

TV SETUP

Option

1. Press **MENU** key to display the main menu on the screen.
2. Press **▲/▼** key to select "Option" option.
3. Press **►** key to enter "Option" submenu.

OSD Language

1. Press **▲/▼** key to select "OSD Language" option.
2. Press **ENTER** or **►** key to select a proper language for OSD

OSD Time

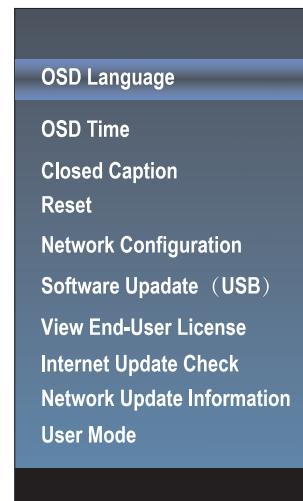
Set the preferred amount of time for the OSD to be displayed on the screen.

Closed Caption

1. Press **▲/▼** key to select "Closed Caption" option.
2. Press **ENTER** key to open CC submenu.

Reset

1. Press **▲/▼** key to select "Reset" option.
2. Press **►** or **"ENTER"** key to confirm.
3. Press "Yes" to confirm again, TV will turn off automatically and change all setting to factory setting.



Network configuration

Please refer to "Network setting" behind.

Software Update(USB)

When the TV need to be updated, please copy the new software to a USB storage and inset the USB storage to TV, then operating by following steps.

1. Press **▲/▼** key to select "Software Update(USB)" option.
2. Press **►** or **"ENTER"** key to confirm.
3. Press "Yes" to confirm again, the TV will update by USB, Please wait a few minutes and don't turn off the power, it will turn off automatically when updating is finish.

View End-User License

1. Press **▲/▼** key to select "View End-User License" option.
2. Press **►** or **"ENTER"** key to confirm.

Internet Update Check

1. Press **▲/▼** key to select "Internet Update Check" option.
2. Press **►** or **"ENTER"** key to confirm.

Network Update Information

1. Press **▲/▼** key to select "NetworkUpdate Information" option.
2. Press **►** or **"ENTER"** key to confirm.

User Mode

1. Press **▲/▼** key to select "User Mode" option.
2. Press **►** or **"ENTER"** key to confirm.
3. Switch to use mode "Home" or "Store".

TV SETUP

Lock

The "Lock" feature automatically locks out programming that is deemed inappropriate for children. The user must first enter a Password before any of the lock restrictions can be set up or changed.

1. Press **▲/▼** key to select "Lock" option.
2. Press **ENTER** or **▶** key to enter "Lock" submenu, "Enter Password" menu will appear, enter your 4-digit password to enter "Lock" submenu (the default password is 0000, and the universal password is 1980).

Lock System

Set the Lock function on or off.

1. Press **▲/▼** key to select "Lock System" option.
2. Press **▶** or **"ENTER"** key to confirm.
3. Press **▲/▼** key to select "On" or "Off".



Set Password

1. Press **▲/▼** key to select "Set Password" option.
2. Enter your 4-digit password to enter "Set Password" submenu. Choose any 4-digits for your new password and enter them. As soon as the 4 digits are entered, the cursor skipped to "Confirm Password" item, re-enter the same 4 digits, and your new password has been memorized.

When the programs is locked, you can also press the menu key, Info key and so on. Then you can press **◀/▶** key to call back the input-password window.



USA TV

1. Press **▲/▼** key to select "USA TV" option.
2. Press **ENTER** or **▶** key to open USA TV menu.

USA MPAA

1. Press **▲/▼** key to select "USA MPAA" option.
2. Press **ENTER** or **▶** key to open USA MPAA menu.

Canada English

1. Press **▲/▼** key to select "Canada English" option.
2. Press **ENTER** or **▶** key to open Canada English menu.

Canada French

1. Press **▲/▼** key to select "Canada French" option.
2. Press **ENTER** or **▶** key to open Canada French menu.

RRT Setting

1. Press **▲/▼** key to select "RRT Setting" option.
2. Press **ENTER** or **▶** key to open RRT Setting menu.

RRT Reset

1. Press **▲/▼** key to select "RRT Reset" option.
2. Press **ENTER** or **▶** key to open RRT Reset menu.

Block Unrated TV

1. Press **▲/▼** key to select "Block Unrated TV" option.
2. Press **ENTER** or **▶** key to open Block Unrated TV menu.

TV SETUP

Channel

Before your television can begin memorizing the available channels, you must specify the type of signal source that is connected to the TV (i.e. an antenna or a cable system).

1. Press MENU key to display the main menu on the screen.
2. Press ▲/▼ key to select "Channel" option.
3. Press ENTER or ► key to enter "Channel" submenu.

Antenna Mode

- Auto Search
- Program Edit
- DTV Manual Search
- ATV Manual Search
- Signal Information

Antenna Mode

1. Press ▲/▼ key to select "Antenna Mode" option.
2. Press "►" or "ENTER" key to enter submenu.
3. Press ▲/▼ key to select "Antenna" or "CABLE"

Auto Search

1. Press ▲/▼ key to select "Auto Search" option.
2. Press ► or ENTER key to enter submenu.
then a notice window will be displayed on the screen.
Select "Start" to start search or "Cancel" to cancel it.
When searching, press EXIT key to exit tuning at any moment.
Press MENU key to skip DTV tuning when searching DTV, skip ATV tuning when searching ATV.
3. After all the available channels are stored,
the searching menu will exit.

Program Edit	
5	ATV
14-1ATSC-1	DTV
14-1ATSC-2	DTV
14-1ATSC-3	DTV
50-1KOCE-HD	DTV
50-2KOCE-SD	DTV
50-3KOCE-LB	DTV

Program Edit

After the program is searched, select "Program Edit" in the "Channel" menu, press "ENTER" button, program can be edited such as delete or skip according to the user's habit.

Program Edit

Skip (Blue) Button

This function can help shield certain program. Program skips when selecting program by the "▲/▼" button on the TV or remote control.

1. Select the program to be shielded in the "Program Edit".
2. Press "Skip" (Blue) button, the skip mark is displayed at the left side of the program and this program is shielded.
3. To cancel the Skip function, enter the channel edit menu, select the shielded program and press "Skip" (Blue) button, the skip mark at the left side of the program disappears then program is recovered.

Delete (Red) Button

This function can help delete program.

1. Select the program to be deleted in the "Program Edit".
2. Press "Delete"(Red) button, the program will be deleted.

TV SETUP

Favorite(Yellow) button

This function can help store the favorite program then these programs can be quickly selected.

1. Select the program which is favorite.
2. Press "Fav"(Yellow) Button, the favorite mark is displayed at the left side of the Program Edit is store into the Favorites.
3. To cancel the Favorite function, enter the program edit menu, select the program and press "Fav"(Yellow) button, the favorite mark at the left side of the program disappears.

DTV Manual Search

Enter digital number and press "ENTER" to select DTV Channel.



ATV Manual Search

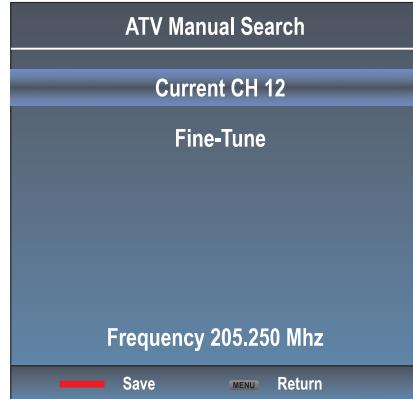
1. Press ▲/▼ key to select "ATV Manual Search" option.
2. Press ► or "ENTER" key to enter submenu.

Current CH

1. Press ▲/▼ key to select the Current CH.
2. Press ◀/▶ key to select current channel.

Fine-Tune

1. Press ▲/▼ key to select the Fine-Tune.
2. Press ◀/▶ key to select a better frequency for current channel.



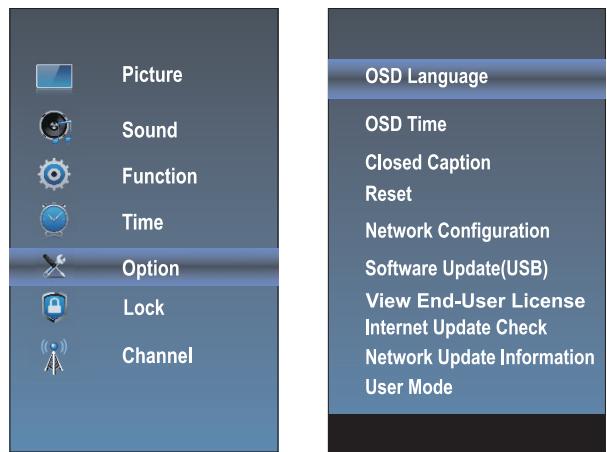
Signal Information(Used only in DTV)

1. Press ▲/▼ key to select "Signal Information" option.
2. Press "ENTER" or ► key ,you can see the information of the DTV channel.

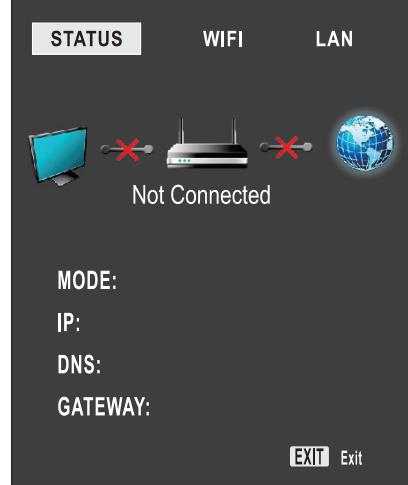


Network Setting

1. Press the "Menu" to enter, then pitch on the "Option", and press "ENTER" or click the right button to enter the submenu.

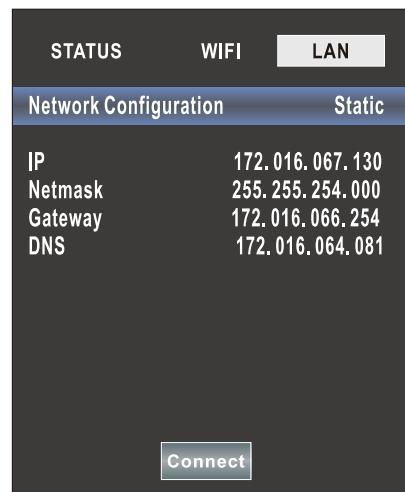


2. Pitch on the "Network Configuration", and press "ENTER" or click right button to enter the "Network Configuration".



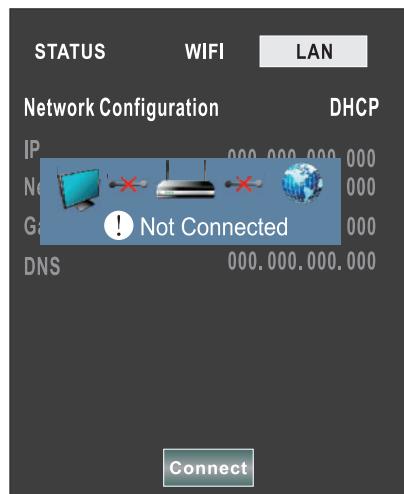
3. When the wired network is used, if select dynamic IP address setting, pitch on the "DHCP" in the "Network Configuration", then click the "Setting", and press the "ENTER" button to enter.

If select static IP address setting, pitch on the "Static" in the "Network configuration", then setting up the IP, Netmask, Gateway and DNS in sequence. When the setting complete, pitch on the "setting" and press the "Enter".

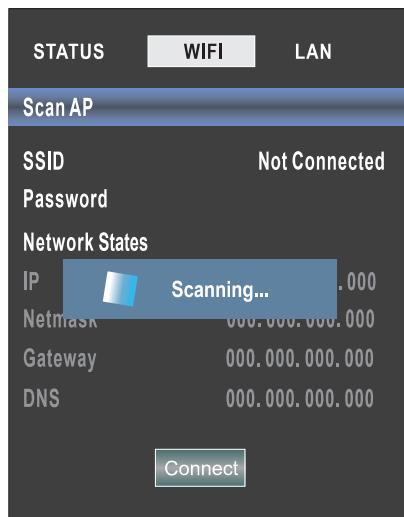


Network setting

4. If shows "Success", the "WLAN" on the bottom right corner will turn to green from red, and it means the network connected successfully; If shows "Fail", it means the network can not connect, please check whether the network and router are connected successfully or not.

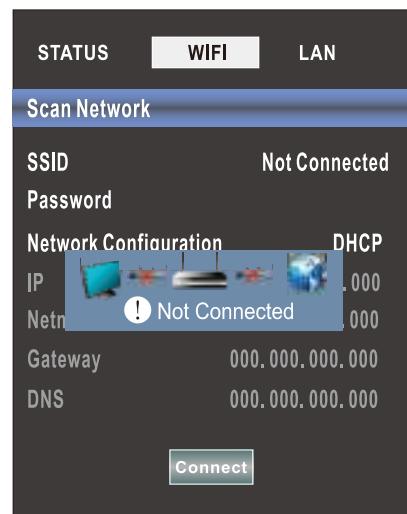


5. Select the "WIFI" in the Network Configuration before using WIFI connecting.



Network Setting

Pitch on the "Setting", press the "ENTER" to confirm. If shows "Success", the "WIFI" on the bottom right corner will turn to green from red, and it means the network connect successfully; If shows "Not Connected", it means the network can not connect, please check whether the wireless router connects successfully or not.



Screencast Operation

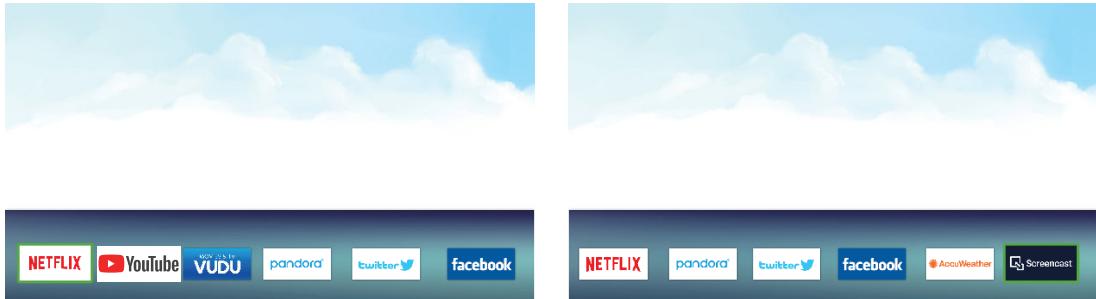
On Windows 10 computer:

1. Use Start > Settings > Devices > Bluetooth & other devices
2. Click "Add Bluetooth or other device"
3. Choose "Wireless Display or Dock" in the pop-up
4. Devices named "Screencast" will show up. Click the device and your computer screen will be cast to the TV
5. After the cast, you can disconnect the TV by hitting the "Disconnect" button

Screencast function is available on most Android devices. Depending on the configuration, it can be operated from "Screen Mirroring", "Wireless & Networks -> Screen Mirroring", or "HTC Connect -> Scan options" under the Android Settings menu. Please refer to your android manual for possible setup help

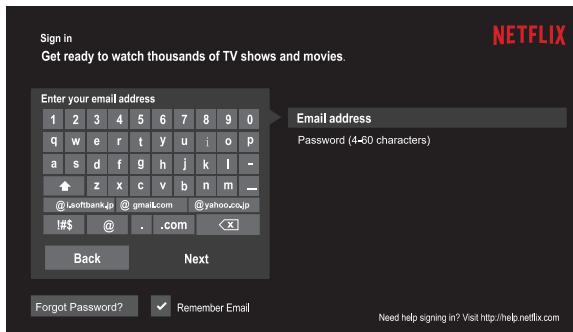
Internet

Press “” key to enter internet interface.



1. NETFLIX

① Use arrow key to Select  button, then press “ENTER” key to enter NETFLIX.



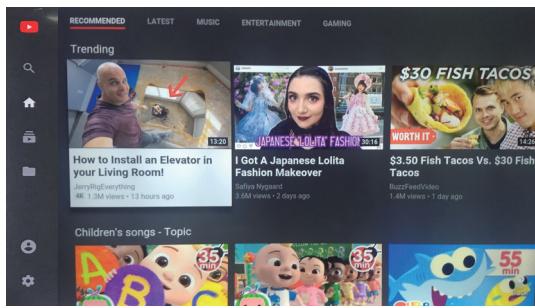
② Use arrow button to select one video and press “ENTER” key to play.

Press “MENU” key to exit playing.

③ Use arrow key to browse the pages. press “MENU” key to return to main menu and press “EXIT” key to exit.

2. Youtube

① Use arrow key to Select  button, then press “ENTER” key to enter Youtube.



② Use arrow button to select one video and press “ENTER” key to play.

Press “MENU” key to exit playing.

③ Press **q** key to open or close control menu when playing.

Internet

3. VUDU

① Use arrow key to Select  button, then press “ENTER” key to enter VUDU.



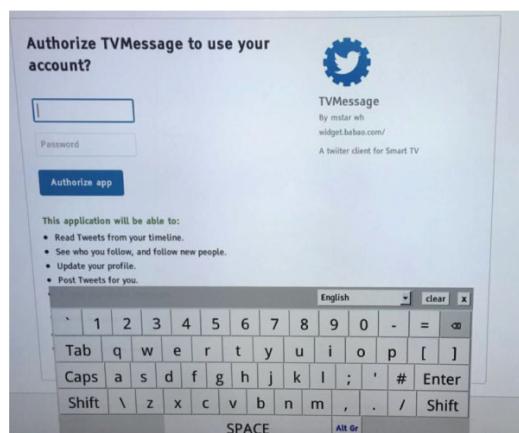
4. Pandora

① Use arrow key to Select  button, then press “ENTER” key to enter pandora.



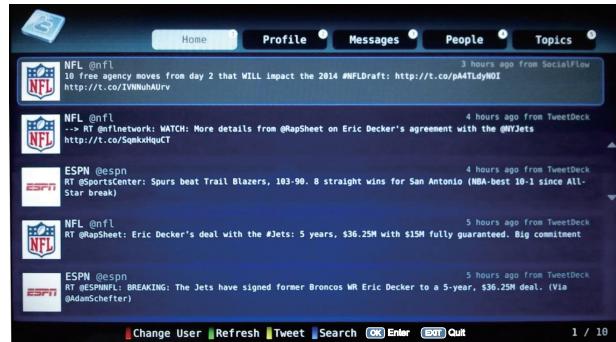
5. Twitter

① Use arrow key to Select  button, then press “ENTER” key to enter Twitter.



Internet

② Input the right Email and password, then select “Authorize app” button and press “ENTER” key to log in.

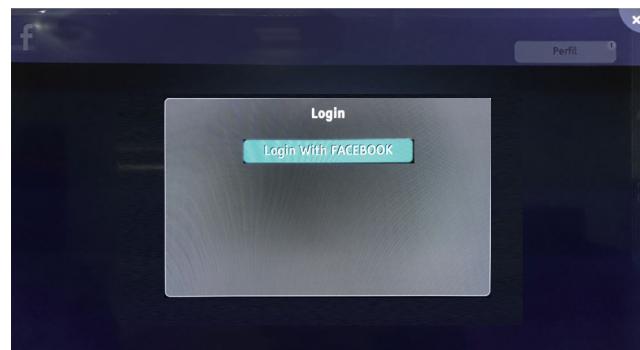


③ Use arrow key to browse the pages. press “MENU” key to return to main menu and press “EXIT” key to exit twitter.

Red key: log in or log out twitter.
Green key: refresh current page.
Yellow key: write new tweet.
Blue key: Search tweet.

6. Facebook

① Use arrow key to Select button, then press “ENTER” key to enter Facebook.



② Input the right Email and password, select “Log In” button, then press “ENTER” key to log in.



Internet

③ Press arrow key to browse the pages and press “ENTER” key to view.
Press “MENU” key to return the main menu.
Press “EXIT” key to exit Facebook.

Red key: log in or log out Facebook.

Green key: refresh current page.

Yellow key: sign “like” or “unlike” for current content.

Blue key: view comments and add comments.

7. Accuweather

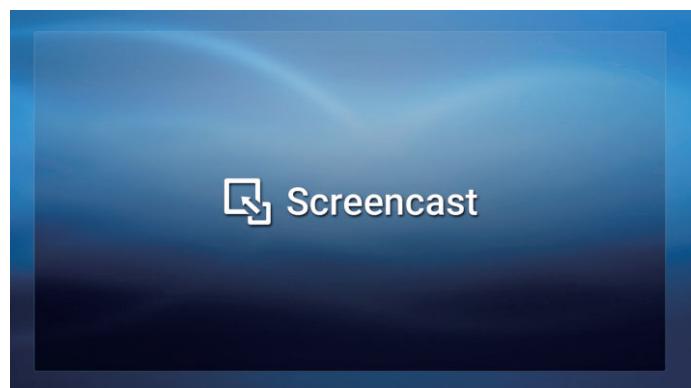
① Use arrow key to Select  button, then press “ENTER” key to enter Accuweather.



② Input a city or zip code press select to get the weather information.

8. Screencast

Use arrow key to Select  button, then press “ENTER” key to enter Screencast.



PARENTAL CONTROL

Press the **MENU** button on the main unit or on the remote control and then press the **▲/▼** buttons to select **LOCK** menu. Use the **0-9** buttons to input 4-digit password to enter the **LOCK** menu. If used, this option feature can "block" undesirable programming from appearing on the TV. Parental Control offers the user a wide variety of options and settings that restrict or "block" the programming that can appear on the TV. Parental Control allows the user the capability of defining which program rating they consider acceptable to the younger more sensitive viewer. It can be preset and turned either on or off by the user who specifies the secret 4-number code, the password. The number of hours blocked are specified. General audiences and children blocks should be both programmed into the TV's memory. Viewer ratings are specified for both TV and the motion picture Industry; both rating systems should be used, for complete coverage. The ratings are based on the ages of children.

Overview

To ensure complete coverage for all TV programs, (movies and regular TV shows) choose a rating for MPAA, from the selections below, as well as ratings from the TV Parental Guidelines Rating Systems below, using the Age Block option for General Audiences, and for children. In addition to those, you may wish to add additional restrictions from the content block menu, and submenus examples below.

Things to Consider before Setting up Parental Control

Determine which rating you consider acceptable to the viewer. (For example, if you choose TV-PG, more restrictive ratings will be automatically blocked; the viewer will not be able to see: TV-PG, TV-14, or TV-MA rated programming.) Do you want to block the auxiliary video source entirely? (Blocks the signal sent by the equipment, such as VCR, connected to the TV Audio/Video Input Jacks) Or leave unblocked, then choose allowable ratings. Block program "Content" based on individual parameters such as: Strong Dialog, Bad Language, Sex Scenes, Violent Scenes, or Fantasy. Violent Scenes; in Content Blk option. Select a secret password, in the Set Password option, using the numbers keys on the remote control. Do not forget the password, it is the only way you can access the Parental Control menu and change rating selections, or turn Parental Control off. If you want the Parental Control to be active at all times? If not, you can turn it on or off with the Lock On/Off option.

- You can set different Parental Control viewing restrictions for general audiences and for children, both can be active at the same time.
- Simply specifying one content block such as Sex Scenes, will not automatically restrict the programming that appears from the video sources.
- Even If you choose to leave the AUX Inputs unblocked, the ratings you specify will automatically restrict the programming that appears from the video sources.
- You can not disable Parental Control by disconnecting the TV from power. Block hours will be automatically reset to the original block time setting specified if power is disconnected.

The default password is "0000".

PARENTAL CONTROL

Motion Picture Association of America (MPAA) Rating System

Grade		Meaning
G	General Audiences	Content not offensive to most viewers.
PG	Parental Guidance Suggested	Content is such that parents may not want their children to view the program.
PG-13	Parents Strongly Cautioned	Program is inappropriate for pre-teens, with a greater degree of offensive material suggested than a PG rated program.
R	Restricted	Not for children under 17, strong element of sex and/or violence.
NC-17	No children under age 17	Not for children under 17 under any circumstances. Strong sexual content.
X	Hard Core Films	Same as NC-17 rating.
No Rating	No Rating	MPAA Not Rated

TV Parental Guideline Rating System

Grade		Meaning
TV-Y	All Children	Content not offensive to most viewers.
TV-Y7	Directed to Older Children	Considered suitable for children over 7, may contain fantasy violence scenes.
TV-G	General Audience	Considered suitable for all audience; children may watch unattended.
TV-PG	Parental Guidance Suggested	Suggested unsuitable for younger children, may contain suggestive language, bad language, sex and violence scenes.
TV-14	Parents Strongly Cautioned	Unsuitable for children under 14, may contain strong language, bad language, sex and violence scenes.
TV-MA	Mature Audience Only	Adults only, may contain strong language, bad language, sex and violence scenes.
TV-NONE	All the people	No restrictions

Canadian Rating:

- Canadian English is used throughout all English-speaking Canada (C, C8+, G, PG, 14+, 18+).
- Canadian French is used in Quebec (G, 8 ans+, 13 ans+, 16 ans+, 18 ans+).



The V-Chip will automatically block certain categories that are "more restrictive". If you block TV-Y category, then TV-Y7 will be automatically blocked. Similarly, if you block TV-G category, then all the categories in the "young adult" will be blocked (TV-G, TV-PG, TV-14, and TV-MA).

TROUBLESHOOTING

If your TV does not operate normally or cannot be turned on, please check the following troubleshooting questions. Remember also to check any other connected electronic device, such as DVD or blu-ray player to pinpoint the problem. If the TV still fails to operate normally, please contact technical support (Refer to **Warranty** page).

SYMPTOM	POSSIBLE CAUSE	REMEDY
Dead. No LED lit	No power to the TV.	<ul style="list-style-type: none">Check all connections to the TV's AC socket.
Dead. No LED lit white	Set in standby mode.	<ul style="list-style-type: none">Press either the Power button or the Standby button on the remote control.
Blue screen	No signal.	<ul style="list-style-type: none">Press the SOURCE button to select the correct source.
	Incorrect source selected.	
Noisy, snowy, ghosting picture (TV)	Poor antenna signal.	<ul style="list-style-type: none">If using an indoor antenna, try adjusting the antenna position. Check antenna connections.
No sound	Sound "Mute".	<ul style="list-style-type: none">Turn sound "Mute" off.
	Volume set too low.	<ul style="list-style-type: none">Check volume settings.
	External leads not connected "if used".	<ul style="list-style-type: none">Check that all external leads are connected properly.
PASSWORD		
Lost password	Select the SET Password setting in the LOCK menu, then enter the following master password "0000". The master password clears your previous password and allows you to enter a new password.	

TROUBLESHOOTING

Before contacting the service technician, perform the following simple checks. If any problem still persists, unplug the LED TV and call for assistance.

PROBLEM	POSSIBLE SOLUTIONS
No sound and picture	<ul style="list-style-type: none">Check that the main plug has been connected to a wall outlet.Check that you have pressed the POWER on the front of the TV set.Check the picture contrast and the brightness setting.
White LED indicator lights	<ul style="list-style-type: none">Set in standby mode. Press either the Power button or the Standby button on the remote control.
Normal picture but no sound	<ul style="list-style-type: none">Check the volume.Sound muted? Press the MUTE button.Try another channel, the problem may be with the broadcast.Are the audio cables installed properly?
The remote control does not work	<ul style="list-style-type: none">Check to see if there are any objects between the TV and remote control causing obstruction.Are batteries installed with correct polarity (+/-)?Correct remote operating mode set: TV, VCR, etc?Install new batteries.
Power suddenly turns off	<ul style="list-style-type: none">Is the sleep timer set?Check the power connection, power may be interrupted.No broadcast on the station tuned.
Picture appears slowly after switching on	<ul style="list-style-type: none">This is normal, the image is muted during the product start up process. Please contact a service provider if the picture has not appeared after 5 minutes.
Poor color or picture	<ul style="list-style-type: none">Adjust the color in Menu option.Keep a sufficient distance between the product and the VCR.Try another channel, the problem may be with the broadcast.Are the VIDEO cables installed properly?Activate any function to restore the brightness of the picture.
Horizontal/vertical bars or picture shaking	<ul style="list-style-type: none">Check for local interference, such as an electrical appliance or power tool.
Blue screen	<ul style="list-style-type: none">Press the SOURCE button to select correct source.
Poor reception on some channels	<ul style="list-style-type: none">Station or cable experiencing problems. Tune to another station.Station signal is weak, reorient antenna for better reception.Check for sources of possible interference.
Lines or streaks in pictures	<ul style="list-style-type: none">Check the antenna (change the direction of the antenna).
No output from one of the speakers	<ul style="list-style-type: none">Adjust balance in the Menu option.

TROUBLESHOOTING

Note: When there is a problem in VGA mode (only when VGA mode is applied).

PROBLEM	POSSIBLE SOLUTIONS
The signal is out of range	<ul style="list-style-type: none">• Adjust resolution, horizontal or vertical frequency.• Check whether the signal cable is connected or loose.• Check the input source.
Vertical bar or strip on the background, horizontal noise and incorrect position	<ul style="list-style-type: none">• Set the auto configure or adjust clock, phase, or H/V position.
Screen color is unstable or is a single color	<ul style="list-style-type: none">• Check the signal cable.• Reinstall the PC video card.

Maintenance

Early malfunction can be prevented. Careful and regular cleaning can extend the amount of time you will have with your new TV. Be sure to turn the power off and unplug the power cord before you begin any cleaning.

Do not use your TV in areas that are too hot or too cold, because the cabinet may warp or the screen may malfunction. Your TV works best in temperatures that are comfortable to you.

Storage temperatures are 32° to 122°F(0° to 50°C).

Working temperatures are 32° to 95°F(0° to 35°C).

Do not place your TV in direct sunlight or near a heat source.

- minimum 5cm distances around the apparatus for sufficient ventilation;
- the ventilation should not be impeded by covering the ventilation openings with items, such as newspapers, table-cloths, curtains, etc.;
- no naked flame sources, such as lighted candles, should be placed on the apparatus;
- attention should be drawn to the environmental aspects of battery disposal.

Clean the screen

A great tip to dust off your screen: wet a soft cloth in a mixture of lukewarm water and a little fabric softener or dish washing detergent. Wring the cloth until it's almost dry, and then use to wipe the screen.

Make sure the excess water is off the screen, then let air-dry before you turn on the TV.

Cleaning the cabinet

To remove dirt or dust, wipe the cabinet with a soft, dry, line-free cloth. Please be sure not to use a wet cloth.

FCC NOTES



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

www.elementelectronics.com

OTT APP SERVICE

OTT APP SERVICE

If you want to know about these APP information or get more service. Please refer to following content.

- Netflix



You can call the following telephone for more help: 866-579-7172

If your matter is regarding customer service, please refer to <https://contactus.netflix.com/help> for alternative contact information.

- YouTube



You can browse the following website for more help:

<https://productforums.google.com/forum/#categories/youtube/smart-tvs>

- VUDU



You can call the following telephone for more help: 888-554-8838

- Pandora



You can send E-mail to Pandora for more help: pandora-support@pandora.com

- AccuWeather



You can send E-mail to AccuWeather for more help: CustomerService@AccuWeather.com

Wall Mounting

Wall Mounting

A wall mount kit (purchased separately) would allow you to mount your TV on the wall. For detailed information on installing the wall mount, refer to the instruction provided by the wall mount manufacturer. It is strongly recommended to contact a technician for professional assistance for wall mount installation, not responsible for any damage to the product or injury to yourself or others resulting from the wall-mounting.

This TV is compatible with a 200mm*200mm mounting hole pattern.

4pcs of type M6*10 (ISO metric) screws are required for installing the wall mount bracket to your TV.

Do not use screws that are longer than 10mm, screws that are too long may cause damage to the inside of the TV set.

Do not fasten the screws too tight for this may damage the TV or cause the TV to fall.

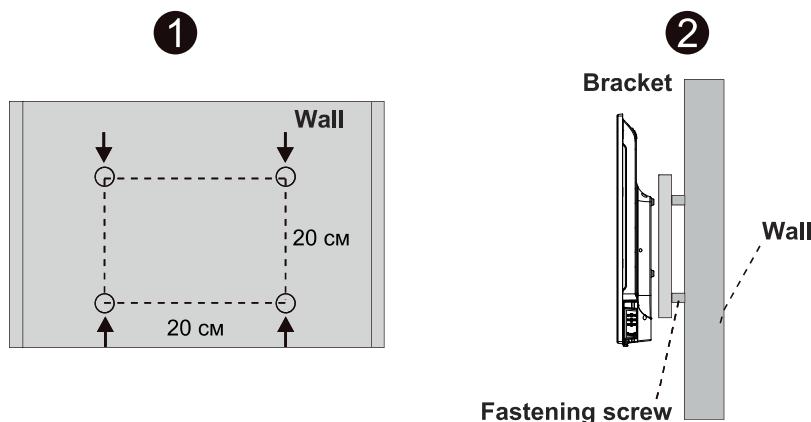
Do not mount the TV at more than a 15 degree tilt.

Always use two people to mount the TV to the wall.

Do not install your wall mount kit while your TV is turned on, it may result in personal injury due to electric shock.

CAUTION

To prevent any injury/damage caused by incorrect installation, the wall must be installed by qualified service personnel only.



Montage mural

Un kit de montage mural (acheté séparément) vous permettra de fixer votre téléviseur au mur. Pour des informations détaillées sur l'installation du support mural, se référer aux instructions fournies par le fabricant du support mural. Il est fortement recommandé de contacter un technicien pour une assistance professionnelle pour l'installation murale, pas responsable des dommages au produit ou des blessures à vous-même ou à d'autres personnes. -montage.

Ce téléviseur est compatible avec un motif de trous de montage de 200 mm * 200 mm.

Quatre vis de type M6 * 10 (ISO métrique) sont nécessaires pour installer le support mural sur votre téléviseur.

N'utilisez pas de vis d'une longueur supérieure à 10 mm. Les vis trop longues peuvent endommager l'intérieur du téléviseur.

Ne serrez pas les vis trop fort pour ne pas endommager le téléviseur et ne pas faire tomber le téléviseur.

Ne montez pas le téléviseur à plus de 15 degrés d'inclinaison.

Toujours utiliser deux personnes pour monter le téléviseur au mur.

N'installez pas votre kit de montage mural lorsque votre téléviseur est allumé, cela pourrait entraîner des blessures corporelles en raison d'un choc électrique.

Avertissement

Pour éviter toute blessure / dommage causé par une installation incorrecte, le mur doit être installé uniquement par du personnel qualifié.



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.