy Savings feature to reduce power consumption. This feature adjusts the backlight and picture settings to optimize energy efficiency without significantly compromising picture quality.

### 5. Internet Services

The LG 32LD350 supports access to internet services such as a web browser, Hulu, and Netflix. Ensure your TV is connected to a Wi-Fi network to utilize these features. Navigate to the Smart TV menu to access these applications.

## Maintenance

### 1. Cleaning the Screen

To clean the screen, gently wipe it with the provided microfiber cleaning cloth. For stubborn smudges, lightly dampen the cloth with water or a specialized screen cleaner. Do not use harsh chemicals, abrasive cleaners, or spray liquids directly onto the screen.

### 2. Cleaning the Cabinet

Wipe the TV cabinet with a soft, dry cloth. Avoid using any liquid cleaners on the cabinet to prevent damage.

### 3. General Care

- Avoid placing the TV in direct sunlight or near heat sources.
- Ensure adequate ventilation around the TV to prevent overheating.
- Do not block the ventilation openings on the back or sides of the TV.
- Unplug the TV from the power outlet during lightning storms or when it will be left unattended for long periods.

## Troubleshooting

Before contacting service, review the following common issues and solutions. For more detailed troubleshooting, refer to the comprehensive user manual on the included CD.

| Problem | Possible Solution |
| --- | --- |
| No power / TV does not turn on. | ◦ Ensure the power cord is securely plugged into both the TV and a working electrical outlet.<br>◦ Check if the power outlet is functional by plugging in another device.<br>◦ Press the power button on the TV itself, not just the remote. |
| No picture / Poor picture quality. | ◦ Verify that the correct input source is selected (e.g., HDMI1, AV).<br>◦ Check all cable connections between the TV and external devices.<br>◦ Adjust picture settings (brightness, contrast, sharpness) in the menu.<br>◦ If using an antenna, check antenna connection and rescan channels. |
| No sound / Low sound. | ◦ Ensure the volume is not muted and is turned up.<br>◦ Check audio cable connections.<br>◦ If using external audio system, ensure it is powered on and correctly configured.<br>◦ Adjust sound settings in the menu, including Clear Voice II. |
| Remote control not working. | ◦ Replace the batteries in the remote control.<br>◦ Ensure there are no obstructions between the remote and the TV's remote sensor.<br>◦ Point the remote directly at the TV. |
| Channel organization is difficult (for non-cable box users). | ◦ Utilize the Favorites list feature to quickly access frequently watched channels.<br>◦ When entering a channel number, use the "similar channel" list that appears to select the desired input (e.g., 28-0 for SD, 28-1 for HD). |

## SPECIFICATIONS

| Feature | Detail |
| --- | --- |
| Model Name | 32LD350 |
| Screen Size | 32 Inches |
| Display Technology | LCD |
| Resolution | 1080i/720p |
| Refresh Rate | 60 Hz |
| Contrast Ratio | 70,000:1 |
| Response Time | 4 Milliseconds |
| Aspect Ratio | 16:9 |
| Audio Output Mode | Surround (Dolby Digital 5.1) |

| Feature | Detail |
| --- | --- |
| Connectivity Technology | Wi-Fi |
| HDMI Ports | 2 |
| Component Inputs | 1 |
| Composite-Video Inputs | 1 |
| USB Ports | 1 |
| Supported Internet Services | Browser, Hulu, Netflix |
| Power Consumption | 55 Watts |
| Item Weight | 18.1 Pounds |
| Model Year | 2010 |
| Tuner Type | ATSC |

## Warranty & Support

### Warranty Information

The LG 32LD350 LCD HDTV comes with a **Limited Warranty**. Please refer to the warranty card included with your product or the detailed user manual on the CD for specific terms, conditions, and duration of coverage. Keep your proof of purchase for warranty claims.

### Customer Support

For technical assistance, troubleshooting beyond this manual, or warranty service, please contact LG Customer Support. You can find contact information on the LG official website or in your product documentation.
**LG Official Website:** www.lg.com