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ES-G

*Espanol*

consérvelo para futuras referencias.

Antes de utilizar el televisor, lea detenidamente este manual,

# MANUAL DEL USUARIO

40K366W

INNOVATION IS LIFE  
**HISENSE**



40K366W

# USER MANUAL

Before using the TV, please read this manual thoroughly and retain it for future reference.

*English*



**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.



The lightning flash with arrowhead symbol, within an equilateral triangle is intended to alert the user to the presence of uninsulated 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 (servicing) instructions in the literature accompanying the appliance.

## FCC Statement

### 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 the 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 ID Number WiFi Module: WWMMN421V1

The WiFi Module complies with FCC radiation exposure limits set forth for an uncontrolled environment. This device should be installed and operated with a minimum distance of 20 centimeters between the radiator and your body.

## Energy Star

Your Hisense TV is ENERGY STAR® qualified in the "Home" mode. It meets strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and Department of Energy. ENERGY STAR is a joint program of these government agencies, designed to promote energy efficient products and practices. Changes to certain features, settings, and functionalities of this TV (i.e. TV Guide, Picture, Sound) can increase or change the power consumption. Depending upon such changed settings, the power consumption may exceed the limits required for the ENERGY STAR qualification in the "Home" mode.



### NOTE

Where the MAINS plug or an appliance coupler is used as the disconnect device, the disconnect device shall remain readily operable.

### WARNING

The manufacturer is not responsible for any radio or TV interference caused by unauthorized modifications to this equipment. Such modifications could void the user's authority.

This TV incorporates High-Definition Multimedia Interface (HDMI™) technology.

HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC.

**HDMI™**

Hisense and associated logos where applicable are registered trademarks of Hisense Group in the United States and/or other countries. All other trademarks are property of their respective owners. 2011 Hisense USA, Corporation. All Rights Reserved. Manufactured under license from Dolby Laboratories. Dolby and the double-D symbol are trademarks of Dolby Laboratories.

\* Specifications subject to change without notice.



# CHILD SAFETY:

It Makes A Difference How and Where  
You Use Your Flat Panel Display

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 are popular purchases. However, flat panel displays are not always supported on the proper stands or installed according to the manufacturer's recommendations.
- Flat panel displays 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 recommendations 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 flat 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 wall mounts are not designed to be mounted to walls with steel studs or old cinder 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.



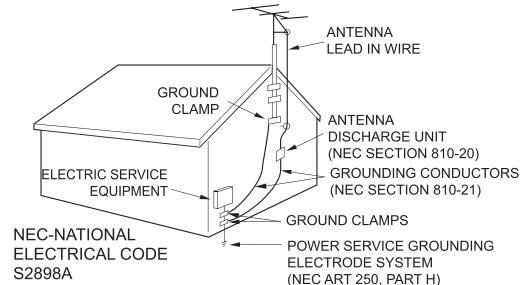
[www.CE.org/safety](http://www.CE.org/safety)

# 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 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.  
  
S3125A
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. Apparatus should not be exposed to dripping or splashing, and objects filled with liquids, such as vases, should not be placed on the apparatus.
16. An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to keep from touching such power lines or circuits, as contact with them might be fatal.
17. Do not overload wall outlets and extension cords, as this can result in a risk of fire or electric shock.
18. Do not push objects through any openings in this unit, as they may touch dangerous voltage points or short out parts that could result in fire or electric shock. Never spill or spray any type of liquid into the unit.

19. If an outside antenna or cable system is connected to the unit, 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 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 electrode.

EXAMPLE OF ANTENNA GROUNDING AS PER THE NATIONAL ELECTRICAL CODE



20. When replacement parts are required, be sure the service technician uses replacement parts specified by the manufacturer or those that have the same characteristics as the original part. Unauthorized substitutions may result in fire, electric shock or other hazards.
21. Upon completion of any service or repairs to this unit, ask the service technician to perform safety checks to determine that the unit is in proper operating condition.
22. When you connect the product to other equipment, turn off the power and unplug all of the equipment from the wall outlet. Failure to do so may cause an electric shock and serious personal injury. Read the owner's manual of the other equipment carefully and follow the instructions when making any connections.
23. Sudden high volume sound may cause hearing or speaker damage. When you use headphones, (if the unit is equipped with a headphone jack) keep the volume at a moderate level. If you use headphones continuously with high volume sound, it may cause hearing damage.

## 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.

# Important Safety Instructions

## 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.**

- 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.  
This is not a sign of a malfunction.
- 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.

## Declaration of Conformity

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.

## End of life directives

Your TV also contains material that can be recycled and reused. For disposal or recycling information, contact your local authorities or the Electronic Industries Alliance at [www.eia.org](http://www.eia.org) to find a recycler in your area.

## Non-active pixels

The LCD panel contains almost 3 million thin film transistors, which provide exceptionally sharp video quality. Occasionally, a few non-active pixels may appear on the screen as a fixed black (in the case of a dead pixel), blue, green, or red point. These non-active pixels do not adversely affect the performance of your TV, and are not considered defects.

## Power source

### TO USE AC POWER

1. The power cord is attached to the TV at the factory.
2. Connect the AC cord into an AC outlet.

### WARNING

Do not connect this unit to the power using any device other than the supplied AC cord. This could cause fire, electrical shock, or damage.

Do not use with a voltage other than the power voltage specified. This could cause fire, electrical shock, or damage.

### CAUTION

When this unit is not used for a long time, (e.g., away on a trip) in the interest of safety, be sure to unplug it from the AC outlet.

Do not plug/unplug the AC cord when your hands are wet. This may cause electrical shock.

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*Illustrations are for your reference only!*

# Getting Started

## Accessories List



User Manual



Quick Setup Guide



Warranty Card



Remote Control



Battery × 2



Spacer×4



Screws: ScrewA (M4×L12)×6



ScrewB (ST4×L14)×2



ScrewC (M5×L12)×4



ScrewD (M6×L30)×4

## Installing the Stand

### NOTES

1. The LCD display is very fragile, and must be protected at all times when removing the base stand. Be sure that no hard or sharp object, or anything that could scratch or damage the LCD display, comes into contact with it. DO NOT exert pressure on the front of the TV at any time because the screen could crack.
2. For tabletop use, the TV must be attached to the provided stand as shown on this page.
3. To Wall-Mount, brackets (not provided) must be attached to the TV as shown on next page.

### WARNING

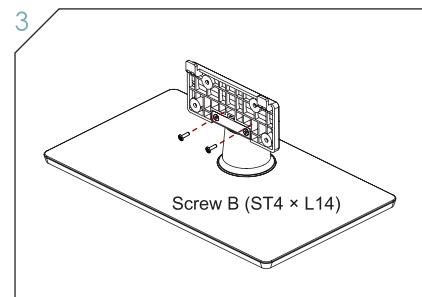
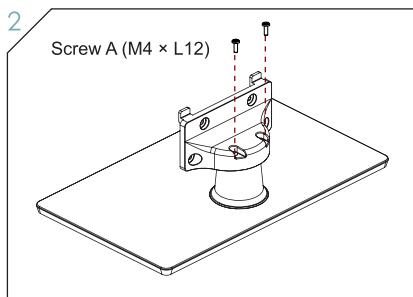
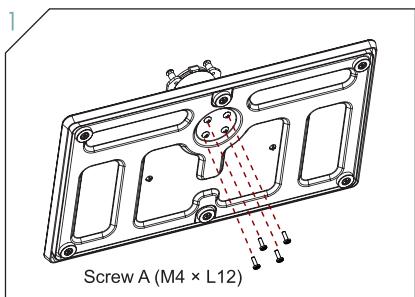
Be sure to disconnect the AC power cord before installing a stand or Wall-Mount brackets.

### CAUTION

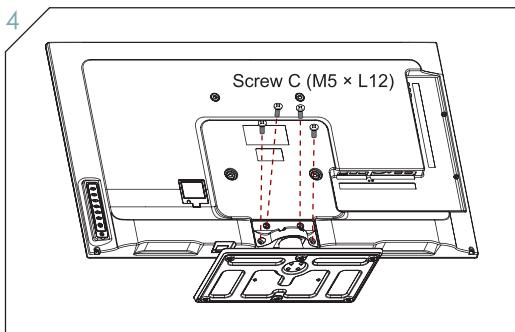
Use a covered table or bench to lay the TV on and handle the TV carefully to prevent damage to the TV screen or cabinet during assembly.

### Follow the illustrations below to complete the installation steps:

1. Secure the stand column to the base plate with the 4 screws A (M4 × L12) provided. See Figure 1.
2. Secure the stand cover to the stand column vertically with the 2 screws A (M4 × L12) provided. See Figure 2.
3. Secure the stand cover to the stand column horizontally with the 2 screws B (ST4 × L14) provided. See Figure 3.



# Getting Started

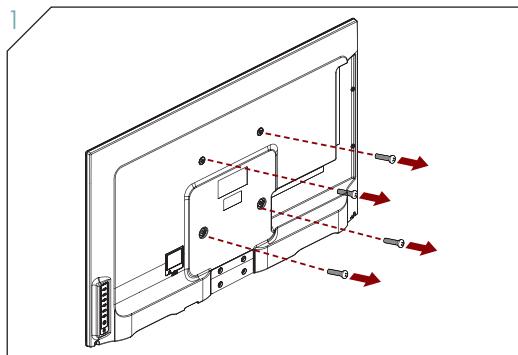


4. Carefully place your TV on a soft, cushioned, surface to prevent damage to the screen.

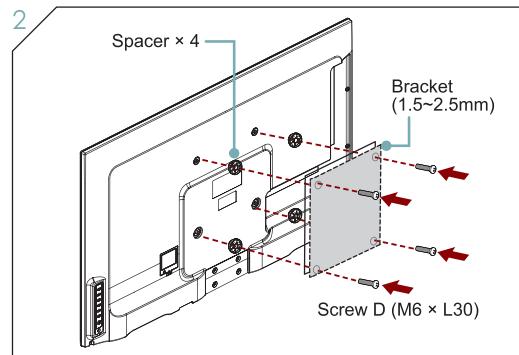
Secure the stand to the TV with the 4 screws C (M5 × L12) provided. See Figure 4.

## Installing a Wall-Mount Bracket

If you want to attach the TV to a Wall-Mount bracket (not provided), you should first remove the stand if it is pre-attached (see Step 1).



1. Make sure the TV is laid face-down on a clean, safe, and cushioned space, remove the original screws in the bracket holes on the TV back over.



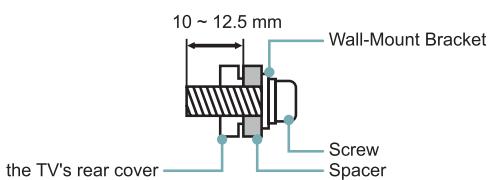
2. Place the provided spacers in the corresponding bracket holes. Attach purchased bracket (1.5~2.5 mm thickness) on the TV with 4 screws D (M6 × L30) provided. Follow instructions provided with the wall bracket.

### **WARNING**

Use only the 4 screws D (M6 × L30) provided with the TV to prevent internal damage to the TV set or cause it to fall.

3. Follow instructions provided with the Wall-Mount bracket.

- If you are not sure of your ability to do complete the installation, contact a professional installer or service technician for assistance. The manufacturer is not responsible for any damages or injuries that occur due to mishandling or incorrect assembly.
- The selected screws are 10 ~ 12.5 mm in length when measured from the attaching surface of the TV's rear cover. The diameter and length of the screws differ depending on the Wall-Mount Bracket model.



Wall-Mount hole pattern VESA (mm)	200 × 200
Wall-Mount screw size (mm)	M6