



Important Product Information Guide

Models: E1AA32R 32" Class (31.5" Diag.)

CONGRATULATIONS

Thank you for purchasing this element product.

Please read these instructions carefully.

For additional assistance please call Customer Support at (1-888-842-3577)
or visit our website at www.elementelectronics.com for complete User Manual.

Keep this Guide for future reference.

Record the model name and serial number of your LCD Television for future reference.
This information is located on the back of the television.

IMPORTANT SAFETY INSTRUCTIONS

- **Read these instructions** – All the safety and operating instructions should be read before this product is operated.
- **Keep these instructions** – The safety and operating instructions should be retained for future reference.
- **Heed all warnings** – All warnings on the appliance and in the operating instructions should be adhered to.
- **Follow all instructions** – All operating and use instructions should be followed.
- **Do not use this apparatus near water** – The appliance should not be used near water or moisture – for example, in a wet basement or near a swimming pool, and the like.
- Clean only with dry cloth.
- **Do not** block any ventilation openings. Install in accordance with the manufacturer'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 lightning 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.
- Please keep the unit in a well-ventilated environment.

WARNING: To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture. The apparatus should not be exposed to dripping or splashing. Objects filled with liquids, such as vases should not be placed on apparatus.

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

WARNING: No naked flame sources, such as lighted candles, should be placed on the apparatus;

WARNING: The main plug is used as disconnect device, the disconnect device shall remain readily operable.

The use of apparatus in moderate climates. Storage temperatures are 32° to 122°F(0° to 50°C). Working temperatures are 32° to 95°F(0° to 35°C).

WARNING: To reduce the risk of electric shock, do not remove cover (or back) as there are no user-serviceable parts inside. Refer servicing to qualified personnel.



This lightning flash with arrowhead symbol within an equilateral triangle is intended to alert the user to the presence of non-insulated "dangerous voltage" within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock.



The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance instructions in the literature accompanying the appliance.



This equipment is a Class II or double insulated electrical appliance. It has been designed in such a way that it does not require a safety connection to electrical earth.

ADDITIONAL SAFETY INFORMATION

To ensure reliable and safe operation of this equipment, please read carefully all the instructions in this user guide, especially the safety information below.

Electrical Safety

- The TV set should only be connected to a main power supply with voltage that matches the label at the rear of the product.
- To prevent overload, do not share the same power supply socket with too many other electronic components.
- Do not place any connecting wires where they may be stepped on or tripped over.
- Do not place heavy items on them, which may damage the leads.
- Hold the main plug, not the wires, when removing from a socket.
- During a thunderstorm, or when not using the television for extended period of time, turn off the power switch on the back of the television.
- Do not allow water or moisture to enter the TV or power adapter. Do NOT use in wet, moist areas, such as bathrooms, steamy kitchens or near swimming pools.
- Pull the plug out immediately, and seek professional help if the main plug or cable is damaged, liquid is spilt onto the set, if accidentally exposed to water or moisture, if anything accidentally penetrates the ventilation slots or if the set does not work normally.
- Do not remove the safety covers. There are no user serviceable parts inside. Trying to service the unit yourself is dangerous and may invalidate the product's warranty. Qualified personnel must only service this apparatus.
- To avoid battery leakage, remove exhausted batteries from the remote control, or when not using for long period.
- Do not break open or throw exhausted batteries on a fire.
- Do not mix old and new batteries.
- Do not mix Alkaline, Standard (Carbon-Zinc) or Rechargeable (Nickel Cadmium) or (Nickel Metal Hydride) batteries.

Physical Safety

- The ventilation should not be impeded by covering the ventilation openings with items, such as newspapers, table-cloths, curtains, etc.;
- Do not block ventilation slots in the back cover. You may place the TV in a cabinet, but ensure at least 5cm (2") clearance all around.
- Do not tap or shake the TV screen, or you may damage the internal circuits. Take good care of the remote control.
- To clean the TV use a soft dry cloth. Do not use solvents or petroleum based fluids.
- 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 is 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.
- Unplug the apparatus during lightning storms or when unused for long periods.
- Refer all servicing to a 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, has been exposed to rain or moisture, does not operate normally, or has been dropped.

ADDITIONAL SAFETY INFORMATION

HOW TO HANDLE THE LCD PANEL

- Do not press hard or jolt the LCD panel. It may cause the LCD panel glass to break and injury may occur.
- If the LCD panel is broken, make absolutely sure that you do not touch the liquid in the panel. This may cause skin inflammation. If the liquid gets in your mouth, immediately gargle and consult with your doctor. Also, if the liquid gets in your eyes or touches your skin, consult with your doctor after rinsing for at least 15 minutes or longer in clean water.

Possible Adverse Effects on LCD Panel: If a fixed (non-moving) pattern remains on the LCD Panel for long periods of time, the image can become permanently engrained in the LCD Panel and cause subtle but permanent ghost images. This type of damage is NOT COVERED BY YOUR WARRANTY. Never leave your LCD Panel on for long periods of time while it is displaying the following formats or images:

- Fixed Images, such as stock tickers, video game patterns, TV station logos, and websites.
- Special Formats that do not use the entire screen. For example, viewing letterbox style (16:9) media on a normal (4:3) display (black bars at top and bottom of screen); or viewing normal style (4:3) media on a widescreen (16:9) display (black bars on left and right sides of screen). The following symptoms are not signs of malfunction but technical limitation. Therefore we disclaim any responsibility for these symptoms.

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- LCD Panels are manufactured using an extremely high level of precision technology, however sometimes parts of the screen may be missing picture elements or have luminous spots.
- Do not install the LCD Panel near electronic equipment that produces electromagnetic waves. Some equipment placed too near this unit may cause interference.
- Effect on infrared devices – There may be interference while using infrared devices such as infrared cordless headphones.

CONDENSATION

Moisture will form in the operating section of the unit if the unit is brought from cool surroundings into a warm room or if the temperature of the room rises suddenly. When this happens, unit's performance will be impaired. To prevent this, let the unit stand in its new surroundings for about an hour before switching it on, or make sure that the room temperature rises gradually. Condensation may also form during the summer if the unit is exposed to the breeze from an air conditioner. In such cases, change the location of the unit.

ADDITIONAL SAFETY INSTRUCTIONS

Television Antenna Connection Protection

If an outside antenna or cable system is connected to the TV, be sure the antenna or cable system is grounded to provide some protection against voltage surges and built-up static charges.

Section 810 of the National Electrical Code, ANSI/NFPA NO.70, 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 electrodes. (See figure A)

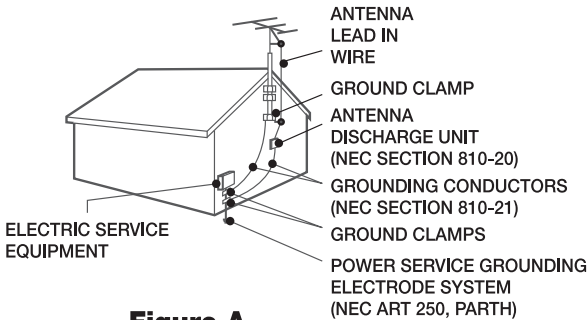
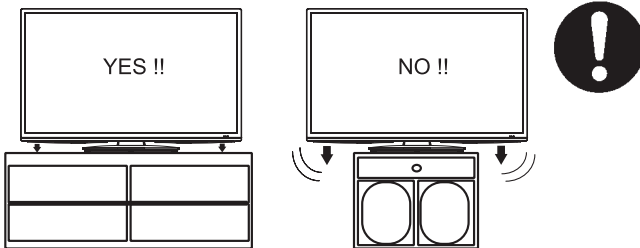


Figure A

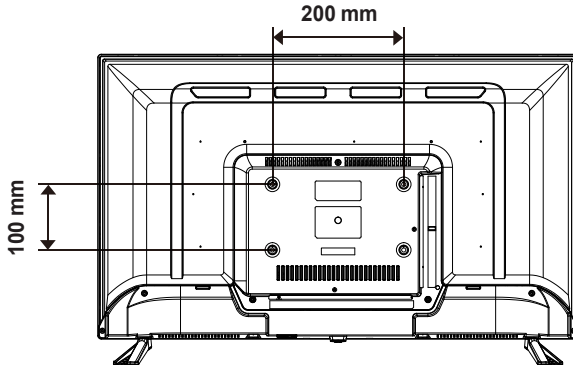
NOTICE FOR TV CABINET

If the unit is placed on a cabinet smaller than the length of the unit, it could result in instability and the unit may tumble over, making a risk of personal, possibly fatal injury. Also this would seriously damage the product. Accordingly, ELEMENT accepts no responsibility or liability for any injuries or property damage resulting from the improper installation.



Attach the Wall Mount Bracket (not included)

The TV is provided with mounting holes for a VESA approved wall mounting bracket (Not Supplied). Remove the screws holding the base to the base bracket and lift the base away (do not remove the base mounting brackets). Mount the VESA bracket using 4*M6*10 isometric threaded screws (Not Supplied).



WARNING

Never place a television set in an unstable location. A television set may fall, causing serious personal injury or death. Many injuries, particularly to children, can be avoided by taking simple precautions such as:

- Using cabinets or stands recommended by the manufacturer of the television set.
 - Only using furniture that can safely support the television set.
 - Ensuring the television set is not overhanging the edge of the supporting furniture.
 - Not placing the television set on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the television set to a suitable support.
 - Not placing the television set on cloth or other materials that may be located between the television set and supporting furniture.
 - Educating children about the dangers of climbing on furniture to reach the television set or its controls.
- If your existing television set is being retained and relocated, the same considerations as above should be applied.



Your new TV is heavy, please consult with professional wall mount installer to perform this installation.

CHILD SAFETY NOTICE

Congratulations on your purchase!
As you enjoy your new product,
please keep these safety tips in mind:



The Issue

The home theater entertainment experience is a growing trend and larger flat panel displays and popular purchases.

However, flat panel displays are not always supported on the proper stands of installed according to the manufacturer's recommendations.

Flat panel display that are inappropriately situated on dressers, bookcases, shelves, desks, speakers, chests or carts may fall over and cause injury.

This Manufacturer Cares!

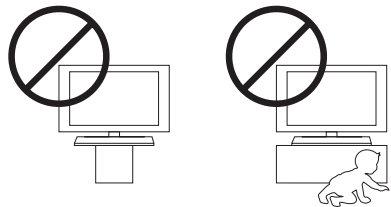
The consumer electronics industry is committed to making home entertainment enjoyable and safe.

Tune Into Safety

- One size does NOT fit all. Follow the manufacturer's recommendation for the safe installation and use of your flat panel display.
- Carefully read and understand all enclosed instructions for proper use of this product.
- Don't allow children to climb on or play with furniture and television sets.
- Don't place flat panel displays on furniture that can easily be used as steps, such as a chest of drawers.
- Remember that children can become excited while watching a program, especially on a "larger than life" flat panel display. Care should be taken to place or install the display where it cannot be pushed, pulled over, or knocked down.
- Care should be taken to route all cords and cables connected to the panel display so that they cannot be pulled or grabbed by curious children.

Wall Mounting: IF YOU DECIDE TO WALL MOUNT YOUR FLAT PANEL DISPLAY, ALWAYS :

- Use a mount that has been recommended by the display manufacturer and/or listed by an independent laboratory (such as UL, CSA, ETL).
- Follow all instructions supplied by the display and wall mount manufacturers.
- If you have any doubts about your ability to safely install your flat panel display, contact your retailer about professional installation.
- Make sure that the wall where you are mounting the display is appropriate. Some block construction. If you are unsure, contact a professional installer.
- A minimum of two people are required for installation. Flat panel displays can be heavy.



 **CEA**
Consumer Electronics Association
www.CEA.org/safety



FCC STATEMENT

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.

Changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

NOTE: 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 into 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.

FCC Radiation Exposure Statement

This equipment complies with FCC radiation exposure limits set forth for an uncontrolled environment. This equipment should be installed and operated with minimum distance 20cm between the radiator & your body.

For customer support: 1-888-842-3577

Please send all correspondence to:

Element TV Company, LP. Customer Service

customerservice@elementelectronics.com



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ACCESSIBILITY

How to Enable and Disable Text-to-Speech (TTS) on My Element TV?

Your Element TV has a built-in Audio Guide, which includes Text-to-Speech and Video Description, which assist users to navigate the on-screen menus.

Text-to-Speech, or TTS, is a form of speech synthesis that converts written text into a spoken voice output. This allows visually impaired people to listen to digital content that they are unable to read.

Video Description is audio narration added to a TV or movie soundtrack describing key visual elements that blind or visually impaired viewers might otherwise miss. Such elements include settings, scene changes, speaker identification, clothing, facial expressions, actions, and onscreen text.

Once this Text-to-Speech feature is activated, the Audio Guide will read out text, menu items, and other on-screen items. Once Video Description is activated, Audio Guide will describe key visual elements by audio narration.

Below are the step-by-step instructions to enable or disable this feature:

1. Press on your remote to open the main screen.
2. Scroll up or down and select Settings.
3. Press the right arrow button and select Accessibility.
4. Press the right arrow button and select Voice Guide or Video Description.
5. Press the right arrow button and select ON to enable or OFF to disable the text-to-speech or Video Description feature.

Tip: If Shortcut is enabled, you can enable or disable the Audio Guide by pressing the **Option** button * four times in quick succession.

CAUTION: These servicing instructions are for use by qualified service personnel only. To reduce the risk of electric shock do not perform any servicing other than that contained in the operating instructions unless you are qualified to do so.

SPECIFICATIONS

Panel Size	31.5 inches diagonally
Display Type	LED
Panel Technology	TFT
TV System	ATSC/NTSC-M
Channel Range	VHF: 2~13
Channel Range	UHF: 14~69
Channel Range	CATV: 1~135
Tuner Type	Frequency synthesized
Display Resolution	Up to 2K
Panel Resolution	1366 x 768
Aspect Ratio	16:9
Contrast Ratio-Panel	3000:1(Typ.)
Response Time (G To G)	8.5 ms
Lamp Life (Typ. Hours)	30,000 hours
Horizontal Viewing Angle (At CR \geq 10)	170
Vertical Viewing Angle (At CR \geq 10)	170
Power Supply	AC 120V~ 60Hz

Design and specifications are subjects to change without prior notice.



This product contains electrical or electronic materials. The presence of these materials may, if not disposed of properly, have potential adverse effects on the environment and human health. Presence of this label on the product means it should not be disposed of as unsorted waste and must be collected separately. As a consumer, you are responsible for ensuring that this product is disposed of properly.

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