

TCL

enjoy more.®

Hi! Let’s get started.

Important Information

⚠

CAUTION

RISK OF ELECTRIC SHOCK.
DO NOT OPEN.

⚠

This symbol indicates “dangerous voltage” inside the product that presents a risk of electric shock or personal injury.

⚠

This symbol indicates that this product incorporates double insulation between hazardous main voltage and user accessible parts. When servicing, use only identical replacement parts.

⚠

This symbol indicates important instructions accompanying the product.

CAUTION: Neutral fusing. Disconnect mains before servicing.
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.

WARNING
To reduce the risk of fire or electric shock, do not expose this product to rain or moisture. This product should not be exposed to dripping or splashing. No objects filled with liquids, such as vases, should be placed on the apparatus.

WARNING
The TV is unstable if it is not properly attached to the base or mounted to the wall. Please follow the base or wall mounting instructions provided in the User’s Guide to ensure your safety.

Warning: The batteries should not be exposed to excessive heat, such as prolonged direct sunlight, open flame, or fire of any kind. Refer to the identification/rating label located on the back panel of your product for its proper operating voltage.

Cable TV Installer: This reminder is provided to call your attention to Article 820-40 of the National Electrical Code (Section 54 of the Canadian Electrical Code, Part 1) which provides guidelines for proper grounding and, in particular, specifies that the cable ground should be connected to the grounding system of the building as close to the point of cable entry as practical.

Important: This television is a table model and is designed to sit on a firm, flat surface. Do not place the TV on soft carpeting or on a similar surface as this may cause the ventilation slots located on the bottom of the unit to be blocked and may result in reduced product lifespan from overheating. To assure adequate ventilation for this product, maintain a spacing of one (1) inch from the top and side of the TV receiver and two (2) inches from the rear of the TV receiver and other surfaces. Make sure the TV stand or base you use is of adequate size and strength to prevent the TV from being accidentally tipped over, pushed off, or pulled off. This may cause personal injury and/or damage the TV.

The Power button  on this TV and your remote control puts the TV into a very low-power standby mode but will not completely turn the power off. In order to completely shut the power off, you will need to disconnect the power cord from the outlet. The mains plug/appliance coupler is used to completely turn off the device. If you prefer to completely turn off the device, you should install the TV in a manner that allows you to disconnect the power cord when desired.

Product Information

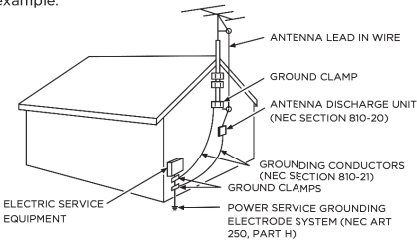
Input	Signal Compatibility
Antenna/Cable	480i, 480p, 720p, 1080i (NTSC, ATSC, and QAM formats)
Composite Video	480i, 576i
HDMI	480i, 480p, 720p/60Hz, 1080i/p/50Hz, 1080i/60Hz, 1080p/60Hz

Note: 32S331/32S353/32S355 do not support 1080i, 1080p inputs.

For the best viewing experience, remove the energy guide label from the TV front panel or TV screen before use.

Important Safety Instructions

- Read these instructions.
- Keep these instructions.
- Heed all warnings.
- Follow all instructions.
- Do not use this apparatus near water.
- Clean only with a 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.
- Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
- WARNING:**Please refer the information on exterior bottom enclosure for electrical and safety information before installing or operating the apparatus.
- WARNING:** The main plug is used to disconnect the device and should remain readily operable.
- When not in use, tie up the power cordset with a cable tie or with something similar. It should not be near sharp edges as it may cause abrasion of the power cordset. When put into use again, please make sure the power cordset is not damaged. If any damage is found, please use a replacement power cord specified by the manufacturer or that is identical to the original one.
- No open flame sources, such as lit candles, should be placed on, under, or near the apparatus.
- Unplug this apparatus during lightning storms or when unused for long periods of time.
- 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 any injury.
- 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.
- For safe operation of the apparatus, please follow these installation requirements:
Keep at least 2 inches of ventilation space between the rear cover of the apparatus and the wall. Keep at least 1 inch of ventilation space between the apparatus and all other surfaces. Do not allow any of the apparatus’ ventilation openings to be blocked by objects that might obstruct them, such as newspapers, curtains, table-cloths or any other objects. Do not expose the apparatus to any external heat sources. Do not place any heat sources such as candles, lamps, etc. on the apparatus. Do not expose the device to high levels of humidity or to any possible sources of moisture. When disposing of used batteries from the remote control, consult local regulations regarding proper disposal.
- If an outside antenna or cable system is connected to the product, be sure the antenna or cable system is grounded so as to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code, ANSI/NFPA No. 70-2011 (Section 54 of Canadian Electrical Code, Part 1) 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. See following example:



The terms HDMI, HDMI High-Definition Multimedia Interface, HDMI Trade Dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.



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

FCC Information

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.

This Class B digital apparatus complies with Canadian ICES-003.

3-series, include models (S331/S353/S355/S35)

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.

Battery Caution & Disposal Information

- For best results, use alkaline type batteries.
- Install only new batteries of the same type in your product.
- Failure to insert batteries in the correct polarity, as indicated in the battery compartment, may shorten the life of the batteries or cause batteries to leak.
- Do not mix old and new batteries.
- Do not use Rechargeable (Nickel Cadmium or Nickel Metal Hydride) batteries.
- Do not mix Alkaline, Standard (Carbon-Zinc) or Rechargeable (Nickel Cadmium or Nickel Metal Hydride) batteries.
- Do not dispose of batteries in fire.
- Batteries should be recycled or disposed of as per state and local guidelines.
- Replacement of a BATTERY with an incorrect type that can defeat a SAFEGUARD (for example, in the case of some lithium BATTERY types).

ELECTRONICS & PACKAGING RECYCLING INFORMATION

For information on recycling your old TVs, sound bars, and home comfort products, and to find drop-off locations in your area, please visit the “Electronics Recycling” area of the TCL website at www.tcl.com. Click on our convenient interactive map to quickly locate a solution in your community. TCL encourages consumers to always look for a recycling or reuse alternative to discarding televisions and other electronics, and in many areas TCL has programs for consumers to drop-off and recycle televisions free of charge.

Look for convenient How2Recycle® labels on the product box for help preparing your new TV packaging for recycling. These labels show important information identifying the various types of packaging material included with your new TV along with easy-to-understand recycling instructions.

Warning: To avoid the danger of suffocation, keep plastic packaging away from pets, babies, and children. Do not use packaging bags in cribs, beds, carriages, or playpens.

What’s in the box



TV stands



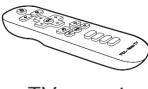
32": ST4X20mm
40"/43": ST4X25mm

Stand screws



Power cable

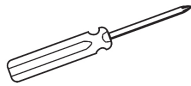
*Actual power cord type varies and may be hard wired or detachable.



TV remote

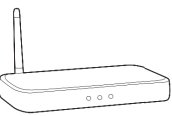
Accessory type and quantity may vary depending on the model.

What you need (Not Included)



Phillips head screwdriver

Make the most of your TV



Router + Internet Connection (needed for streaming)

Step 1 Set up your TV

Ready for the step-by-step? You’re only minutes away from TV bliss! Warning: To avoid the danger of suffocation, keep plastic packaging away from pets, babies, and children. Do not use packaging bags in cribs, beds, carriages, or playpens.

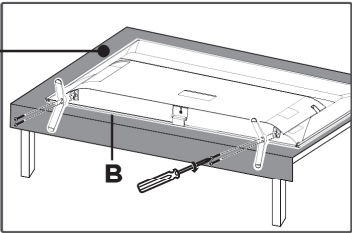
Remove your TV from the box

To use the stand

- A**

To prevent damage to the screen, carefully place your TV on a soft, cushioned surface.
- B**

Put the column of the stands into the TV, align the stands with the screw holes located on the TV. Secure the stands to the TV with four screws.



Screws
32": ST4X20mm
40"/43": ST4X25mm

To mount on a wall (wall mounting kit not included)

If you are mounting your TV to the wall, don’t attach the stands.

To mount your TV to the wall, purchase a VESA wall mount	
Models of 32"	Purchase a VESA 100x100 (4 M4x10mm screws)
Models of 40"	Purchase a VESA 100x100 (4 M6x12mm screws)
Models of 43"	Purchase a VESA 200x200 (4 M6x12mm screws)

The VESA number is the horizontal and vertical measurement of the mounting holes. For example, 100X100 refers to the fact that the mounting measurements are 100mm horizontally and 100mm vertically. Follow the instructions that come with the wall mount. Your wall mount must be able to bear a minimum of five times the TV’s net weight to avoid causing damage.

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. Warning: This product should only be mounted by a professional installer. Warning: **Never install or mount** this product to the ceiling with the screen side facing down. Installing or mounting this product to the ceiling or the underside of a structure or surface is hazardous and may result in personal injury and/or property damage.

Step 2 Power up

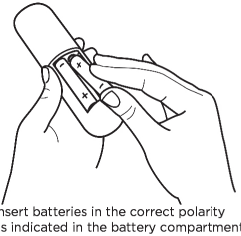
In this step, we'll make sure all systems are GO!
Connect your power cable to the TV, then plug it into the wall outlet.

Power your TV remote by inserting the batteries.

Connect external devices by referencing port label and descriptions.

- Power Tip!** Always replace depleted batteries with two same brand-new batteries from the same manufacturer. Never use damaged batteries. If your remote gets warm/hot during use, discontinue use and contact a service center.

Review the Battery Caution & Disposal Information.



(Batteries Not Included)

Step 3 Grab your remote

The TV remote should feel right at home in your hand. We designed it to be incredibly intuitive for watching TV and navigating on-screen menus.

Here are some buttons you should know about.

- A**

POWER Turn TV on and off
- B**

BACK Return to previous screen
- C**

HOME Return to Roku Home screen
- D**

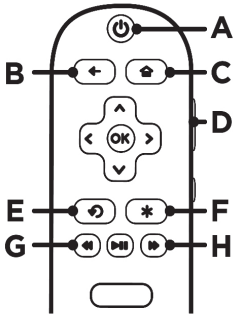
VOLUME Raise and lower volume
- E**

INSTANT REPLAY Replay the last few seconds of streaming video
- F**

OPTIONS View more options
- G**

RWD SCAN Rewind streaming video, scroll left one page at a time
- H**

FWD SCAN Fast forward streaming video, scroll right one page at a time



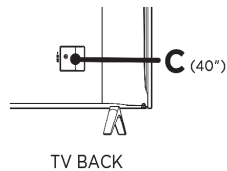
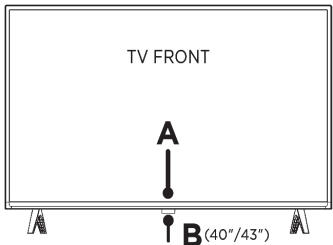
Tip! The  button gives you easy access to picture settings, display options, and more. Try it on every screen!

The remote control vary depend of model: The buttons on the remote control may have a different name or location than the remote control shows in this manual.

The cables mentioned in this guide is not supplied with your unit.

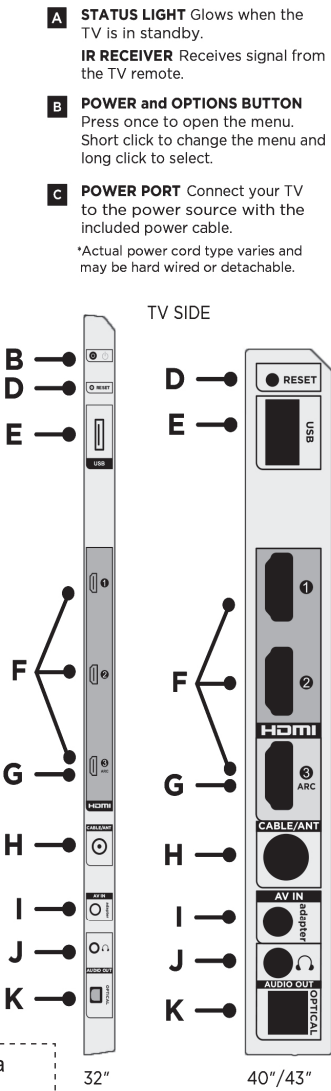
The image shown here is for illustrative purposes only and may be subject to change.

Step 4 Get to know your TV



- D RESET BUTTON** Press once to restart your TV. Press and hold for factory reset, and careful, you will lose all your settings!
- E USB PORT** Connect a USB device to access photos, music and movies.
- F HDMI® PORTS** Highest quality audio/video connection. Connect cable box, Blu-ray player, gaming console, or other devices to your TV using HDMI cables.
- G HDMI ARC PORT** Connect HDMI ARC (audio return channel) capable audio devices like sound bars or AV receivers.
- H ANTENNA/CABLE IN** Connect an outdoor VHF/UHF antenna or Cable TV feed.
- I AV IN adapter** AV Input (analog audio/video). The AV input can be used to connect older devices that use analog audio/video outputs. Compatible adapter (not included) connects to the RCA cable (video - yellow and audio - white and red) that you normally use to connect to that device.
- J HEADPHONE OUT** Connect headphones or other external speakers.
- K OPTICAL (DIGITAL AUDIO OUT)** Connect an optical cable to an external digital audio system.

The actual number of ports may have a different name or location.



Amazon Alexa

You can use Amazon Alexa-enabled devices, or the Amazon and Alexa Apps to search and control playback of content, and the ability to launch select streaming channels. Plus, you can power the TV screen on and off, adjust the volume, switch between different input devices such as Over-The-Air antenna, cable box, game consoles, etc. once connected.

To use Alexa to search and control your TCL Roku TV, you need to link your Roku account to your Alexa account.

To learn more, scan
QR code or visit:
go.tcl.com/alexa



Google Assistant

You can use Google Assistant-enabled devices to search and control playback of content, and the ability to launch select streaming channels with just using your voice. Additionally, you can turn your TV on and off, turn up the volume, mute, switch inputs and change channels, if there is an Over-The-Air antenna connected.

To control your TCL Roku TV using your voice with Google, you need to link your Roku account in the Google Home mobile app on your iOS or Android device.

To learn more, scan
QR code or visit:
go.tcl.com/hey-google



NOTE:

Some Roku Voice capabilities may not be supported when using HomeKit, Alexa or Google Assistant-enabled devices.

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Broadcasting & Operating Environment

Broadcasting system	US System NTSC-M ATSC standard (8VSB), QAM
Receiving Channels	VHF2-13 UHF14-69 CATV 14-36 (A)-(W) 37-59 (AA)-(WW) 60-85 (AAA)-(ZZZ) 86-94 (86)-(94)95-99 (A-5)-(A-1) 100-135 (100)-(135) 01 (4A)
Tuner type	Frequency synthesized
Operating Temperature	5°C to 35°C (41°F to 95°F)
Operating Humidity	20% to 80%, non-condensing
Storage Temperature	-15°C to 45°C (5°F to 113°F)
Storage Humidity	10% to 90%, non-condensing

Troubleshooting

Having trouble completing the guided setup? Don't worry, it's usually an easy fix.

Cannot connect to wireless network (WiFi)

- Select the correct wireless network name and verify the password entered (case sensitive).
- Relocate the router from objects that interfere with performance (cordless phones, baby monitors, etc.).
- Reboot the router by disconnecting the power for more than 2 minutes and reconnect.

My picture is too small (black bars on the side)

- Play your movie/video and press the (*) asterisk button.
- Select **Picture Size**, select the picture size of your preference.

Problems connecting my cable/satellite box or antenna through a coax cable

- For best performance, use the HDMI connection. If not available, then:
- Make sure the cable connections to the TV and your device are securely fastened.
- Select **cable/satellite box** or **antenna TV** input.
- Select **"start finding channels"** and follow the on-screen instructions to perform a full channel scan.

How to install the Remote Control Mobile App?

The free Roku app allows you to use your mobile device as a full functioning remote control with voice search & keypad.

- Download the Roku app to your phone or tablet through Google Play or iTunes.
- Simply search for "Roku App" and choose the Roku app by Roku Inc.
- Follow the onscreen prompts and you're on your way!

How do I turn the Text-to-Speech (TTS) Screen Reader on/off?

- Press "" on your remote controller four times to turn the **screen reader** on or off.
- Or
- Select "Settings" at Home Screen
 - Select "Accessibility"
 - Select "Screen reader" and turn it on or off
- * <https://go.tcl.com/tts-roku>

What is the remote code for programming my Universal or Cable /Satellite box remote control

Providers	Codes for TCL Roku TVs
ATT U-verse	1346
Charter/ Spectrum	11756
Comcast*	11756
DIRECTV	11756
DISH	1756, 535
Time Warner / Spectrum	387, 1566, 268

Step 5 Complete guided setup and activation

It's the final stretch-hurray!

Let's Connect

Your TV will automatically detect wireless networks in your area. Have your network name and password handy and follow the easy on-screen instructions.



Your Roku account: Activate your TCL Roku TV using your computer, smartphone, or tablet to link to a Roku account. You need a Roku account to activate your TV and access entertainment across thousands of streaming channels.



IMPORTANT: Roku doesn't charge for activation support - beware of scams. Roku accounts are free and while a valid credit card number is not required to create a Roku account, saving your credit card information makes renting, purchasing, and subscribing to entertainment from the Roku Channel Store fast and convenient.

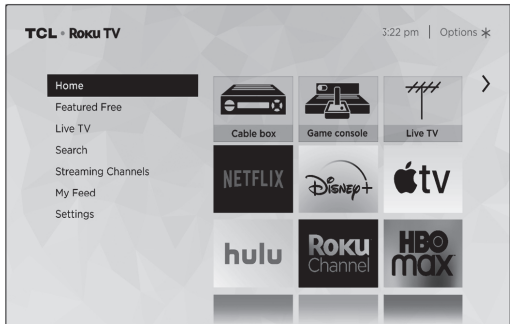
Once connected to your account, your TV will automatically update with the latest software, and you can start streaming immediately.

If you aren't ready to connect your TV to a wireless network, you can still use it as a regular TV.

And setup is done... Congratulations!

Continue using the remote to personalize your Home screen and channel line-up, stream movies, and so much more.

If you have an antenna or cable connected, just click the Live TV tile to watch broadcast TV channels. The fun has just begun!



Roku TV menu may vary and is subject to change.

Connecting brings out your TV's full potential!

Access thousands of streaming channels*.

Make any night a movie night

Whether you want to watch the hits or the classics, thousands of channels are now yours to choose from.

Explore your passions

From fitness and cooking to religion and international programming, we've got you covered. Thousands of streaming channels are easily available for you to find and enjoy.

Stream live news and sports

Over 100 sports channels put you right in the middle of the action. Stay in the know with live news from your trusted channels.

Free, live, and premium TV

Hit movies, shows, live news, and more are free on The Roku Channel. Add Premium Subscriptions to stream your favorites. Enjoying your favorite entertainment has never been easier.

*Subscription or other payment may be required to access certain channels. Content may not be available in all areas in which the TCL Roku TVs are sold and channel availability is subject to change.

Easy Voice Control

Find movie titles, launch or change channels, even switch inputs, using the voice control feature available through the Roku mobile app (iOS or Android™ mobile device required), or with compatible third-party voice assistant-enabled devices and voice enabled remote controls that can be purchased separately. This feature works with Apple HomeKit (Siri), Alexa, and Hey Google plus requires a free Roku account to set up.

Apple HomeKit

Apple HomeKit provides an easy and secure way for you to use Siri and the Home app on your iPhone, iPad, Apple Watch, HomePod or Mac to control your compatible Roku device. And, you can use scenes to group your Roku device with other HomeKit-enabled devices to control an entire room at once.

To learn more, scan
QR code or visit:
go.tcl.com/airplay-homekit



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