



**13.3" LCD TV**  
**LCD1310A**



**INSTRUCTION MANUAL**

Please read and keep these instructions

## Warning



### Warning



No any spare parts for maintenance attached. Do not open the back cover to avoid electric shock.  
Please contact our after-sale service personnel if necessary

**Warning:** Do not open the back cover to avoid electric shock. No additional spare parts are inside the case. Any questions, please contact our service personnel.



Remind you of probable high voltage here in case of electric shock.



Remind you that the parts here are very important. If replacement etc. is needed, please refer to relevant technical specifications.

**Warning:** Do not put the TV in rainy or foggy places to prevent from fire or electric shock. Do not apply hard objects to abrade or knock on the liquid crystal screen since these may cause scratches or damages.

**Warning:** Modifying the product without any authorization is forbidden.

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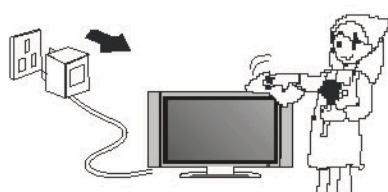
## Safety

Please immediately pull out the AC power plug of adapter if there is abnormal sound or smell or it has sound but no picture, and contact with maintenance station after confirming no abnormality.



TV should be kept free from rain, damp and dust for prevention of electric shock and short circuit.

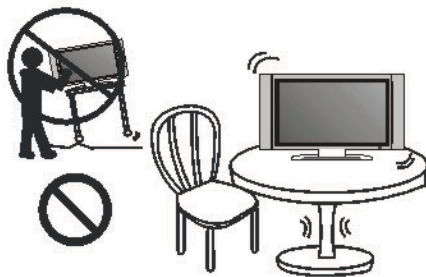
TV should be kept from high temperature heating objects or direct sunlight. TV should be place with good ventilation.



If necessary, you may clean the display with soft and clean cotton after pulling out the power plug, but do not emphatically and repeatly wipe. Scraping, tapping or striking the display with hard object or wiping the display with grinding object is forbidden.

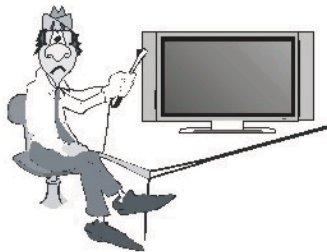
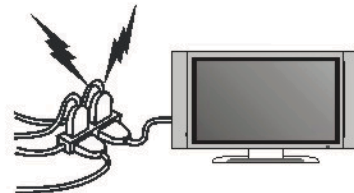
Do not wipe the machine with naphtha or thinner, which will lead to transformation of enclosure or breakage of coating. It may result in dirt if the machine has been contacting with rubber or ethane for long time. It's forbidden to contact the display with organic solvents such as alcohol or gasoline or chemical solvent such as acid or alkali, etc.





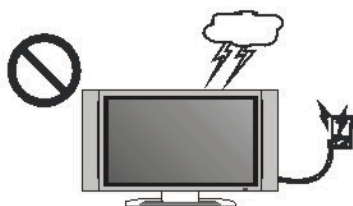
**Do not put TV on unstable or shaky place**

**Please do not place the power line or signal line across walkway or at place where people usually come and go in case the line to be trampled. Do not overload the power line or power socket.**



**Please do not disassemble the back cover by non professionals as it has high voltage in the machine, in case for electric shock; and the internal adjustment and check should be conducted by professionals.**

**Do not put water container such as cosmetics or medicine liquid on TV. Please pull out the plug and contact the maintenance station if there are abnormal objects or water in TV.**



**Please pull out the power plug of adapter in lightning strike, and pull out cable TV plug or outdoor antenna plug, in case the TV to be damaged. Do not contact the lead-in line of antenna.**



### Specification Parameters

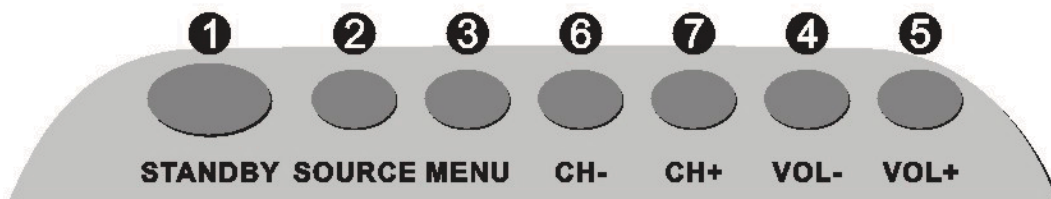
The product specifications are as following:

Input signal: video signal RGB simulates  
0.7Vp-p Synchronous TTL anode or cathode  
Signal terminal: TV(RF)  
Computer VGA (15 hole mini D type seat)  
PC Audio input  
Video input(RCA)  
YPBPR  
System: NTSC & ATSC/M  
Power consumption: Work: 36W  
Stand-by: 1W max.  
Use upon connection: Support VESA DDC1  
AND DDC2B function  
Operating environment : Temperature :  
0°C~50°C, Humidity: 20%~80%  
Storage environment: Temperature  
-20°C~60°C, humidity: 20%~80%  
Receiving channel: VHF, UHF all channel  
receiving  
Colour sensitivity: (when Input 75  $\Omega$   
impedance)  $\leq 75\mu\text{v}$   
Antenna resistance: TV signal connected to  
antenna resistance 75  $\Omega$

### Control panel

The control button for front panel is on the top of TV.

Introduction for Each Key



**① STANDBY**

Turn the TV on or enter into standby mode.

**② SOURCE**

Signal source selection button.

**③ MENU**

Enter/exit the main menu.

**④ VOL -**

Volume decreasing short cut key; enter into the next menu and adjust OSD options (decreasing).

**⑤ VOL +**

Volume increasing short cut key; enter into the next menu and adjust OSD options (increasing).

**⑥ CH -**

Channel decreasing short cut key; decrease the channel No. and select the last option in the menu.

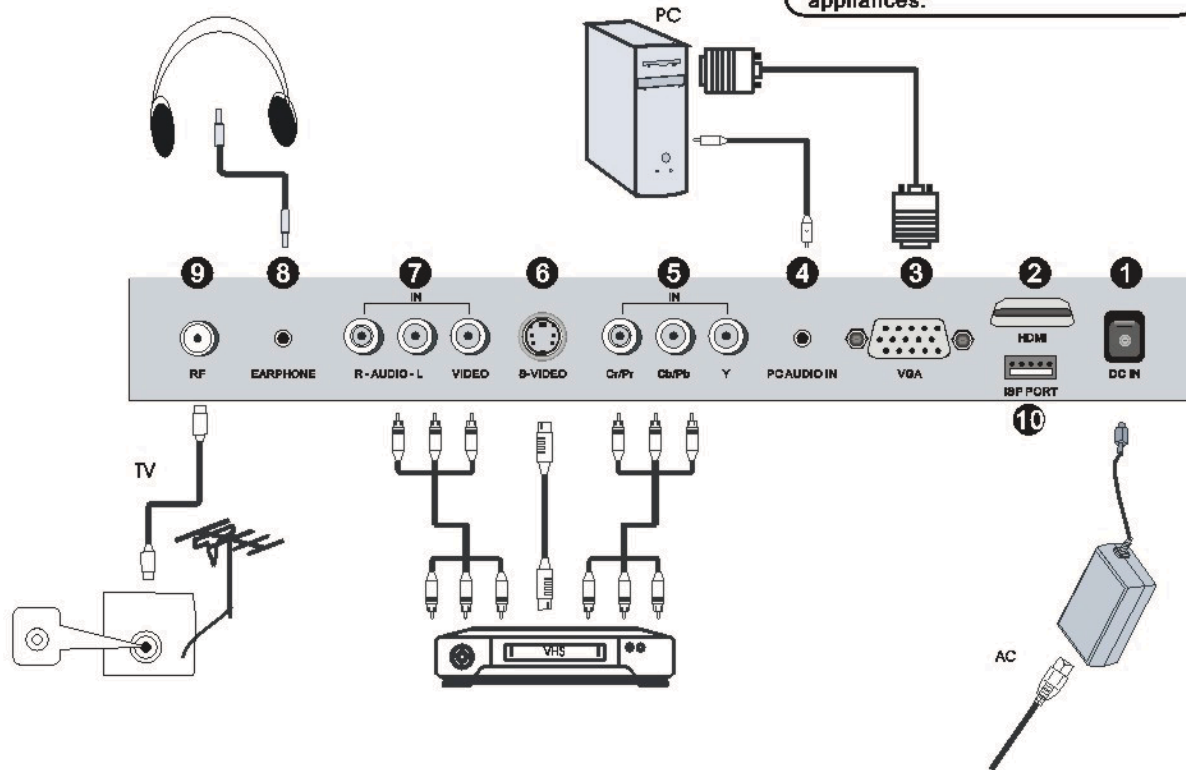
**⑦ CH +**

Channel increasing short cut key; increase the channel No. and select the next option in the menu.

## Terminal wiring Diagram

### Connecting Cables

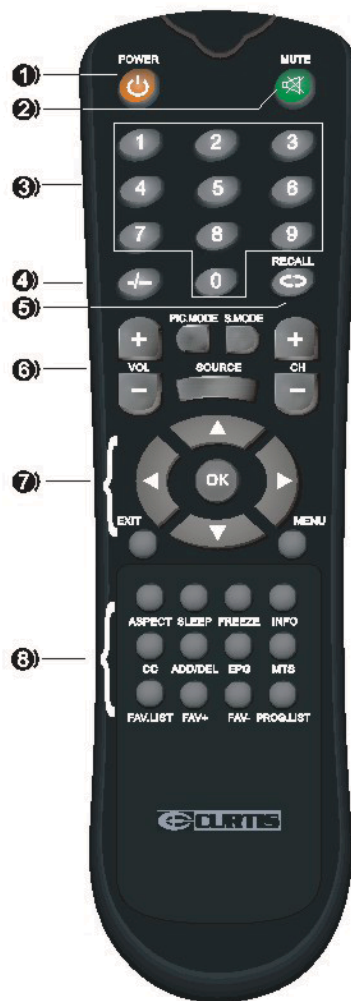
This LCD TV has digital multimedia performance and can be connected to multiple external devices. The following diagram presents the connections to other video and audio appliances.



1. DC IN:  
DC power input 12V.
2. HDMI:  
High-definition multimedia interface.  
Note: Acceptable video signal 480P/576P/720P/1080I/1080P.
3. VGA:  
This can be connected with the D-sub 15 pin signal cable to your PC.
4. PC AUDIO IN:  
PC audio input.
5. Y Cb/Pb Cr/Pr IN:  
Component input terminal.
6. S-VIDEO:  
Colour and brightness separation input terminal.
7. VIDEO R-AUDIO-L IN  
This can be connected to the left/right RCA video out connection of any vide resource.
8. EARPHONE:  
Headphone to headphones.
9. RF:  
Antenna/cable circuit TV or Digital TV terminal .
10. ISP PORT:  
It is used to updating the software of the DVB-T and ATV, and it should only be operated by a qualified TV technician.



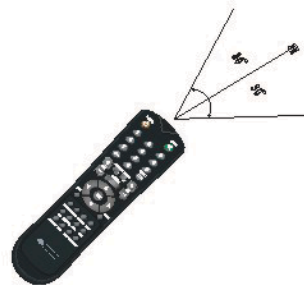
## Remote Control



- |   |                  |  |
|---|------------------|--|
| ① | <b>POWER</b>     | Turn the TV on or enter into standby mode.   |
| ② | <b>MUTE</b>      | Turn off the sound, and re-push the key to turn on the sound.  |
| ③ | <b>0-9</b>       | Digit key from 0 to 9 are used to directly Input the channel Number.   |
| ④ | <b>-/-</b>       | Digit key from 10 to 10+ are used to directly input the channel number.  |
| ⑤ | <b>RECALL</b>    | Return to the channel selected last time.  |
| ⑥ | <b>VOL+/VOL-</b> | Increase/decrease the volume.  |
|   | <b>PIC.MODE</b>  | Select the different picture mode directly.  |
|   | <b>S.MODE</b>    | Select the different sound mode directly.  |
|   | <b>SOURCE</b>    | Input mode conversion button.  |
|   | <b>CH+/CH-</b>   | Increase/decrease the channel.   |
| ⑦ | <b>▲/▼</b>       | Select the previous/next function option.  |
|   | <b>◀/▶</b>       | Decrease/increase the option value .   |
|   | <b>OK</b>        | To confirm the choice with the highlighted menu item, to display the channel list in the no-menu state.                                  |
|   | <b>EXIT</b>      | Exit function.   |
|   | <b>MENU</b>      | Adjust out the system menu.  |
| ⑧ | <b>ASPECT</b>    | Select the aspect format.  |
|   | <b>SLEEP</b>     | Sleep time setting.  |
|   | <b>FREEZE</b>    | To hold the active video.  |
|   | <b>INFO</b>      | Display the system state information set by the active user (in DVB-T mode and ATV).   |
|   | <b>CC</b>        | Selects from the following closed caption functions:<br>OFF, CC1, CC2, CC3, CC4, Text1, Text2, Text3, Text4.                             |
|   | <b>ADD/DEL</b>   | Press to add current channel( all sub channels will added).<br>Press to skip the current channel in CH-Up, CH-Down and favorite channel. |
|   | <b>EPG</b>       | To show the Electronic Program Guide during no-menu state only.  |
|   | <b>MTS</b>       | Multi channel Television Sound, to switch between stereo and mono sound.   |
|   | <b>FAV.LIST</b>  | To display the favorite channel list defined by you.   |
|   | <b>FAV+</b>      | Increase FAV TV channel.   |
|   | <b>FAV-</b>      | Decrease FAV TV channel.   |
|   | <b>PROG.LIST</b> | To display the channel list defined by you.  |

### Notes:

The remote control shall be applied in effective reception scope of the television. Make the remote control point towards the Infrared receiver of the liquid crystal television and ensure that there are no obstacles. Its normal operation distance will be shortened in direct sunlight or lamplight.



Be careful to use the remote control .avoid falling off or being trampled or splashed with liquids.

### Battery replacement



#### Notes:

\*Please take out the batteries and place in a shady, cool and dry place if you will not use the remote control for long time.

\*Please treat damaged or leaking batteries with care. Please wash your hands with soap after contact with battery chemicals.

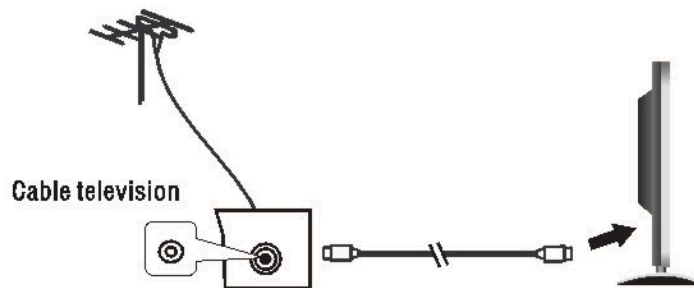
\*Do not randomly dispose of used batteries. Please refer to local authorities for recycling or waste treatment systems.

### Antenna Connections

We recommend you use a 75 $\Omega$  coaxial cable so as to eliminate the disturbance caused by impedance mismatching. The antenna cable shall not be bundled together with the power cord.

Directly Insert the 75 $\Omega$  coaxial cable plug into the antenna socket when applying cable television.

Note: The antenna should be checked periodically. If clear image is not available, shut down the power and then carefully check the antenna.



### Power-on/Power-off

1. Connect the 12V output terminal of the power adapter to the DC IN terminal port of the television, and then insert the terminal of the adapter to the AC power wall outlet.
2. The television is in standby state when no images arise and the red indicating lamp shines.
3. Press the standby button again on the remote control for the television the indicating lamp becomes green, and then television image is available.
4. Press the standby button on the remote controller or the television to enter into standby state.

### Power -saving & protection mode

1. In video or S-video or PC state, the television will enter into lower power sleep state (standby state) to conduct power saving and protection after several minutes with no signal inputs.

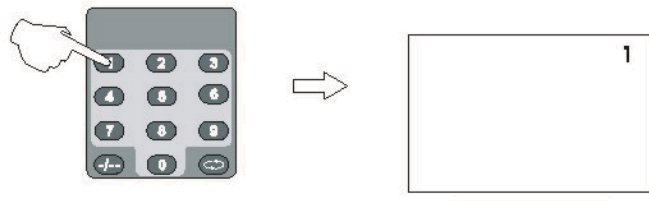
## Watching television programs

Connect the power cord, press **STANDBY** button to power on the television, then press the **SOURCE** button to select TV channel mode to watch television programs.

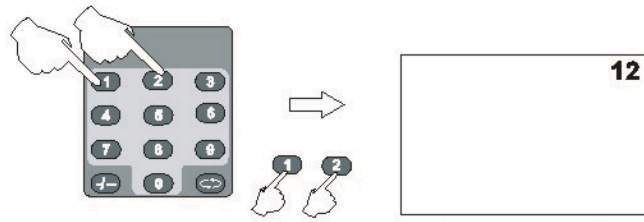
**TV → AV → S-VIDEO → COMPONENT → HDMI → VGA**

Select Channels Via Program No.

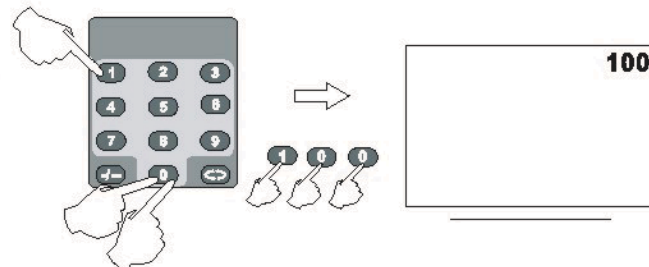
1. For 0-9 program number selection:  
Press "0-9" button to input the program number, then it will enter into the program you selected.



2. For 10-10+ program number selection:  
Press "-/--" button, then input the program number, it will enter into the program you selected.



3. For 100-100+ program number selection:  
Press "-/--" button, then input the program number, it will enter into the program you selected.



## Channel select

1. Use the buttons on the television panel to conduct channel selection.  
First press "CH+/-" buttons on the front panel to enter into channel selection mode state, then press "CH+/-" buttons on front panel to select channel.

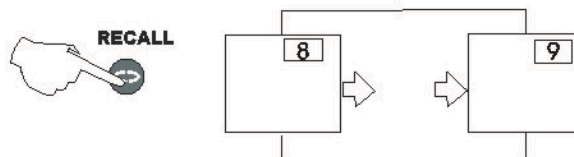


2. "CH+/-" buttons of the remote control may also be applied to conduct channel selection.

### Channel return

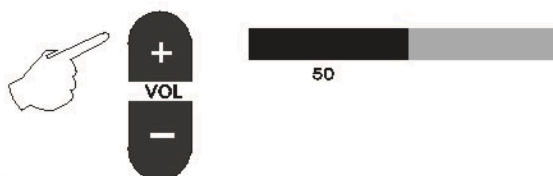
#### Return To Program

Press **RECALL** key to return to previous program.



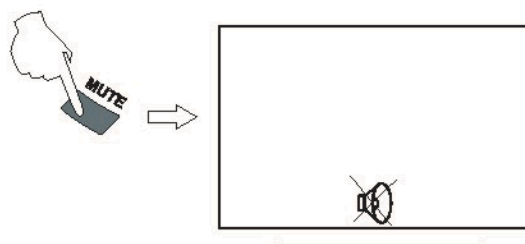
### Volume control

1. Use the buttons "VOL +/VOL-" of television panel to control the volume.
2. "VOL+/VOL-" buttons on the remote control also manage volume control.



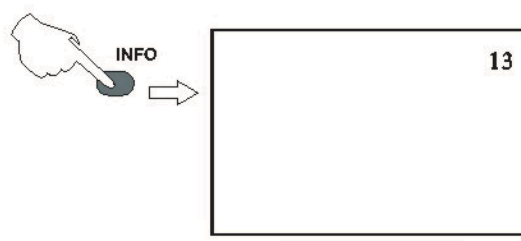
### Sound elimination

Press "MUTE" button to eliminate the sound. Press the button again or press the volume + button of the television panel or the remote control for audio recovery.



### System state display

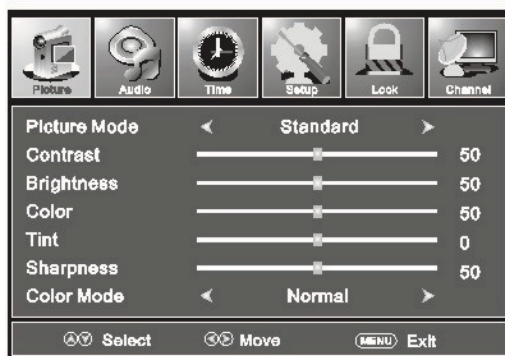
Press "INFO" button of the remote control, then it will display the current program number, current input mode and information relevant.





## Picture

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Picture" menu.
2. Press the "▼" button to enter the "Picture" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



### Picture Mode:

Cycle among picture display modes: Standard, Dynamic, Soft, Personal.

### Contrast:

Control the difference between the brightest and darkest regions of the picture.

### Brightness:

Control the over all brightness of the picture.

### Color:

Control the color.

### Tint:

Control the tint. (This function only works with NTSC input signal)

### Sharpness:

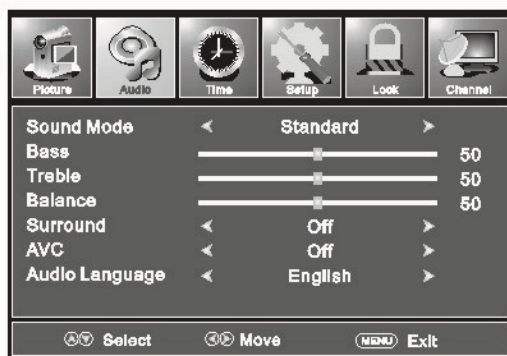
Increase this setting to see crisp edges in the picture; decrease it for soft edges .

### Color Mode:

Cycle among color modes: Normal, Cool, Warm.

## Audio

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Audio" menu.
2. Press the "▼" button to enter the "Audio" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



### Sound Mode

Allow you to select among: Standard, Music, Movie and Personal.

### Bass

Control the relative Intensity of lower pitched sounds.

### Treble

Control the relative intensity of higher pitched sounds.

### Balance

To adjust the balance of the left and right sound track, or turn off the volume of the left and right sound track.

### Surround

Use the "◀/▶" buttons to select on or off.

### AVC

Use the "◀/▶" buttons to select on or off.

### Audio Language

Allow you to select audio languages among: English, French and Spanish.

## Time

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Time" menu.
2. Press the "▼" button to enter the "Time" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



### Sleep Timer:

Allow you to set up the sleep timer among: 5min, 10min, 15min, 30min, 45min, 60min, 90min, 120min, 180min, 240min and off.

### Time Zone:

Allow you to set up the sleep timer among: Pacific, Alaska, Hawaii, Eastern, Central and Mountain.

### Daylight Saving Time:

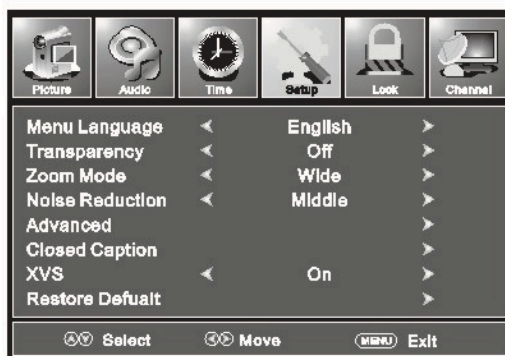
Allow you to turn on or off the daylight saving time.

### Clock:

Display the current time in the signal.

## Setup

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Setup" menu.
2. Press the "▼" button to enter the "Setup" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



### Menu Language:

Allow you to select menu language among: English, Français and Español.

### Transparency:

Allow you turn on or off the transparency function.

### Zoom Mode:

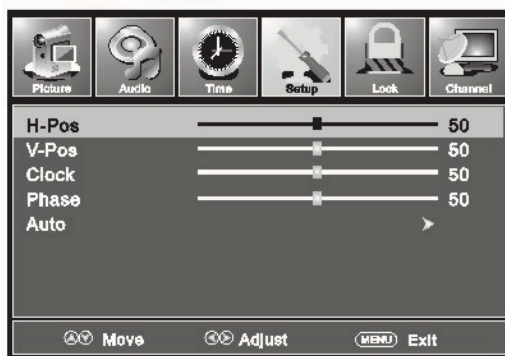
Allow you to select the zoom mode among: Normal, Cinema, Wide and Zoom.

### Noise Reduction:

Allow you to select the noise reduction mode among: Strong, Off, Weak, Middle.

### Advanced:

Input PC signal first, then press SOURCE button to select VGA mode, press "▶" button to confirm.



### H-Position:

Allow you to use "◀/▶" button to adjust the H Position.

### V-Position:

Allow you to use "◀/▶" button to adjust the V Position.

### Clock:

Allow you to adjust the clock of the image.

### Phase:

Allow you to adjust the phase of the image.

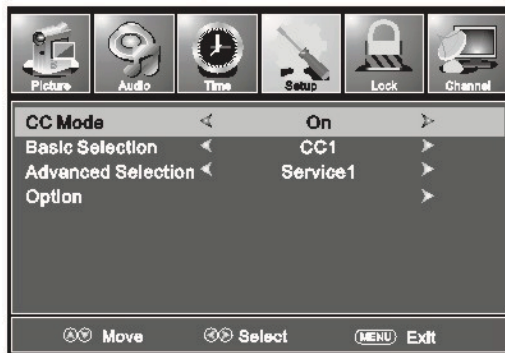
### Auto:

Select "Auto" and press "▶", the unit will automatically adjust and press "▶", the unit will automatically adjust all items to achieve a best effect.

## Setup

### Close Caption

Use "▼" button to highlight the Close Caption item, then press "►" button to enter into the following menu.



### CC Mode:

Allows you to select the CC Mode among: On, Off and CC on Mute.

### Basic Selection:

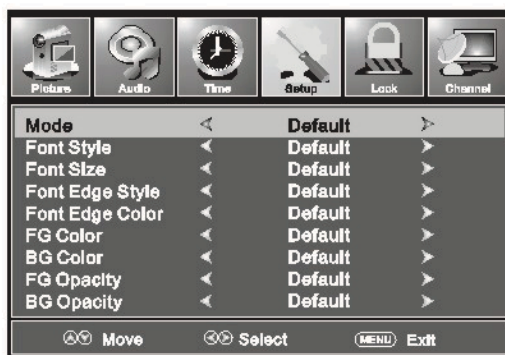
Allows you to select the basic selection among: CC1, CC2, CC3, CC4, Text1, Text2, Text3 and Text4.

### Advanced Selection (In the ATSC mode)

Allows you to select the advanced selection among: Service1, Service2, Service3, Service4, Service 5 and, Service 6.

### Option:

Use "▼" button to highlight the "Option" item, then press "►" button to enter into the following menu.



Use "◀/▶" buttons to highlight the desired item, and use "▲/▼" buttons to select.

### XVS:

Use the "◀/▶" buttons to select on or off.

### Restore Default:

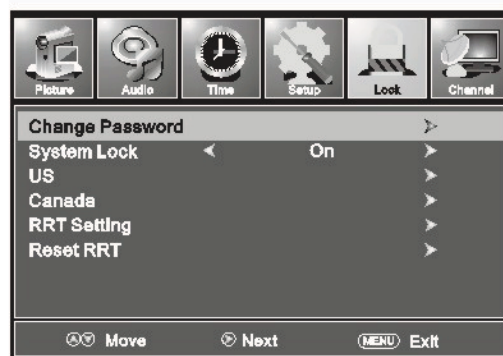
Restores all settings in SETUP menu to factory settings.





## Lock

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Lock" menu.
2. Press the "▼" button to enter the "Lock" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



(Default password is 0000)

### Change Password

Use "▼" button to select the "Change Password" item, then press "▶" button to enter into the following menu. Input the new 4-digital password and input it again to confirm.



### System Lock

Allow you to turn on or off the system lock.

If you turn off the system lock, then the following items(US, Canada, RRT Setting and Reset RRT) will unable to use.

### US

Use "▼" button to highlight the "US" item, then press "▶" button to enter into the following menu.

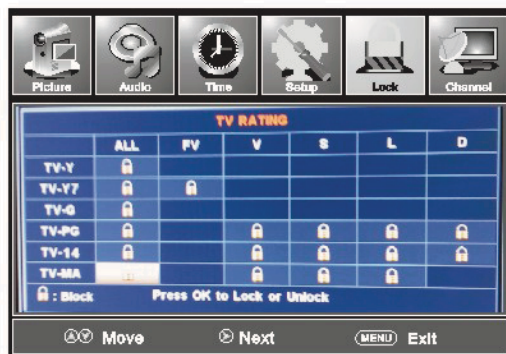


## Lock

### TV

Use "▼" button to highlight the "TV" item, then press "►" button to enter into the following menu.

Use "◀/▶" buttons to select the desired rating and press "OK" button to block or unblock rating.



### MPAA

The Movie rating (MPAA) is used for original movies rated by the Motion Picture Association of America (MPAA) as broadcasted on cable TV and not edited for television.

Use "▲/▼" button to select N/A, G, PG, PG-13, R, NC-17 or X.

#### RATING DESCRIPTION

**G:** General Audiences. Movie is appropriate for all ages.

**PG:** Parental Guidance Suggested. May contain material not suited for younger viewers.

**PG-13:** Contains content that may not be appropriate for viewers under the age of 13.

**R:** Restricted. Contains adult content, no one under 17 admitted without parent.

**NC-17:** No one 17 and under admitted.

**X:** Adults only.

### Canada

Use "▼" button to highlight the "Canada" item, then press "►" button to enter into the following menu.



#### Canada Eng

Use "◀/▶" buttons to select among: E, C, C8+, G, PG, 14+ and 18+.

#### Canada Fre

Use "◀/▶" buttons to select among: E, G, 8ans+, 13ans+, 16ans+ and 18ans+

### RRT Setting

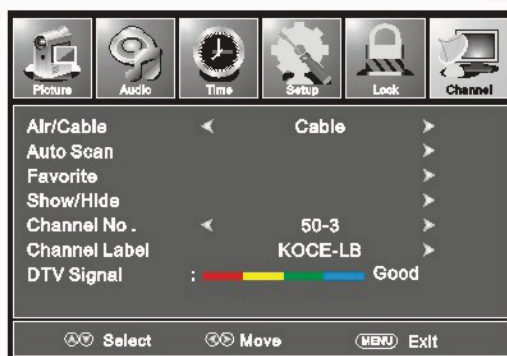
Rating region Table setting.

### Reset RRT

Allow you to reset the RRT setting.

## Channel

1. Press the "MENU" button on the remote control to enter the OSD menu, then press "◀/▶" button to select the "Channel" menu.
2. Press the "▼" button to enter the "Channel" menu setting, use "▲/▼" to move the menu bar, and then press "◀/▶" button to adjust the value of selected item.
3. Press "MENU" button to return to upper menu.



### Air/Cable:

Allow you to select antenna between Air and Cable.

### Auto Scan:

Use "▼" button to highlight the "Auto Scan" item, then press "▶" button to enter into the following menu.



If you select "Air" as input signal in Antenna item, you can press "▶" button to search the channels automatically.

The receivable channels will be stored automatically. When searching channels, press MENU to stop.

If you select "Cable" as input signal in Antenna item, allow you to select Cable System among: Auto, STD, IRC and HRC. Use "▼" button to highlight the "Start to Scan" then press "▶" button to search the channels automatically. The receivable channels will be stored automatically. When searching channels, press MENU to stop.

## Channel

### Favorite

Allow you to add these channels which you desired as the favorite channels.



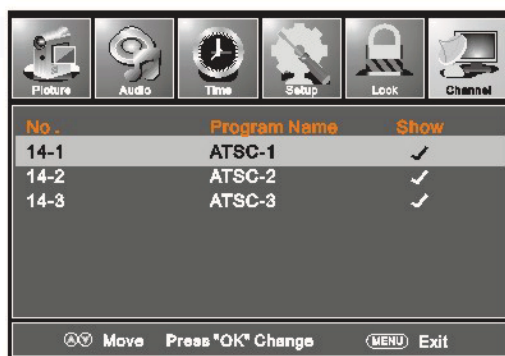
Use "▲/▼" button to highlight the "Favorite" item, then press "▶" button to enter into the following menu.

Use "▲/▼" button to highlight the desired item, then press "OK" button to add or remove the highlighted channel as favorite.

### Show / Hide

Allow you to show or hide the channels.

Use "▲/▼" button to highlight the "Show / Hide" Item, then press "▶" button to enter into the following menu.



Use "▲/▼" button to highlight the desired item, then press "OK" button to show or hide the highlighted channel.

### Channel No.

Display the number of current channel.

### Channel Label

Display the label of current channel.

### DTV Signal

Display the quality of current DTV signal.



## Hotel Mode

Hotel Mode Setting		
Hotel Mode Enable	◀ Off ▶	
Channel Menu Display	◀ Off ▶	
Channel Change	◀ Off ▶	
Input Source Change	◀ Off ▶	
Fixed Volume	◀ Off ▶	
Fixed Volume Value	◀ 30 ▶	
Max Volume Value	◀ 100 ▶	
On Channel	◀ Off ▶	
On Channel Number	◀ 30 ▶	
Enable Main Menu	◀ Off ▶	

Input the "SOURCE and 2233 " as a password to enter the hotel setting.  
Press the " ▲/▼ " buttons to select the item, and then use " ◀/▶ " button to adjust.

### Hotel Mode Enable:

Hotel Mode Master switch, ON open the Hotel Mode, OFF turn off.

### Channel Menu Display:

Menu can choose the channel or not, ON mean can choose the channel, OFF mean not.

### Channel Change:

User can change channel or not, ON can change, OFF mean not.

### Input Source Change:

User can Input Source Change or not, ON mean can change , OFF mean not.

### Fixed Volume:

OFF mean the Fixed Volume Value can not be used, ON mean can use.

### Fixed Volume Value:

Choose a value after the forthcoming volume of fixed. User can not change the Volume.

### Max Volume Value:

The maximum volume limit. The user to adjust the volume should not exceed this value

### On Channel:

If the selection is ON, the channel will be locked, user can not make any changes to the channel.

### On Channel Number:

There is a channel is default, when the user open the TV, it will show the channel automatically.

### Enable Main Menu:

If the selection is ON, the main menu will be locked, user can not make any changes to the main menu.



## Troubleshooting

### No Image and voice



#### Possible causes:

- \*Power cord, antenna or input devices are not connected;
- \*The TV set is not powered on.

#### Resolutions:

- \*Check Power cord ,antenna and input devices;
- \*Press Power key on the remote control;
- \*Press Power key on the set to power it off for 5 seconds and then re-power it on .

### No voice



#### Possible causes:

- \*The volume is too low;Muted or cancelled;
- \*Incorrect sound system.

#### Resolutions:

- \*Press Volume key to turn up the volume;
- \*Press Mute key to cancel Mute mode.
- \*Well connect connection to the background sound;
- \*Change the sound system in the menu.

### Snows and noises:



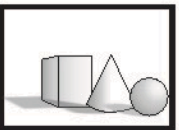
#### Possible causes:

- \*The cable is damaged or gets loose;
- \*Incorrect channel preset;
- \*Improper antenna positioning.

#### Resolutions:

- \*Check whether the connection of the antenna cable , DVD and the cables is correct;
- \*Reset channels or fine tune the channel;
- \*Adjust the direction of the antenna.

### Achromatic colour



#### Possible causes:

- \*Incorrect Colour system settings;Low chroma level setting ;
- \*Improper antenna positioning .

#### Resolutions:

- \*Change the colour system into the local system in the menu ;
- \*Increase chroma level;
- \*Adjust the direction of the antenna.

### Remote control is no effect :



#### Possible causes:

- \*Battery runs up;
- \*Incorrect battery loading;

#### Resolutions:

- \*Check the battery electricity or replace the battery;
- \*Check if the poles of the battery are correct.

## IMPORTANT NOTICE

This product composes up to 2.2 million cells and a few cell defects may occur in the manufacture of the panel. Several dead pixels (allow up to 3 bright plus 3 dark pixels) on the panel are deemed acceptable by the industry standards. In line with manufacturers and would not mean that the panel is faulty. We hope you will understand that the product which corresponds to this standard is regarded as acceptable.