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TCL 32S331

TCL 32" Class 720P HD LED Roku Smart TV 3 Series 32S331 User Manual

Model: 32S331

1. Product Overview

The TCL 32" Class 720P HD LED Roku Smart TV 3 Series 32S331 offers a high-definition viewing experience with integrated Roku Smart TV functionality. This television is designed for ease of use, providing access to a vast library of streaming content and intuitive navigation.

- **720P HD Resolution:** Enjoy enhanced clarity and detail for all your favorite content.
- **DOLBY AUDIO:** Experience full, rich sound for an immersive cinematic audio experience.
- **Integrated Roku TV:** Access over 500,000 movies & TV episodes, including free TV, live news, sports, and more.
- **Voice Control:** Compatible with Amazon Alexa and Google Assistant for easy search, channel launching, and input switching.
- **Roku Mobile App:** Transform your smartphone into a remote with voice control, channel browsing, and private listening via headphones.



Figure 1: Front view of the TCL 32S331 Roku Smart TV displaying its intuitive home screen interface.

2. What's in the Box

Upon unboxing your TCL 32S331 TV, please ensure all components are present:

- TCL 32" Class 720P HD LED Roku Smart TV (Model: 32S331)
- Remote Control
- TV Stand (2 pieces)
- Power Cord (integrated)
- Quick Start Guide (not included in this manual)

3. Setup

3.1 Attaching the TV Stand

1. Carefully place the TV screen-down on a soft, clean surface to prevent scratches.
2. Align each stand leg with the corresponding screw holes on the bottom of the TV.

3. Secure each leg with the provided screws. Do not overtighten.
4. Once both legs are securely attached, carefully lift the TV to its upright position on a stable, flat surface.



Figure 2: The TCL 32S331 TV securely placed on its stand.

3.2 Initial Power On and Roku Setup

1. Connect the integrated power cord from the TV to a wall outlet.
2. Press the power button on the remote control to turn on the TV.
3. Follow the on-screen instructions to complete the guided setup for your Roku TV. This includes connecting to your Wi-Fi network, activating your Roku account, and scanning for local channels (if using an anntenna).
4. Once setup is complete, the Roku home screen will appear, allowing you to access streaming channels and inputs.

4. Operating Instructions

4.1 Using the Remote Control

The included remote control provides intuitive navigation for your Roku TV. Key features include:

- **Directional Pad:** Navigate menus and select items.
- **OK Button:** Confirm selections.
- **Home Button:** Return to the Roku home screen.
- **Back Button:** Go back to the previous screen.
- **Volume Buttons:** Adjust volume.
- **Mute Button:** Mute or unmute audio.
- **Instant Replay:** Replay the last few seconds of video.
- **Star Button (*):** Access options for selected items.
- **Quick Access Buttons:** Dedicated buttons for popular streaming services (e.g., Netflix, Hulu, Disney+).

4.2 Voice Control

Your TCL Roku TV supports voice control through compatible devices like Amazon Alexa or Google Assistant. Once connected, you can use voice commands to:

- Search for movies and TV shows.
- Launch and change channels.
- Switch inputs.
- Control playback (play, pause, fast forward, rewind).

Refer to the specific instructions for your Amazon Alexa or Google Assistant device for pairing and command details.

5. Connectivity

The TCL 32S331 TV provides various ports for connecting external devices:

- **HDMI Ports:** Multiple HDMI inputs for connecting Blu-ray players, game consoles, cable boxes, and other HDMI-enabled devices.
- **USB Port:** For connecting USB storage devices to view photos or play media.
- **Optical Audio Output:** For connecting to soundbars or home theater systems with optical input.
- **Coaxial (Antenna/Cable) Input:** For connecting an antenna for over-the-air broadcasts or a cable TV connection.
- **Analog Audio/Video Input:** For connecting older devices using RCA cables.
- **Headphone Jack:** For private listening with headphones.

Ensure the TV is powered off before connecting or disconnecting any devices.

6. Maintenance

To ensure the longevity and optimal performance of your TCL Roku TV, follow these maintenance guidelines:

- **Cleaning the Screen:** Gently wipe the screen with a soft, dry microfiber cloth. For stubborn smudges, lightly dampen the cloth with water or a screen-specific cleaning solution (avoid harsh chemicals).
- **Cleaning the Cabinet:** Use a soft, dry cloth to wipe the TV cabinet.
- **Ventilation:** Ensure adequate airflow around the TV. Do not block ventilation openings.
- **Power Off When Not in Use:** Turn off the TV when not in use to conserve energy and extend its lifespan.
- **Avoid Direct Sunlight:** Do not expose the TV to direct sunlight or excessive heat.

7. Troubleshooting

If you encounter issues with your TCL Roku TV, try the following common troubleshooting steps:

Problem	Solution
No Power	Check if the power cord is securely plugged into both the TV and the wall outlet. Try a different outlet.
No Picture, But Has Sound	Ensure the correct input source is selected. Check cable connections to external devices.
No Sound, But Has Picture	Check volume levels and mute settings. Verify audio cable connections. Try a different audio output setting on the TV.
Remote Not Working	Replace batteries. Ensure no obstructions between the remote and the TV's IR sensor.
Cannot Connect to Wi-Fi	Restart your router and modem. Re-enter Wi-Fi password carefully. Ensure the TV is within range of the Wi-Fi signal.
Streaming App Issues	Restart the app. Check your internet connection speed. Reinstall the app if necessary.

For more detailed troubleshooting, refer to the online support resources provided by TCL or Roku.

8. Specifications

Feature	Detail
Brand	TCL
Model Number	32S331
Screen Size	32 Inches
Display Technology	LED
Resolution	720P HD
Refresh Rate	60 Hz
Aspect Ratio	16:9
Supported Internet Services	Roku TV
Special Features	Voice Control (Amazon Alexa, Google Assistant compatible)
Speaker Type	Built-in
Item Weight	11.08 pounds
Package Dimensions	31.8 x 20.3 x 4.9 inches

9. Warranty and Support

For detailed warranty information and customer support, please refer to the official TCL website or the warranty card included with your product. You can also visit the TCL Store on Amazon for additional resources.
Keep your purchase receipt and product serial number handy when contacting support.

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