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› TCL 32-Inch Class S3 1080p LED Smart TV with Roku TV (32S350R) User Manual

TCL 32S350R

TCL 32-Inch Class S3 1080p LED Smart TV with Roku TV (32S350R) User Manual

Model: 32S350R

1. INTRODUCTION

This manual provides essential information for setting up, operating, and maintaining your TCL 32-Inch Class S3 1080p LED Smart TV with Roku TV (model 32S350R). Please read this manual thoroughly before using your television to ensure proper and safe operation. Keep this manual for future reference.



Image: Front view of the TCL 32-Inch Class S3 1080p LED Smart TV.

The TCL 32S350R offers a 1080p Full HD resolution display, integrated Roku TV smart operating system, and a FullView

metal bezel-less design. It is compatible with popular voice assistants like Amazon Alexa, Google Assistant, and Apple HomeKit, and supports Apple AirPlay2 for content sharing.

2. IMPORTANT SAFETY INFORMATION

Always follow basic safety precautions when using this television to reduce the risk of fire, electric shock, and injury.

- Do not block ventilation openings.
- Do not place the TV near heat sources.
- Protect the power cord from being walked on or pinched.
- Only use attachments/accessories specified by the manufacturer.
- Unplug the TV during lightning storms or when unused for long periods.
- Refer all servicing to qualified service personnel.
- Do not expose the TV to dripping or splashing liquids.
- Ensure proper wall mounting if applicable, following manufacturer instructions.

3. WHAT'S IN THE BOX

Verify that all components are present in the packaging:

- TCL TV with Roku TV
- TV Stands (2)
- Power Cable
- TV Remote + 2x AA Batteries
- Quick Start Guide (this manual)



Image: Diagram showing TV dimensions and a list of included accessories, including the TV, stands, power cable, remote, and quick start guide.

4. SETUP

4.1 Attaching the TV Stands

If placing the TV on a tabletop, attach the included stands:

1. Carefully place the TV face-down on a soft, clean surface to prevent screen damage.
2. Align each stand with the corresponding screw holes on the bottom of the TV.
3. Secure each stand with the provided screws.



Image: Rear view of the television, highlighting the VESA mounting pattern and the slots for attaching the TV stands.

4.2 Wall Mounting (Optional)

For wall mounting, you will need a VESA-compatible wall mount (not included). Refer to the wall mount manufacturer's instructions for installation. Ensure the wall mount is suitable for the TV's weight and dimensions. Remove the TV stands before wall mounting.

4.3 Connecting Peripherals

Connect your external devices to the TV's input ports. The TV features multiple HDMI inputs, a USB port, and an antenna/cable input.

Voice Control Capable via Mobile App

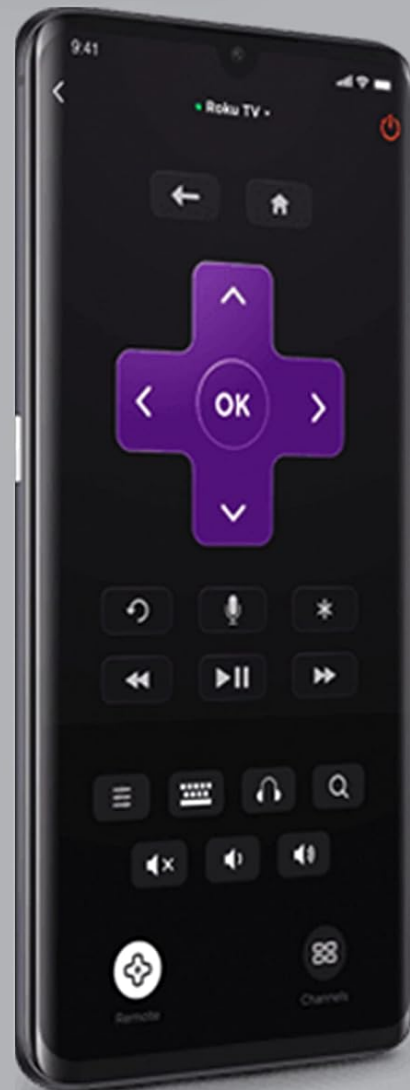


Image: Close-up view of the TV's side and rear input/output ports, including HDMI, USB, Cable/Antenna, AV In, Audio Out, and Optical audio output.

- **HDMI:** Connect Blu-ray players, gaming consoles, or set-top boxes. One HDMI port supports ARC (Audio Return Channel).
- **USB:** For media playback from USB storage devices.
- **Cable/Antenna:** Connect an antenna for over-the-air broadcasts or a cable TV connection.
- **AV In:** For older devices using composite video and stereo audio.
- **Optical (Digital Audio Out):** For connecting to a soundbar or AV receiver.

4.4 Initial Power On and Roku Setup

1. Insert the included AA batteries into the remote control.
2. Connect the power cable to the TV and then to a power outlet.
3. Press the power button on the remote control.
4. Follow the on-screen instructions to complete the Roku TV guided setup, including connecting to your Wi-Fi network and activating your Roku account.

5. OPERATING YOUR TV

5.1 Remote Control Functions

The Roku TV remote provides intuitive control over your television and its smart features.





Image: The standard Roku TV remote control, showing buttons for power, home, navigation, volume, and dedicated streaming service buttons.

- **Power:** Turns the TV on or off.
- **Home:** Returns to the Roku TV home screen.
- **Directional Pad:** Navigates menus and selects items.
- **OK:** Confirms selections.
- **Back:** Returns to the previous screen.
- **Volume Up/Down:** Adjusts the TV volume.
- **Mute:** Mutes or unmutes the sound.
- **Instant Replay:** Jumps back a few seconds in video playback.
- **Star (*):** Accesses options for the selected item.
- **Dedicated App Buttons:** Quick access to popular streaming services.

5.2 Navigating Roku TV

The Roku TV home screen provides access to streaming channels, input selections, and settings.



Roku TV Smart OS

Image: A television screen displaying the Roku TV Smart OS interface, showing icons for various streaming applications and input sources.

- Use the directional pad to highlight desired apps or inputs.
- Press **OK** to launch an app or switch to an input.
- Customize your home screen by moving or removing channels.

5.3 Smart Features

- **Voice Control:** Use the Roku mobile app or compatible voice assistants (Alexa, Google Assistant, Apple HomeKit) to control your TV.

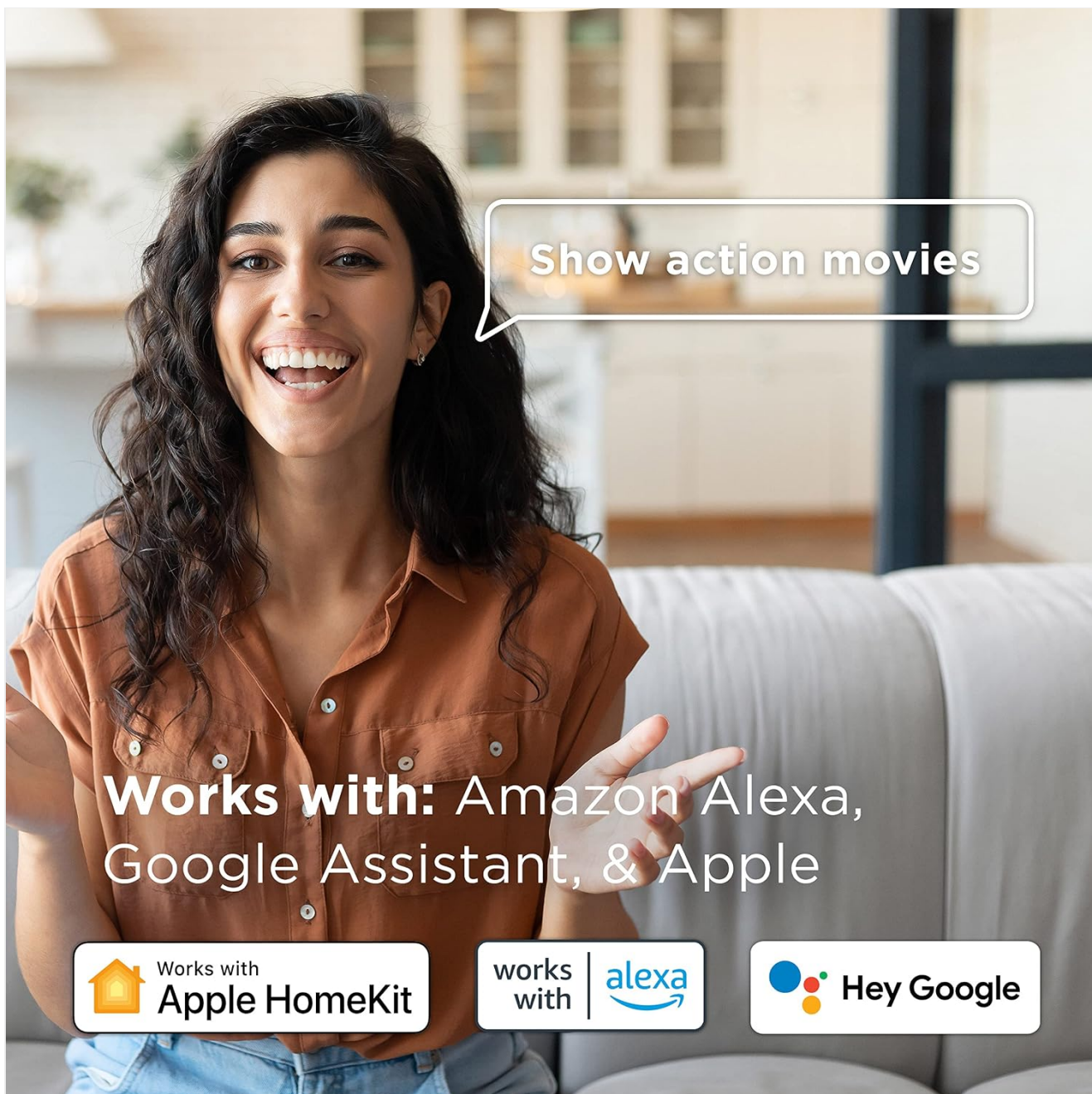


Image: A woman speaking, with speech bubbles indicating voice commands, and logos for Apple HomeKit, Amazon Alexa, and Google Assistant, illustrating voice control compatibility.

- **Apple AirPlay2:** Share videos, photos, music, and more directly from your Apple devices to your TV.



Image: A smartphone screen being mirrored onto the television, demonstrating the Apple AirPlay2 feature for sharing content.

5.4 Picture and Sound Settings

Access picture and sound settings via the **Star (*)** button on your remote or through the Settings menu on the home screen.

- **Picture Modes:** Select from various preset modes (e.g., Movie, Normal, Vivid) or customize settings like brightness, contrast, and color.



Image: A television screen showing a waterfall scene, with one side demonstrating enhanced dynamic contrast and the other side without, illustrating the Dynamic Contrast feature.

- **Sound Modes:** Adjust audio settings for different content types (e.g., Music, Speech, Night).
- **Direct LED Backlight:** This TV features Direct LED Backlight for improved brightness uniformity and picture performance.



Image: A television screen displaying a vibrant landscape with lush green islands and clear blue water, illustrating the benefits of Direct LED Backlight for picture quality.

5.5 Game Mode

Activate Game Mode for reduced input lag and latency, optimizing your gaming experience.



Image: A television screen displaying a scene from a video game, with text indicating "Auto Game Mode (ALLM)" to highlight its gaming optimization feature.

- To enable Game Mode, navigate to **Settings > TV inputs > [Your HDMI Input] > Game Mode** and set it to **On**.

6. MAINTENANCE

6.1 Cleaning Your TV

- Always unplug the TV before cleaning.
- Use a soft, lint-free cloth to gently wipe the screen and cabinet.
- For stubborn marks, lightly dampen the cloth with water or a mild, non-abrasive screen cleaner. Never spray cleaner directly onto the screen.
- Avoid using harsh chemicals or abrasive materials.

6.2 Software Updates

Your Roku TV will automatically check for and install software updates when connected to the internet. You can manually check for updates via **Settings > System > System update**

7. TROUBLESHOOTING

Issue	Possible Solution
No power	Ensure the power cord is securely connected to the TV and a working power outlet. Try a different outlet.
No picture, but sound is present	Check the input source. Ensure external devices are powered on and connected correctly.
No sound, but picture is present	Check volume levels and mute status. Verify audio cable connections. Check TV audio output settings.
Remote control not working	Replace batteries. Ensure no obstructions between the remote and the TV's IR sensor.
Cannot connect to Wi-Fi	Verify Wi-Fi password. Restart your router and modem. Move the TV closer to the router or use a Wi-Fi extender.
Picture quality issues (e.g., blurry, distorted)	Check cable connections. Adjust picture settings (brightness, contrast, sharpness). Ensure the source content is high quality.

8. SPECIFICATIONS

Feature	Detail
Model Number	32S350R
Screen Size	32 Inches (31.5" diagonal)
Display Technology	LED
Resolution	1080p Full HD
Refresh Rate	60 Hz
Aspect Ratio	16:9
Operating System	Roku TV Smart OS
Connectivity	HDMI (3 inputs, 1 with ARC), USB, Wi-Fi
Audio Output	Optical Digital Audio Out, Headphone Jack
Dimensions (with stand)	28.1" W x 18.4" H x 7.1" D
Dimensions (without stand)	28.1" W x 16.6" H x 3.1" D
Item Weight	10.78 pounds

Feature	Detail
Special Features	Bezel-Less Design, Dynamic Contrast, Game Mode, Apple AirPlay2, Voice Assistant Compatibility (Alexa, Google Assistant, Apple HomeKit)

9. WARRANTY AND SUPPORT

For warranty information, please refer to the warranty card included with your product or visit the official TCL support website. For technical assistance, product registration, or to download the latest version of this manual, please visit www.tcl.com/us/en/support or contact TCL customer service.

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ASK A QUESTION ABOUT THIS MANUAL

Ask about setup, troubleshooting, compatibility, parts, safety, or missing instructions. Manuals+ will review the question and use this page's manual context to help answer it.

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Question

Example: How do I reset this device or fix this error?

Details

Model number, symptoms, what you tried, or the section of the manual you are using.

Submit question