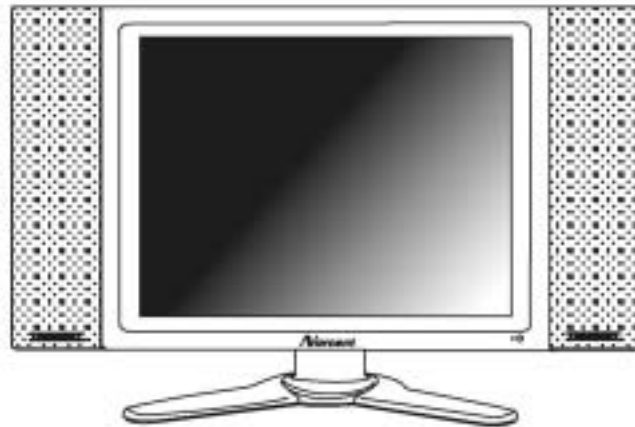


Norcent



LT2720/LT2740

TFT LCD TV MANUAL

Thank you very much for choosing the Norcent TV.
We recommend that you take a few minutes to read carefully through this manual
before installing and switching on the TV. Please keep this manual in a safe place
for your future reference.

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SYMBOL	SYMBOL DEFINITION
 SA 1965	DANGEROUS VOLTAGE: 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 electrical shock to persons.
 SA 1966	INSTRUCTIONS: The exclamation point within an equilateral triangle to alert the User to the presence of important operating and maintenance (servicing) instruction. In the literature accompanying the appliance.

Apparatus shall not be exposed to dripping or splashing and no objects filled with liquids, Such as vases, Shall be placed on the apparatus.

FOR YOUR SAFETY

Before operating the TV please read this manual thoroughly. This manual should be retained for future reference.

FCC Class B Radio Frequency Interference Statement WARNING: (FOR FCC CERTIFIED MODELS))

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:

1. Reorient or relocate the receiving antenna.
2. Increase the separation between the equipment and receiver.
3. Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
4. Consult the dealer or an experienced radio/TV technician for help.

NOTICE

1. The changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.
2. Shielded interface cables and AC power cord, if any, must be used in order to comply with the emission limits.

WARNING:

To prevent fire or shock hazard, do not expose the TV to rain or moisture. Dangerously high voltages are present inside the TV. Do not open the cabinet. Refer servicing to qualified personnel only.

SRS, SRS and  are registered trademarks of SRS Labs, Inc. This product is designed using SRS technology with permission from SRS Labs, Inc.

IMPORTANT SAFETY INSTRUCTUONS

Read before operating equipment

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 a dry cloth.
7. Do not block any of the ventilation openings. Install in accordance with the manufacturers 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 third grounding prong. The wide blade or third prong is provided for your safety. When 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 a 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. The TV should be operated only from the type of power source indicated on the label. If you are not sure of the type of power supplied to your home, consult your dealer or local power company.
14. Unplug this apparatus during lightning storms or when unused for long periods of time.
15. 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 apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.
16. This product may contain lead or mercury. Disposal of these materials may be regulated due to environmental considerations. For disposal or recycling information, please contact your local authorities or the Electronic Industries Alliance: www.eiae.org
17. **Damage Requiring Service** – The appliance should be serviced by qualified service personnel when:

- A. The power supply cord or the plug has been damaged; or
 - B. Objects have fallen, or liquid has been spilled into the appliance; or
 - C. The appliance has been exposed to rain; or
 - D. The appliance does not appear to operate normally or exhibits a marked change in performance; or
 - E. The appliance has been dropped, or the enclosure is damaged.
18. **Tilt/Stability** – All televisions must comply with recommended international global safety standards for tilt and stability properties of its cabinets design.
- Do not compromise these design standards by applying excessive pull force to the front, or top, of the cabinet, which could ultimately overturn the product.
 - Also, do not endanger yourself, or children, by placing electronic equipment/toys on the top of the cabinet. Such items could unsuspectingly fall from the top of the set and cause product damage and/or personal injury.
19. **Power Lines** – An outdoor antenna should be located away from power lines.
20. **Outdoor Antenna Grounding** – If an outside antenna is connected to the receiver, be sure the antenna system is grounded so as to provide some protection against voltage surges and built up static charges. Section 810 of the National Electric Code, ANSI/NFPA No. 70-1984, provides information with respect to proper grounding of the masts and supporting structure grounding of the lead-in wire to an antenna-discharge unit, size of grounding connectors, location of antenna-discharge unit, connection to grounding electrodes and requirements for the grounding electrode. See Figure below.



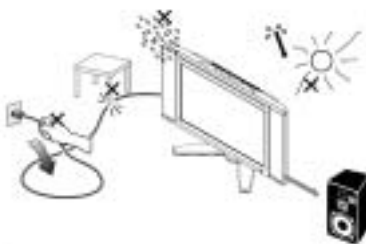
EXAMPLE OF ANTENNA GROUNDING AS PER NATIONAL ELECTRICAL CODE

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.

21. **Objects and Liquid Entry** – Care should be taken so that objects do not fall and liquids are not spilled into the enclosure through openings.

PREPARATION

1. Place the TV on a solid surface.

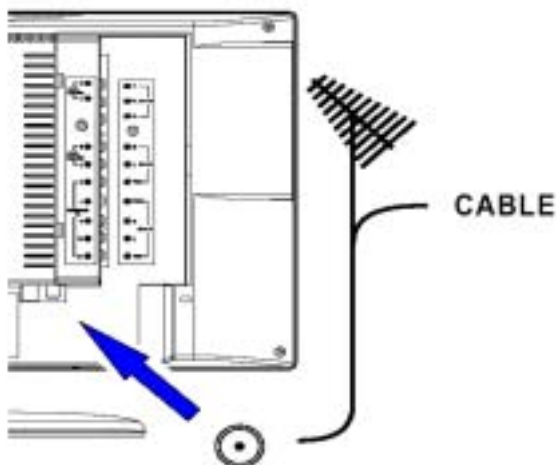


Ensure that the TV is placed in a position to allow free flow of air. Do not cover the ventilation openings on the back cover.

To prevent any unsafe situations, no naked flame sources, such as lighted candles, should be placed on or in the vicinity.

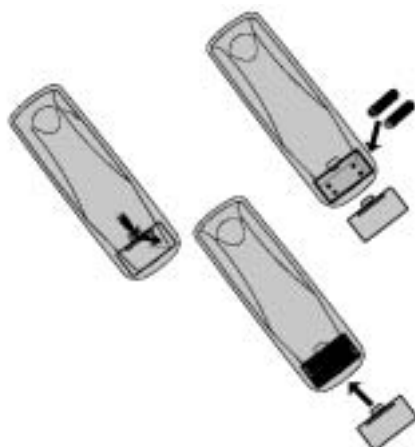
Avoid heat, direct sunlight and exposure to rain or water. The equipment shall not be exposed to dripping or splashing.

2. Insert the aerial plug firmly into the aerial socket **ANT IN** 75Ω at the back of the TV.



3. Remote control:

Remove the cover of the battery compartment. Insert the 2 batteries supplied (Type AAA 1.5V).



If you intend to change the batteries on your own, please be aware of the compatibility with the zinc carbide batteries to prevent accidents!!

4. Power:

Insert the power cord in the wall socket having an AC power supply

5. Turn the TV on:

If the TV is in power off, the indicator in front of the TV turns orange. Press the power button at the topside of the TV to turn it on. When the TV is ON, the indicator turns green.

OPERATING INSTRUCTIONS

USE OF THE REMOTE CONTROL

POWER:

Press to turn on/off the TV.
The TV is never completely powered off unless it is physically unplugged.

CH

Press $\blacktriangle$ or $\blacktriangledown$ to browse through the TV channels.

VOL

Press + or - to adjust the volume.

SIZE

Display the graphic in 16:9 or 4:3 mode.

SLEEP

With this key you can set a time period after which the TV should switch itself to standby. The counter runs from 30,60,90,120 minutes. The timer begins to count down from the number of minutes selected after the display has disappeared.

PIP

ON/OFF

Used to switch the PIP function ON or OFF. (option).

PIP/POP

Press this button to display PC input and other input on the screen at same time. (option).

SWAP

Press to swap the two screens when PIP or POP is work (option)



MENU, $\blacktriangle$, $\blacktriangledown$, $\blacktriangleleft$, $\blacktriangleright$

These buttons are used to display or adjust the various functionalities. When the PIP is ON but no menus are available, use these $\blacktriangle$, $\blacktriangledown$, $\blacktriangleleft$, $\blacktriangleright$ to change the position of the PIP.

V-CHIP

Use this button to define the movies that this TV set can receive.

CAPTION

Press this button to turn **Closed Caption** on.

DISPLAY

Press this button to Display Channel number on the right-top corner.

MUTE

Temporarily interrupt the sound or restore it.

0~9/100 Digit buttons

To select a TV channel.

PRE-CH

To display the previously selected TV channel.

TV/VIDEO

Select your input source: press repeatedly to select **TV**, **AV1**, **AV2**, **S-VIDEO** or **COMPONENT** mode, according to where you connected your external source.

- **AV1/AV2** for a VCR connected to the AV connectors of the TV.
- **S-VIDEO** for a S-Video VCR connected to the S-VIDEO connector of the TV.
- **Color contrast signal and HDTV input via Y, Pb, Pr** on the top of the DVD set.

MTS

Press this key to activate Multichannel Television Sound, Stereo or Mono

PIP

TV/VIDEO

Select the signal source: If you are in main picture or HDTV mode, you can select audio1, audio2, S-video, color contrast or TV signal. Otherwise, you can only select computer graphics or HDTV.

OPERATIONS MENU

1. Press the **MENU** button to display or close the main menu.
2. Use the cursor up/down to select a menu item.
3. Use the cursor left/right to enter a submenu or enable/disable the function.
4. Press the **MENU** button to exit the menu.
5. Use the instruction bar displayed under the menu to assist in the operation of this equipment.

MAIN MENU

Press the **MENU** button into the main OSD (On Screen Display). Adjust item include:

1. **PICTURE PARAMETERS**
2. **PC PARAMETERS**
3. **AUDIO SETTINGS**
4. **PICTURE-IN-PICTURE**
5. **CHANNEL SETTINGS**
6. **PARENTAL CONTROLS**
7. **GENERAL SETTINGS**

PICTURE PARAMETERS



BRIGHTNESS: Adjust the brightness of the image.

CONTRAST: Adjust the contrast of the image.

SATURATION: Adjust the depth of color of the image.

HUE: Adjust the red/green hue of the image.

COLOR TEMP: Adjust the color temperature to your preference: 5000°, 6500°, 9300°K or select USER R, USER G, USER B to define your personal settings.

FLESHTONE: The flesh tone is automatically adjusted, rendering a more natural color.

SHARPNESS: Adjust the sharpness of the video image for display accordingly.

PC PARAMETERS



AUTO CONFIG: Enable the automatic configuration of the optimum size of the graphic.

CLOCK: Adjust the time.

PHASE: Adjust the phase of the graphic.

POSITION: Adjust the position and angle of the graphic.

AUDIO SETTINGS



BASS: Adjust bass tone.

TREBLE: Adjust treble tone.

SRS: Switch SRS surround sound ON or OFF.

MTS: Select MONO, STEREO or SAP for bilingual setup.

MUTE: Temporarily mute the sound (can be done through remote control).

PICTURE-IN-PICTURE



PIP POSITION: The PIP can be placed in any position on the screen according to one's wishes. If there is no menu, use the ▲, ▼, ◀, ▶ buttons on the remote control to change the PIP position.

PIP SIZE: Can be used to switch the PIP off (OFF) or select the size (SMALL, MEDIUM, LARGE) of the PIP. Can also be used to select one of two types (POP, PBP) of dual graphics.

CHANNEL SETTINGS



SYSTEM: Used to choose between **(ANTENNA)** or **(CABLE)**.

CHANNEL EDIT: The auto scan function searches and stores the signal of the TV station when the YES option is selected. The ADD or DELETE function edits the TV station signal while the channel will be displayed if the CURRENT CH function is selected.

PARENTAL CONTROLS



LOCK MENU: Switch the functionality to configure ratings on or off.

MPAA RATING: Configure **MPAA** ratings.

TV PG RATING: Configure **TVPG** ratings.

PASSWORD: Change the password (default is '1111'). Please follow the instructions on the screen. Once changed, please remember your own password. If you have forgotten your password, please do the following: "**POWER (OFF) → MENU → V-CHIP → MUTE**" to revert to the default password of **1111**.

CAPTION



Press the "**CAPTION**" button on the remote to initiate the functionality list as shown on the left.

CC CONTROL: Switch the subtitles function ON or OFF.

MODE: Select mode of subtitles.

DISPLAY: Select display of subtitles.

GENERAL SETTINGS



OSD POSITION: Shift the position to one's preference.

OSD TIMEOUT: Configure the time to be displayed on screen.

OSD LANGUAGE: Configure the language (**English , France or Spanish**) for the menu.

OSD LOCK: Lock the selected configurations to prevent them from being overwritten.

SLEEP TIMER: Configure the time for sleep mode.

I/P INFO : Display the resolution and H sync, V synch for the main graphic.。

FACTORY RESET : Select YES to revert to default configurations.

TRANSPARENCY : Adjust the brightness of the background.

CONFIGURING THE TIME TO SLEEP MODE

Configure the lead time to when the television will transition to standby mode. The timer cycle range starts from **OFF → 30 → 60 → 120** minutes. When the menu disappears from the screen, the timer will start counting down from the time set.

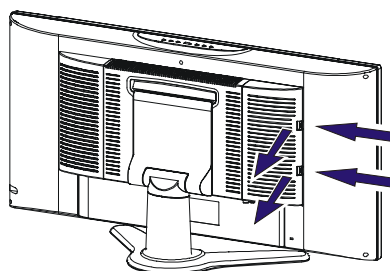
Note: To cancel the sleep mode, press to set the timer OFF on the SLEEP button of the remote control. Once the television set is switched off, any configuration that has been defined will be deleted. Please re-configure if that happens.

CONNECT PERIPHERAL EQUIPMENT

FRONT PANEL CONTROL KNOBS



- Power Key:** Press to turn on or off the TV.
MENU Key: Press to show the OSD menu and exit OSD menu at the TV.
Down / Up Key: Press to perform select function and channel.
- / + Key: Press to confirm your function selection and adjustment.
Source Key: Press to select your input source.



There is a wide range of video and audio equipment that can be connected to your TV. The following connection diagrams show you how to connect them.

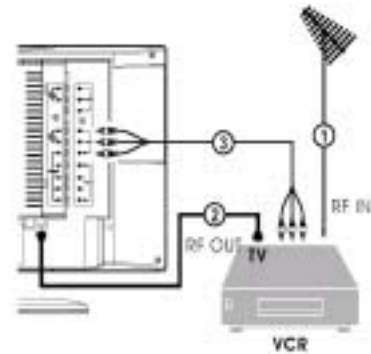
PREPARATION

Remove the back plate at the back of the TV as shown on the illustration opposite.
Lay the LCD TV with the screen down on a table, as it will be easier to connect your peripheral equipment. [Please take precaution not to damage the screen.](#)

VIDEO RECORDER

How to connect

1. Connect the supplied antenna cable ① to the **RF IN** port of your VCR.



2. Connect another RF cable ② from the output **RF** of your VCR to the **RF** input of your TV. Better quality when playing from your **VCR** can be obtained if you also connect the Video, Audio LEFT AND RIGHT (only for stereo equipment) cables ③ to the **VIDEO, AUDIO L** and **R** inputs **AV**.

If your VCR has an S-VHS video jack:

For improved picture quality, connect a **S-Video** cable with the S-VIDEO input on the TV instead of connecting the VCR to the **VIDEO** port.

S-Video does not provide audio, audio cables must still be connected to provide sound (AV2 and S-VIDEO use the same AUDIO INPUT).

Watching VCR

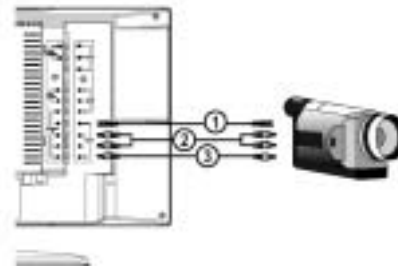
1. If you use connection ①, select the TV channel 3 or 4.
2. If you use connection ②, select **AV1**.
3. Insert videotape in the VCR and press the **PLAY** button.

CAMCORDER, VIDEO GAME SET, ...

DIGITAL CAMERA

How to connect

1. Connect your digital camera, camcorder, videogame set,... to **VIDEO** port ① and **AUDIO L** ② for mono equipment.



2. For stereo equipment also connect **AUDIO R** ③. .
S-VHS quality with an S-VHS camcorder is obtained by connecting the S-VHS cable with the S-VIDEO input ① and **AUDIO** input ②.

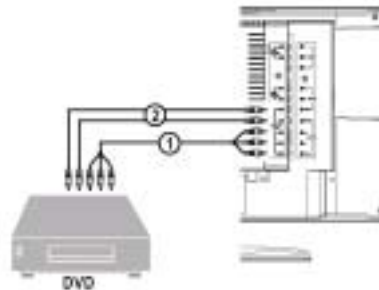
How to use

1. Select **S-VIDEO** or **AV2**.
2. Turn on the external AV equipment.

DVD PLAYER

How to connect

1. Connect the three separate component video cables ① to the DVD player's **Y, Pb, Pr** ports and to the **Y, Pb, Pr** ports on the TV.



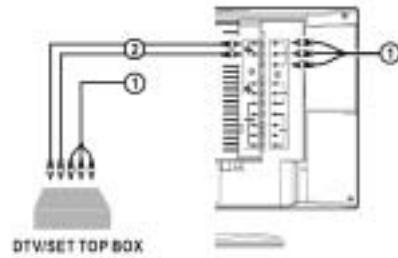
2. Connect the audio cables ② to the DVD player's **AUDIO L** and **R** ports and to the **L** and **R AUDIO** AV ports on the TV.

How to use

1. Select **COMPONENT**
2. Turn on the DVD set.

DIGITAL SET TOP BOX

When you dispose of a Digital Antenna cable connected to a digital Set Top Box, connect the Set Top Box to the **HDTV INPUT**.



How to connect

1. Connect the three separate component video cables ① to the DTV/Set Top Box's **Y, Pb, Pr** ports and to the **HDTV IN Y, Pb, Pr** ports on the TV.
2. Connect the audio cables ② to the DTV/Set Top Box's **AUDIO L and R** ports and to the **HDTV IN AUDIO L and R** ports on the TV.

How to use

1. Select **HDTV**
2. Turn on the DTV Set Top Box set.

Warning: In case you notice scrolling images, wrong colors or no color, no picture or even combinations of these, on your screen, check if the connections are done in the right way. Check if the cable colors match with the Input connector colors.

HEADPHONE



1. Insert the plug into the headphone port ①, when inserting headphone you need to block speaker audio output.
2. Press the  key on the remote control to switch off the sound from the headphone and the internal loudspeakers of the TV.
3. Press the cursor left/right to adjust the volume.

Note: When a TV channel or external AV source is blocked because of a rating set via the Parental control menu, also the headphone is muted.

TIPS

Care of the screen

Do not rub or strike the screen with anything hard as this may scratch, mar, or damage the screen permanently.

Unplug the screen before cleaning the screen. Dust the TV by wiping the screen and the cabinet with a soft, clean cloth. If the screen requires additional cleaning, use a clean, damp cloth. Do not use liquid cleaners or aerosol cleaners.

Mobile telephone warning

To avoid disturbances in picture and sound, malfunctioning of your TV or even damage to the TV, keep away your mobile telephone from the TV.

End of life directives

We are paying a lot of attention to produce environmentally friendly in green focal areas. Your new receiver contains materials that can be recycled and reused.

At the end of its life specialized companies can dismantle the discarded receiver to concentrate the reusable materials and to minimize the amount of materials to be disposed of.

Please ensure you dispose of your old receiver according to local regulations.

Regulatory Notices – 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 TV.
- 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.

Modifications –

The FCC requires the user to be notified that any changes or modifications made to this device that are not expressly approved by **Norcent** consumer Electronics may void the user's authority to operate the equipment.

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 meets all requirements of the Canadian Interference-Causing Equipment Regulations.

Avis Canadian –

Cet appareil numérique de la classe B respecte toutes les exigences du règlement sur le matériel brouilleur du Canada.

Product Specification

Feature	27" screen WXGA (1280 x 720) Resolution High Brightness (550 cd/m ²) High Contrast Ration (600:1) Wide Viewing Angle (170° H / 170° V) Built-in 181 channel Tuner with MTS, SAP, Closed Caption & V-chip PC Input PIP/left right split window
----------------	--

Items		Specification	
LCD Panel	Screen Size	27" TFT-LCD Panel	
	Aspect Ratio	16 : 9	
	Resolution	1280 x 720 (WXGA)	
	Display Area (opening) H x V	597.12mm x 335.88mm	
	Pixel Pitch	0.4665mm x 0.4665mm	
	Display colors	16.7 million	
	Contrast Ratio	600:1	
	Brightness	550 cd/m ²	
	Viewing Angle	170° (Horizontal)/ 170° (Vertical)	
	Response Time	16.6ms	
	Lamp Type/Life	14 bulb / 60000 hr	
	Color Temperature	Cool / Warm	
TV Function	TV Tuning System	NTSC 181 channel (PLL band) electronic adjustment system	
	Sound System	MTS + SAP	
	Color systems	NTSC	
Video Inputs	AV1	RCA x 1	Audio channel L / R x 1
	AV2	RCA x 1	Audio channel L / R x 1 (shared)
		S-Video x 1	
	COMPONENT (color contrast signal)	Y,Pb,Pr x 1	Audio channel L / R x 1
	HDTV (color contrast signal)	Y,Pb,Pr x 1	Audio channel L / R x 1

PC Input	Signal Input	Analog: D-Sub 15 pin (detachable cable)
	PnP compatibility	DDC / 2B
	Input frequency	Analog: FH: 30KHz to 80KHz FV: 50Hz to 75Hz
	Recommended	Analog: 1024 x 768 (75Hz)
	Input Audio	Headphone Mini-jack for stereo (3.5ø)
Audio Output	Audio Output: L / R	Speaker (built-in): Two 5 watt speakers
		Headphone Mini-jack for stereo (3.5ø)
		Line Output (RCA L/R)
OSD language	English , France or Spanish(default is English)	
Power	Power Supply	AC100V~240V, 50/60Hz
	Power Consumption	<150W
Environment	Operating temp	+ 0 °C ~ + 40 °C
	Storage temp	- 25 °C ~ + 60 °C
	Operating humidity	10% ~ 85%
Panel Tilt	Forwards/Backwards/Rotation	-5° / +20° / ±35°
Dimension	W x H x D (with stand)	897.8 x 470 x 286.6 (mm)
Weight (net)	Kg (w/o Accessories)	13.35 Kg
Accessories	Remote Controller, Batteries (x2), AC Power Cord, D-sub Signal Cable, Audio line ,User's Manual	

Before Calling Service

Please make these simple checks before calling for service. These tips may save you time and money since charges for receiver installation and adjustments of customer controls are not covered under your warranty.

Symptoms	Items to Check and Actions to follow
"Ghost" or double image	*This may be caused by obstruction to the antenna due to high rise buildings or hills. Using a highly directional antenna may improve the picture. * If receiving cable TV, the weak signal could be the result of loose cable connections. Please contact the cable provider to investigate.
No power	*Check that the TV's AC power cord is plugged into the mains socket. *Unplug the TV, wait for 60 seconds. Then re-insert plug into the mains socket and turn on the TV again.
No picture	*Check antenna connections at the rear of the TV to see if it is properly connected to the TV. *possible broadcast station trouble. Try another channel. *Adjust the contrast and brightness settings.
Good picture but no sound	*Increase the VOLUME. *Check that the TV is not muted; press the button on the remote control.
Good sound but poor color	*Adjust the contrast, color and brightness settings.
Poor picture	*Sometimes, poor picture quality occurs when having activated an A-VHS camera or camcorder connected and having connected another peripheral at the same time. In this case switch off one of the other peripherals.
Snowy picture and noise	*Check the antenna connection
Horizontal dotted line	*This may be caused by electrical interference (e.g. hairdryer, nearby neon lights, etc.) *Turn off the equipment.
Television not responding to remote control	*Check whether the batteries are working. Replace if necessary *Clean the remote control sensor lens on the TV. *You can still use the buttons at the front of your TV.

GLOSSARY

Audio / Video Inputs

Located on the rear and the front of the receiver these connectors (RCA phono type plug) are used for the input of audio and video signals. Designed for use with VCRs (or other accessories) in order to receive higher picture resolution and offer sound connection options.

S-Video Input

Allows direct connection of high-resolution video sources, such as a Super VHS videocassette recorder, Laser Disc player, etc. Provides improved picture resolution, sharpness, and clarity.

COMPONENT Input

Connect directly to high resolution channels like DVD players, DTV etc providing much improved graphics and resolution.

AUDIO OUT

Connects to external sound systems, providing audio signal output to increase the sound quality.

Menu

An on-screen listing of feature controls shown on the TV screen that are made available for user adjustments.

Multichannel Television sound (MTS)

The broadcast standard that allows for stereo sound to be transmitted with the TV picture.

RF

Radio Frequency or modulated signal design used as the carrier for television broadcasts.

Second Audio Program (SAP)

Another or additional audio channel provided for in the Multichannel Television Sound (MTS) broadcast standard. A monaural soundtrack included within the recorded or video signal (usually containing a second language translation for the displayed program).

Sleep Timer

Function with which you can set a time period after which the TV should turn itself off.

Programming

The procedure of adding or deleting channel numbers into the TV's memory. In this way the TV 'remembers' only the locally available or desired channel numbers and skips over any unwanted channel numbers.



41LXXX-815-1A

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