

Quick Start Setup Guide

40HFL4683S

PHILIPS

Know these **safety** symbols



The caution marking is located on the rear or bottom of the cabinet.



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 apparatus's enclosure that may be of sufficient magnitude to constitute a risk of electric shock to persons.



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 apparatus.

WARNING: To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture. Apparatus shall not be exposed to dripping or splashing and no objects filled with liquids, such as vases, shall be placed on the apparatus.

CAUTION: To prevent electric shock, match wide blade of plug to wide slot, fully insert.

ATTENTION: Pour éviter les choc électriques, introduire la lame la plus large de la fiche dans la borne correspondante de la prise et pousser jusqu'au fond.

PHILIPS Visit our World Wide Web Site at www.philips.com/hospitality

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.
- Do not allow children to climb on or play with furniture that the television set is sitting on or mounted to.
- 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.

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

Important Safety Instructions

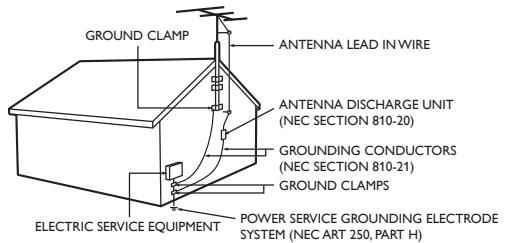
1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.
5. Do not use this apparatus near water.
6. Clean only with dry cloth.
7. Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
8. Do not install near 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 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.
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.



Note to the CATV system installer:

This reminder is provided to call the CATV system installer's attention to Article 820-40 of the NEC that provides guidelines for proper grounding and, in particular, specifies that the cable ground shall be connected to the grounding system of the building, as close to the point of cable entry as practical.

Example of Antenna Grounding as per NEC - National Electric Code



Wall Mount Bracket Kit

Brand: PHILIPS

	Model #	Screw dimension
40HFL4683S	SQM6435/17	M6 x 1.614" (41mm) with spacer

- The recommended Wall Mount Bracket Kit (sold separately) allows the mounting of the TV on the wall.
- For detailed information on installing the wall mount, refer to the Wall Mount Instruction Book.
- P&F USA is not responsible for any damage to the product or injury to yourself or others if you elect to install the TV Wall Mount Bracket or mount the TV onto the Bracket on your own.
- The Wall Mount Bracket must be installed by experts.

P&F USA is not liable for these types of accidents or injury noted below.

- Install the Wall Mount Bracket on a sturdy vertical wall.
- If installed onto a ceiling or slanted wall, the TV and Wall Mount Bracket may fall which could result in a severe injury.
- Do not use screws that are longer or shorter than their specified length. If screws too long are used this may cause mechanical or electrical damage inside the TV set. If screws too short are used this may cause the TV set to fall.
- Do not fasten the screws by excessive force. This may damage the product or cause the product to fall, leading to an injury.
- For safety reasons use 2 people to mount the TV onto a Wall Mounting Bracket.
- Do not mount the TV onto the Wall Mounting Bracket while your TV is plugged in or turned on. It may result in an electrical shock injury.

When installing the unit on the wall, allow this much space.

Top:	11.8 inches (30cm)
Left and right side:	5.9 inches (15cm)
Bottom:	3.9 inches (10cm)

1 Notice

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P&F USA reserves the right to change products at any time without being obliged to adjust earlier supplies accordingly.

The material in this manual is believed adequate for the intended use of the system. If the product or its individual modules or procedures are used for purposes other than those specified herein, confirmation of their validity and suitability must be obtained. P&F USA warrants that the material itself does not infringe any United States patents. No further warranty is expressed or implied.

P&F USA cannot be held responsible neither for any errors in the content of this document nor for any problems as a result of the content in this document. Errors reported to P&F USA will be adapted and published on the P&F USA support website as soon as possible.

Pixel characteristics

This LCD product has a high number of color pixels. Although it has effective pixels of 99.999% or more, black dots or bright points of light (red, green or blue) may appear constantly on the screen. This is a structural property of the display (within common industry standards) and is not a malfunction.

Warranty

No components are user serviceable. Do not open or remove covers to the inside of the product. Repairs may only be done by Service Centers and official repair shops. Failure to do so shall void any warranty, stated or implied.

Any operation expressly prohibited in this manual, any adjustments or assembly procedures not recommended or authorized in this manual shall void the warranty.

Federal Communications Commission Notice

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 or television technician for help.

Declaration of Conformity

Trade Name: PHILIPS
Responsible Party: P&F USA, Inc.
Model: 40HFL4683S
Address: PO Box 430, Daleville, IN 47334-0430 U.S.A.
Telephone Number: 1 866 497 4225

Modifications

This apparatus may generate or use radio frequency energy. Changes or modifications to this apparatus may cause harmful interference unless the modifications are expressly approved in the manual. The user could lose the authority to operate this apparatus if an unauthorized change or modification is made.

Cables

Connections to this device must be made with shielded cables with metallic RF/EMI connector hoods to maintain compliance with FCC Rules and Regulations.

Canadian notice

This Class B digital apparatus complies with Canadian ICES-003. Standard Television Receiving Apparatus, Canada BETS-7/NTMR-7.

Copyright

All other registered and unregistered trademarks are the property of their respective owners.



The terms HDMI and HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing LLC in the United States and other countries.



Manufactured under license from Dolby Laboratories. Dolby and the double-D symbol are trademarks of Dolby Laboratories.



SRS[®] is a trademark of SRS Labs, Inc. TruSurround HD technology is incorporated under license from SRS Labs, Inc. SRS TruSurround HD™ creates an immersive, feature-rich surround sound experience from two speakers, complete with rich bass, high frequency detail and clear dialog.



ENERGY STAR[®] is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices.

Consumer Notice:

This TV has been set to maximize energy efficiency while delivering the best possible picture using the factory installed home mode settings.

Changing or enabling other features in this TV (e.g. brightened backlighting) will possibly increase energy consumption beyond the original ENERGY STAR[®] qualified limits.

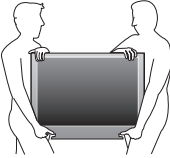
Portions of this software are copyright © The FreeType Project (www.freetype.org).

The American Academy of Pediatrics discourages television viewing for children younger than two years of age.

2 Important

Positioning the TV

- Large screen TVs are heavy. 2 people are required to carry and handle a large screen TV.
- Make sure to hold the upper and bottom frames of the unit firmly as illustrated.
- Install the unit in a horizontal and stable position.
- Do not install the unit in direct sunlight or in a place subject to dust or strong vibration.
- Depending on the environment, the temperature of this unit may increase slightly. This is not a malfunction.
- Avoid a place with drastic temperature changes.
- Do not place anything directly on top or bottom of the unit.
- Depending on your external devices, noise or disturbance of the picture and/or sound may be generated if the unit is placed too close to them. In this case, please ensure enough space between the external devices and the unit.
- Do not insert the AC power cord into the power socket outlet before all the connections are made.
- Ensure that you always have easy access to the AC power cord or plug to disconnect the TV from the power.
- Before you move the TV, disconnect attached cables to prevent damage to connectors.
- Be sure to unplug the AC power cord from the AC outlet before moving or carrying the unit.



Environmental care



The packaging of this product is intended to be recycled.

Contact your local authorities for information about how to recycle the packaging.

For product recycling information, please visit - www.recycle.philips.com

End of life directives



Philips pays a lot of attention to produce environment-friendly products in green focal areas. Your new TV contains materials which can be recycled and reused. At the end of its life, specialized companies can dismantle the discarded TV to concentrate the reusable materials and to minimize the amount of materials to be disposed of. Please ensure you dispose of your old TV according to local regulations.


Disposal of used batteries

The batteries supplied do not contain the heavy metals mercury and cadmium. Nevertheless, in many areas batteries may not be disposed of with your household waste. Please ensure you dispose of batteries according to local regulations.

Regulatory notices

Do not place the unit on the furniture that is capable of being tilted by a child and an adult leaning, pulling, standing or climbing on it. A falling unit can cause serious injury or even death.

This apparatus should not be placed in a built-in installation such as a bookcase or rack unless proper ventilation is provided. Make sure to leave a space of 4 inches (10cm) or more around this apparatus.

Press  to turn the unit on and go into standby mode. To completely turn off the unit, you must unplug the AC power cord.

Disconnect the AC plug to shut the unit off when trouble is found or not in use. The AC plug shall remain readily available.

Never use a gas duster on this TV. The gas trapped inside of this unit may cause ignition and explosion.

CAUTION: Danger of explosion if battery is incorrectly replaced. Replace only with the same or equivalent type.

WARNING: Batteries (battery pack or battery installed) shall not be exposed to excessive heat such as sunshine, fire or the like.

WARNING: To prevent injury, this apparatus must be securely attached to the furniture/wall in accordance with the instructions. Tipping, shaking or rocking the unit may cause injury/death.

How to use this guide

The Quick Start Setup Guide helps you install the Philips commercial television, as quickly as possible. It contains the necessary information to install the TV and configure the settings. Read and understand the instructions in the Quick Start Setup Guide before you use your TV.

For detailed information on additional features, download the user manual by selecting your TV model at

www.philips.com/hospitality.

The Quick Start Setup Guide contains the following information:

- Contents of the box
- Configuration of channel and advanced settings
- Cloning of data

As part of striving to improve the TV performance throughout the product life, some TV menus may differ from the illustration on this document.

The contents of the box

The box contains the following items:

- TV
- TV stand
- Quick Start Setup Guide (this document)
- Warranty sheet
- Remote control
- 2 x AAA, 1.5V batteries
- Cable management tie
- AC power cord
- TV stand hardware
 - Stand-to-TV screws (x 4)
 - Stand pin (x 2)
 - Screw for Stand pin (x 4)
- TV security package
 - Stand-to-TV security hex screws (x 4)
 - Security bolt and cap (x 2)
 - Washer (x 2)
 - Security nut (x 2)
 - Security double-sided tape (x 4)

Note

- The items are available on selected models only.
- An optional security tool is required to tighten the security screws and nuts. Please contact your Philips authorized agent or distributor to purchase the tool.

TV Setup

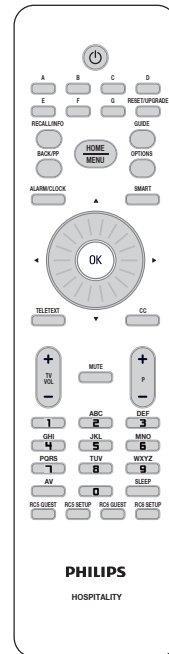
Philips Hospitality TVs have a USB cloning capability so you only need to manually setup one TV - the "master TV". Then the complete setup configuration can be copied from the master TV to a USB storage device which can then be used to load the same setup configuration into all other TVs. Step 1 is to setup the master TV as follows:

Accessing the setup menu

To access and adjust the setup functions, YOU MUST USE A SPECIAL SETUP REMOTE CONTROL (not provided with the TV) IN THE RC5 SETUP MODE. All the following instructions assume the use of a setup remote control in the RC5 Setup mode.

Note

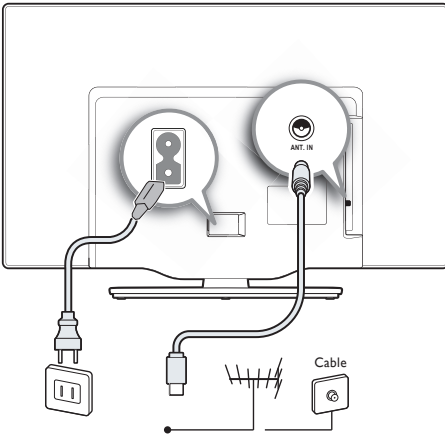
- The optional setup remote control is not included in the box. Contact your Philips authorized agent or dealer to purchase the setup remote control. Setup remote control might differ from the illustration.



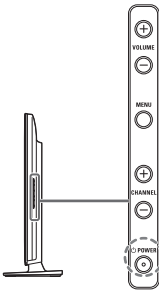
Channel installation

This section describes how to install the TV channels automatically.

- 1 Connect the RF signal to the TV.
- 2 Plug the power cord into the power outlet.



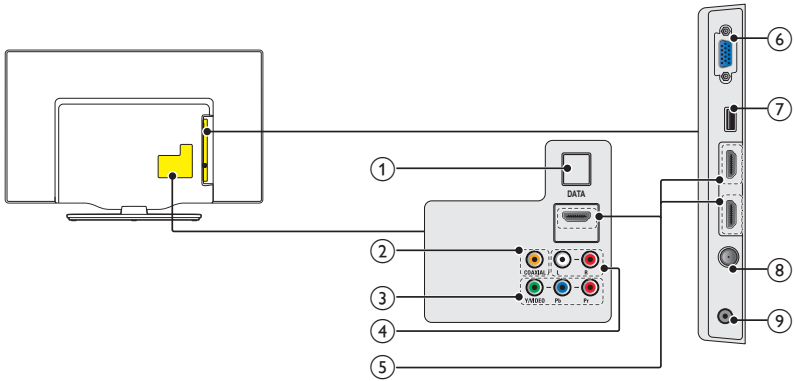
- 3 Turn the TV on.
 - Press **POWER** at the side of the TV or use the **POWER** on the remote control.



- 4 Press **RCS SETUP** to put the remote control into setup mode, then press the **HOME/MENU** button to display the setup menu. (Hereafter, **HOME/MENU** will be simply referred to as **MENU**)
- 5 Select **Consumer TV setup - Setup - Autoprogram**; then select **Cable**. (unless the installation is using only Antenna signals - in which case you would select **Antenna**)

Note

- The TV will not tune any channel that has not been first "installed". This includes SPI direct tune commands!



- ① DATA (RJ-12 SPI port)
- ② Digital audio output jack
- ③ Component/Composite (VIDEO) Video Input jacks for VIDEO
- ④ Analog audio (L/R) Input jacks
- ⑤ HDMI Input jack(s)
- ⑥ PC Input jack
- ⑦ USB terminal
- ⑧ Antenna Input jack
- ⑨ Headphone 3.5mm stereo jack for personal listening

Configure the Switch on settings

- 1 Press **MENU** and select **Switch on settings**.
- 2 Press **▲** or **▼** to select the desired mode, then press **OK**.

Switch on volume	Defines the pre-set volume level when TV is powered on.	
Maximum volume	Defines the maximum limit of volume level except for the external set top box.	
Switch on channel	Defines the power-on channel number or external video input.	
Power on	Determines the state of the TV when the AC power is provided or restored.	
	On	Powers on TV after the AC power is restored. (digital signage application)
	Standby	TV enters standby mode. (hospitality)
	Last status	Returns TV to the same state as before power was interrupted. (general use)

Configure the Control settings

- 1 Press **MENU** and select **Control settings**.
- 2 Press **▲** or **▼** to select the desired mode, then press **OK**.

TV RC locked	Sets the TV operative or inoperative by guest remote control.	
TV keys locked	Sets the TV operative or inoperative by local keyboard.	
	On	The control buttons on the TV are disabled except for the Power button.
	Off	The control buttons on the TV are enabled and function normally.
OSD display	All	All the control buttons on the TV are disabled including the Power button.
	Enable or disable to display the "On Screen Display". When you select Off , those settings below cannot be displayed on TV. - channel number / label / name - "channel not valid" information The rest of menus such as CC, Guest menu, Setup Menu, Status Menu, Splash Screen, Sleep Timer, Sleep warning Message, Freeze, Child lock Message and USB Media Playback menu, etc. are still displayed.	
	EcoPower Sets the TV to reduce the power consumption.	
SPI Port	Choose the SPI port connected to the external set top box.	
	Off	SPI Port is disabled.
	3V3	SPI Port is enabled with the data and clock line being pulled high to 3.3V voltage idle.
Standby mode	5V	SPI Port is enabled with the data and clock line being pulled high to 5V voltage idle.
	Green	Choose the standby mode when the TV goes into the standby mode. When SPI Port is switched to 3V3 or 5V , Standby mode should be set to Fast to support all the relevant SPI Port commands.
		Fast
USB playback	While the TV is turned off in this mode, the SPI functionality is limited. Once turned on, complete SPI functionality is restored. Refer to the full User Manual for more complete information.	
MultiRC	Enable or disable to support the feature of the USB media playback. The USB cloning feature is always enabled, regardless of this setting.	
MultiRC	Enables control of multiple TVs in a room without any interference from each other's remote control.	

Note

- **Supported USB Playback formats:**

<JPG>	Upper limit	: 24Mpixel
<Motion JPEG>	Size	: 320x240 (QVGA)
	Frame rate	: 30fps
	Audio type	: LPCM - Sampling frequency (32 kHz, 44.1 kHz or 48 kHz) - Quantization bit rate (16 bit)

Changing picture and sound settings

You must set **Home** in **Location**. Otherwise, these settings will not be memorized after the unit goes to standby mode.

Changing picture settings

- 1 Press **MENU**; navigate to **Consumer TV setup - Picture**.
- 2 Press **▲** or **▼** to select one of the picture settings, and press **OK** to enter the setting.
- 3 Adjust the picture quality.

Auto Picture

You can manually set the picture controls for the Personal setting and/or you can select one of the following Auto Picture presets. Press **▲** or **▼** to select the desired setting, then press **OK**.

Personal	The customized settings you defined by using the Picture menu.
Standard	For normal TV viewing.
Sports	Vivid picture settings for high action.
Movie	Brilliant picture settings for a cinematic experience.
Game	Optimized for PCs, games consoles and playstations.

- 4 Press **MENU** to exit.

Changing sound settings

- 1 Press **MENU**; navigate to **Consumer TV setup - Sound**.
- 2 Press **▲** or **▼** to highlight a sound setting and press **OK** to select the setting.
- 3 Adjust the following items.

Auto Sound

You can manually set the sound controls for the Personal setting and/or you can select one of the following Auto Sound presets. Press **▲** or **▼** to select the desired setting, then press **OK**.

Personal	The customized settings you defined by using the Sound menu.
Standard	For normal TV viewing.
Movie	Realistic sound settings for a cinematic experience.
Music	Emphasize high and low frequency for instrument sound.
News	Clear sound settings for human voice.

- 4 Press **MENU** to exit.

Clone TV configuration data

Once you have completed the setup of the master TV and tested that it receives all the required channels, follow the TV to USB section below to extract a copy of the setup configuration to a USB storage device.

Then follow the USB to TV section below to copy the setup configuration to all additional TVs using the same configuration.

TV to USB

- 1 Connect your USB storage device to the USB port on the side of your TV.
- 2 Press **MENU** and select **TV to USB**.
- 3 Press **OK** to start the copy of the configuration data to USB.

USB to TV

- 1 Connect your USB storage device to the USB port on the side of your TV.
- 2 Press **MENU** and select **USB to TV**.
- 3 Press **OK** to start the copy of the configuration data to TV.



Note

- After this setting is completed, the TV will restart automatically.

Multi RC

Multi RC enables control of multiple TVs in a room without any interference from each other's remote control.

To enable Multi RC, each remote control is set to one of the four colors - Blue, Green, Yellow or Red. Each TV in the room is separately programmed to a remote control of one of those colors.

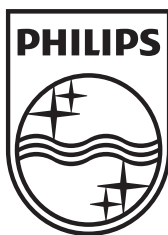
In this way, each TV responds to only one RC that is set to the same color as the TV itself. This prevents interference from each other's remote control when you watch multiple TVs in a room.

- 1 Press **MENU** on the setup remote control to display the setup menu.
- 2 Press **▲▼◀▶** to select **[Control settings]**.
- 3 Press **▲▼◀▶** to select **[MultiRC]**.
- 4 Press **▲▼◀▶** to select **[Select a color code]**.
 - The TV is configured to respond to the RC that is set to the same color.
- 5 On the guest RC, press **HOME** (the menu button) and the **color button** (same color as above) simultaneously, for at least 5 seconds.
 - The guest RC is set to the selected color.



Note

- The Guest RC defaults to Blue, and a remote which has been set to any color can operate any TV which has not been configured to a different color yet. Therefore, if 2 TVs are being configured in the same space, then each TV/RC pair **MUST** be set a their own color (one pair cannot be left as default, otherwise both RCs will operate the TV which has not been configured).



P&F USA, Inc.
PO Box 430 Daleville, IN 47334-0430

P&F Mexicana, S.A. de C.V.
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Huixquilucan Edo. de México C.P. 52787

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