## 37LV3500

## FEATURES

- LED Backlighting
- Full HD 1080p Resolution
- ENERGY STAR ${ }^{\circledR}$ Qualified
- Picture Wizard II
- Intelligent Sensor
- Smart Energy Saving
- ISFccc ${ }^{\oplus}$ Ready



## IS IT A TV? OR SOMETHING BETTER?

There's nothing like watching your favorite entertainment on the LV350O in crystal clear Full HD, with the dazzling colors of an LED display. Movies are immersive. Sports are more exciting. Your favorite shows look better than ever. It's time to kick your entertainment up a notch with LG.


LG's LED technology provides a slim profile and delivers amazing brightness, clarity and color detail, as well as greater energy efficiency compared to conventional LCD TVs.

## 

This stunning picture is the reason you wanted HDTV in the first place. With almost double the pixel resolution, Full HD 1080p gives it superior picture quality over standard HDTV.


Earning the ENERGY STAR means a product meets strict energy efficiency guidelines set by the US Environmental Protection Agency and the Department of Energy.

PANEL SPECIFICATIONS

| Screen Size | 37 " Class (37.0" measured diagonally) |
| :---: | :---: |
| Resolution | $1920 \times 1080 p$ |
| Contrast Ratio (DCR) | 2,000,000:1 |
| BROADCASTING SYSTEM |  |
| Analog | NTSC |
| Digital | ATSC/NTSC/Clear QAM (1 Tuner) |
| VIDEO |  |
| XD Engine | - |
| Aspect Ratio Correction | 5 Modes (16:9/Just Scan/Original/4:3/Cinema Zoom) |
| Color Temperature Control | 3 Modes (Warm/Medium/Cool) |
| Picture Mode | 7 Modes (Intelligent Sensor/Vivid/Standard/Cinema/ Game/isf Expert 1/isf Expert 2) |
| Just Scan 0\% OverScan | HDMI 1080p/1080i/720p |
|  | Component 1080p/1080i/720p |
|  | RF 1080i/720p |
| 24p Real Cinema (24p 5:5/2:2 Pull Down) | -(HDMI 1080 24p) |
| Expert Mode/ISFccc Ready | - |
| THX Certified Display (w/Bright Room Mode) | - |
| xvYCC | - |
| AV Mode (Picture \& Sound) | - (Cinema/Game/Sport) |
| Picture Wizard II (Easy Self Calibration) | - |
| AUDIO |  |
| Mono/Stereo/Dual (MTS/SAP) | - |
| Audio Output (Watts - THD 10\%) | 10W + 10W |
| Speaker System | 1 Way 2 Speakers |
| Dolby Digital Decoder | - |
| Surround System | Infinite Surround |
| Bass/Treble/Balance | - |
| Auto Volume Leveler | - |
| Sound Mode | 5 Modes (Standard/Music/Cinema/Game/Sports) |
| Clear Voice II | - |
| SPECIAL FEATURES |  |
| Smart Energy Saving | - |
| Intelligent Sensor | - |
| 1080p Source Input | HDMI 60p/30p/24p |
|  | Component 60p/30p/24p |
|  | RGB 60p (WXGA) |
| AV Input Navigation | - |
| Input Labeling | - |
| Child Lock | - |
| Closed Caption | - |
| SIMPLINK ${ }^{\text {TM }}$ | - |
| CONVENIENCE FEATURES |  |
| Language | English/Spanish/French/Korean |
| Auto Tuning/Programming | - |
| Channel Add/Delete | - |
| Favorite Channel Programming | - |
| Auto/Manual Clock | - |
| On/Off Timer | - |
| Auto Off/Auto Sleep | - |
| AV INPUTS/OUTPUTS |  |
| RF In (Antenna/Cable) | 1 (Rear) |
| AV In | 2 (1 Side, 1 Rear) |
| Component Video In (Y, Pb, Pr) + Audio | 2 (Rear) |
| $\mathrm{HDMI}^{\text {TM } / \mathrm{HDCP}}$ Input | 3 (2 Rear, 1 Side) |
| USB 2.0 | 1 (Side) |
| Digital Audio Out (Optical) | 1 (Rear) |

AV INPUTS/OUTPUTS (Continued)

| RGB In (D-Sub 15 Pin) - PC | 1 (Rear) |
| :---: | :---: |
| PC Audio Input | 1 (Rear) |
| Headphone Out | 1 (Side) |
| RS-232C (Control/Service) | 1 (Rear) |
| CABINET |  |
| Swivel | 20\%/20 |
| VESA Compatible | - $(200 \mathrm{~mm} \times 200 \mathrm{~mm})$ |
| Remote Control | Standard |
| POWER |  |
| ENERGY STAR ${ }^{\oplus}$ Qualified | - |
| Voltage. Hz | $100 \mathrm{~V} \sim 220 \mathrm{~V}, 50 / 60 \mathrm{~Hz}$ |
| Consumption (Max.) | 120W |
| Consumption (Average) | 87W |
| Standby Mode | <0.1W |
| DIMENSIONS/WEIGHT |  |
| TV without Stand ( $\mathrm{W} \times \mathrm{H} \times \mathrm{D}$ ) | 30.01 ¢ 19.011 $\times 1.6^{\prime \prime}$ |
| TV with Stand (WxHxD) | $30.0^{\prime \prime} \times 21.5^{\prime \prime} \times 9.4$ " |
| Shipping Dimensions (WxHxD) | $44.1^{\prime \prime} \times 26.0^{\prime \prime} \times 4.9^{\prime \prime}$ |
| TV without Stand Weight | 24.9 lbs |
| TV with Stand Weight | 28.9 lbs |
| Shipping Weight | 34.4 lbs |
| WARRANTY/UPC |  |
| Limited Warranty | 1 Year Parts \& Labor |
| UPC | 719192581289 |

