

INSIGNIA™

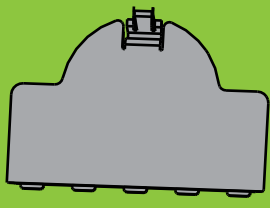
40" LCD TV 1080p
QUICK SETUP GUIDE
NS-40L240A13

Thank You
for purchasing this fine Insignia television. We hope you enjoy the quality and reliability of this product for years to come.

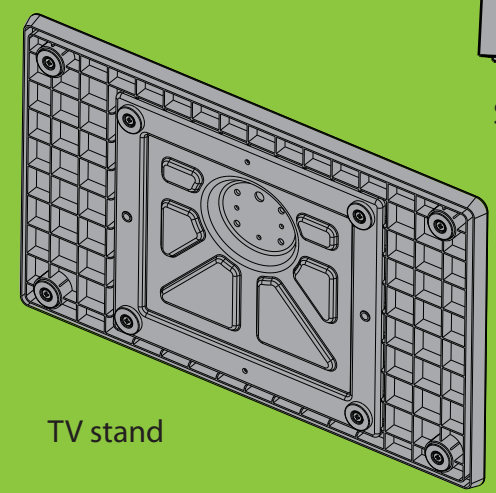


Remote control and 2 AAA batteries

ST5 (14mm) screws (4)



Stand cover

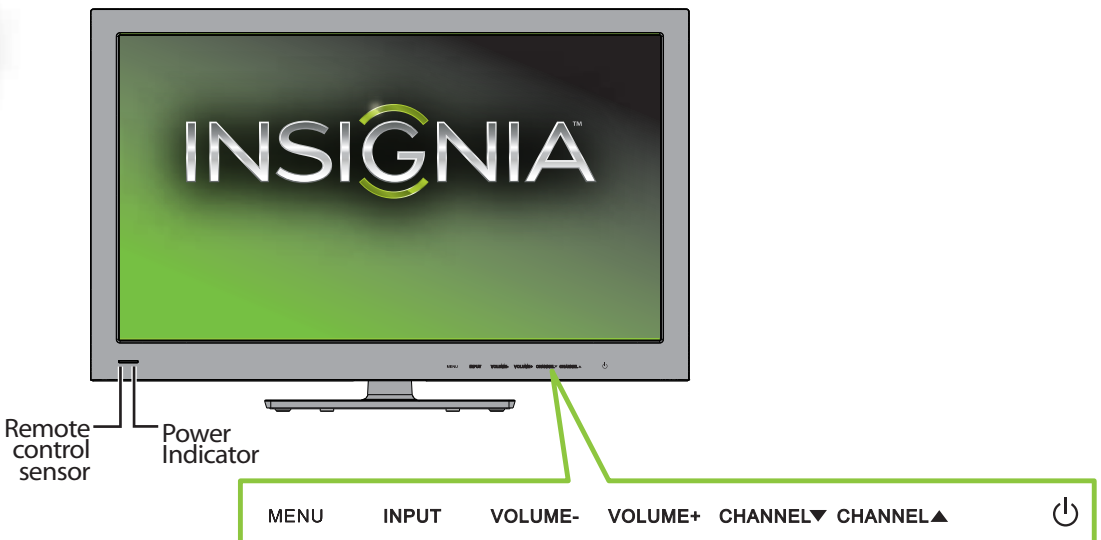


TV stand

WE ARE GOING GREEN!

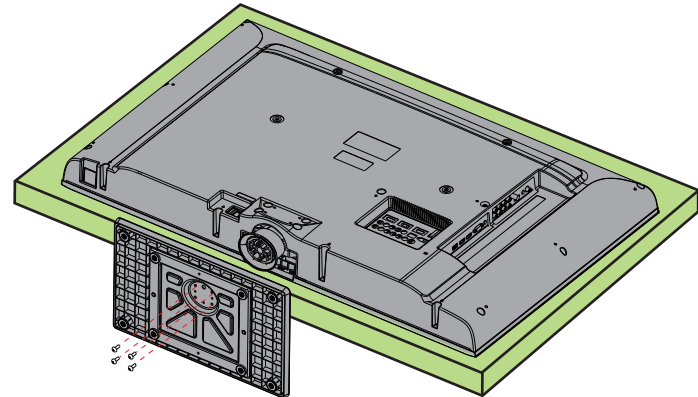
A copy of your *User Guide* is not provided in the box but is available online. Go to www.insigniaproducts.com, click **Support & Service**, enter your model number in the **Product Search** field, then click **Search**.

Front features



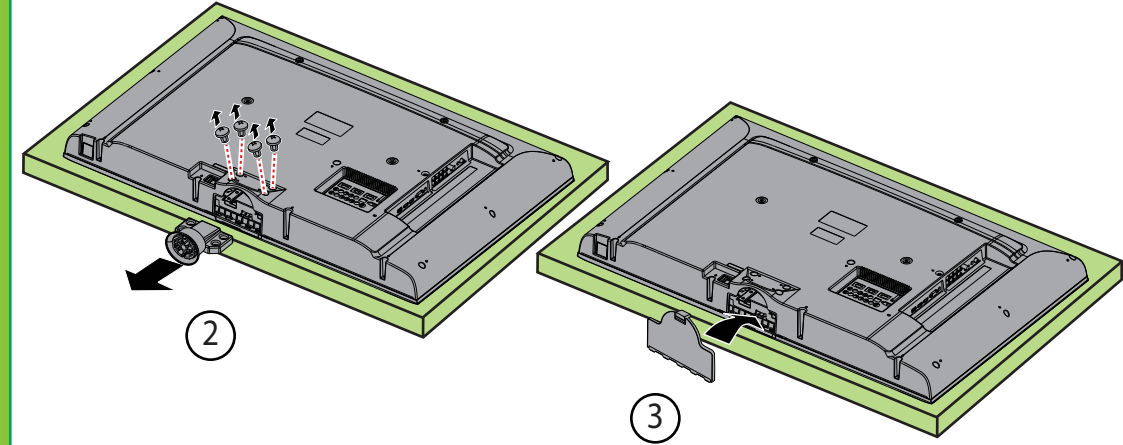
Installing the stand

- 1 Carefully place your TV screen face-down on a cushioned, clean surface to protect the screen from damages and scratches.
- 2 Secure the stand to the screen with the four provided screws.



Installing a wall-mount bracket

- 1 Carefully place your TV screen face-down on a cushioned, clean surface to protect the screen from damages and scratches.
- 2 Remove the four screws that secure the stand column, then remove the column.
- 3 Install Stand cover.
- 4 Attach the wall-mount bracket to your TV using the mounting holes on the back of your TV. See the instructions that came with the wall-mount bracket for information about how to correctly hang your TV.



Warning

This apparatus is intended to be supported by a UL Listed wall mount bracket.

Identifying cables

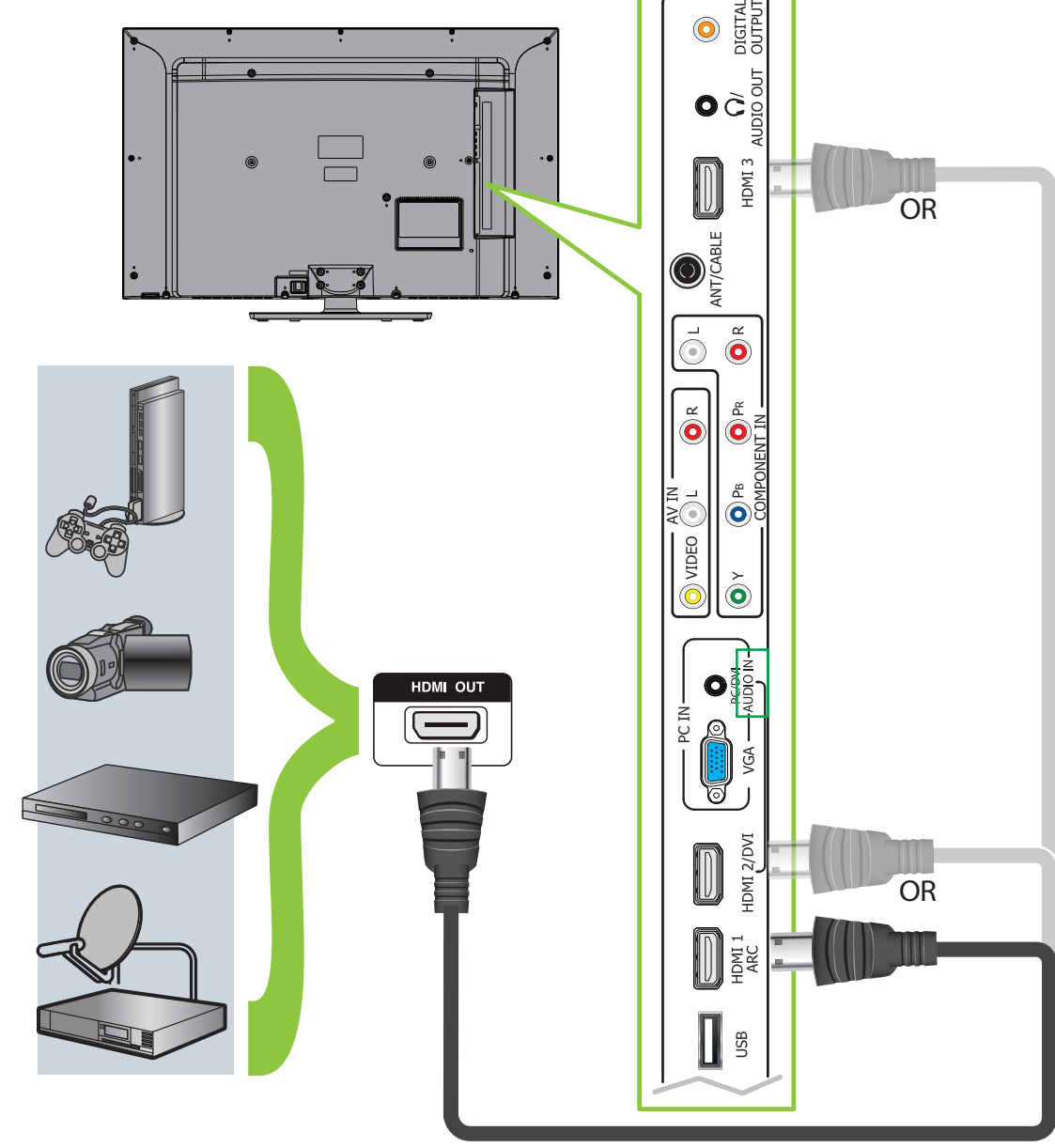
Your TV has several connection types for connecting devices. For the best video quality, connect a device to the best available connection.

Connection type	Video quality	Cable connector
HDMI video/audio	Best	
OR		
Component video and analog audio	Better	
OR		
Composite video and analog audio	Good	

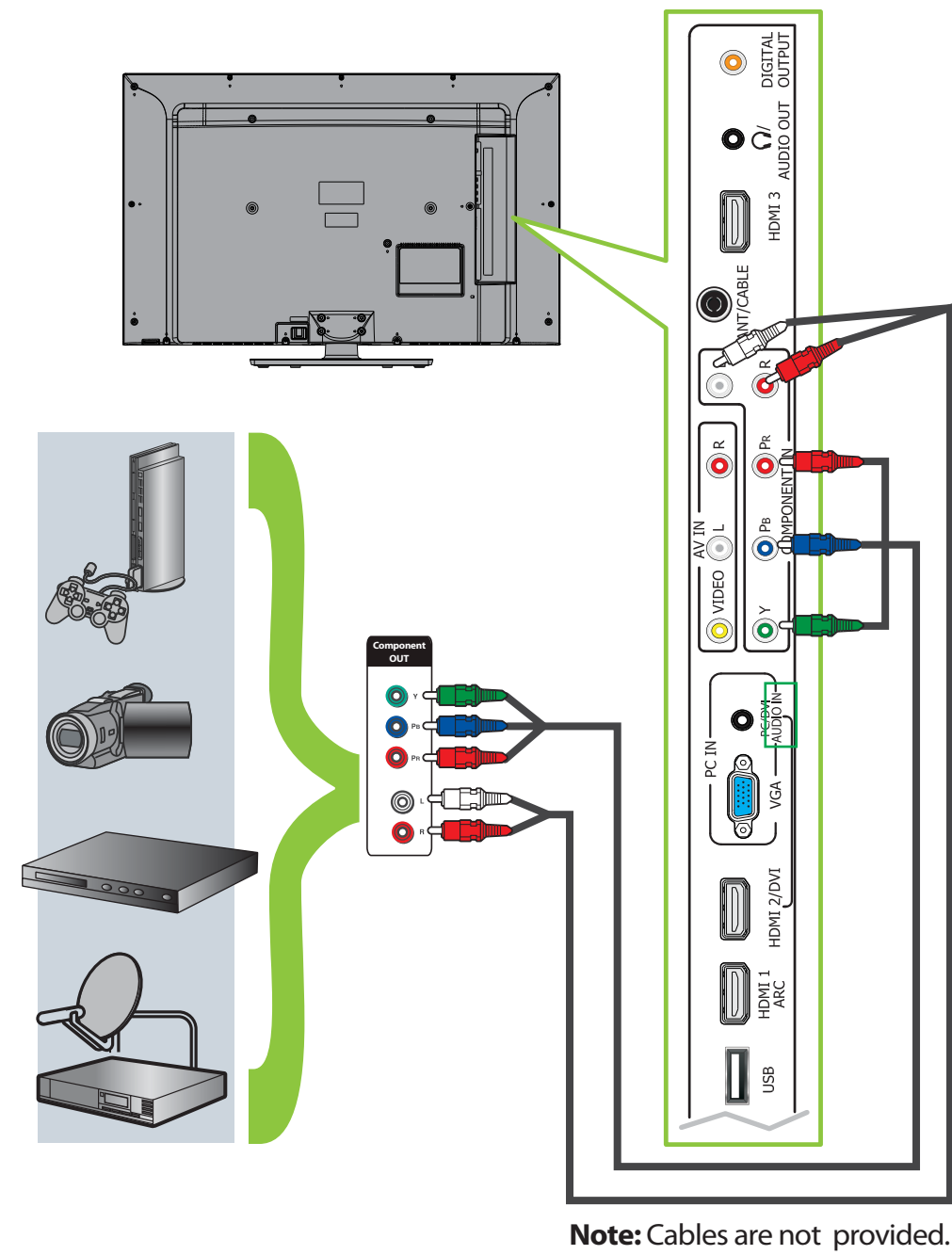
You can use the HDMI 2/DVI jack to connect a DVI device to your TV. You need to attach an HDMI-to-DVI adapter to the end of the HDMI cable that connects to the DVI device's jack.

Connecting a DVD or Blu-ray player, cable box, satellite receiver, camcorder, or game station

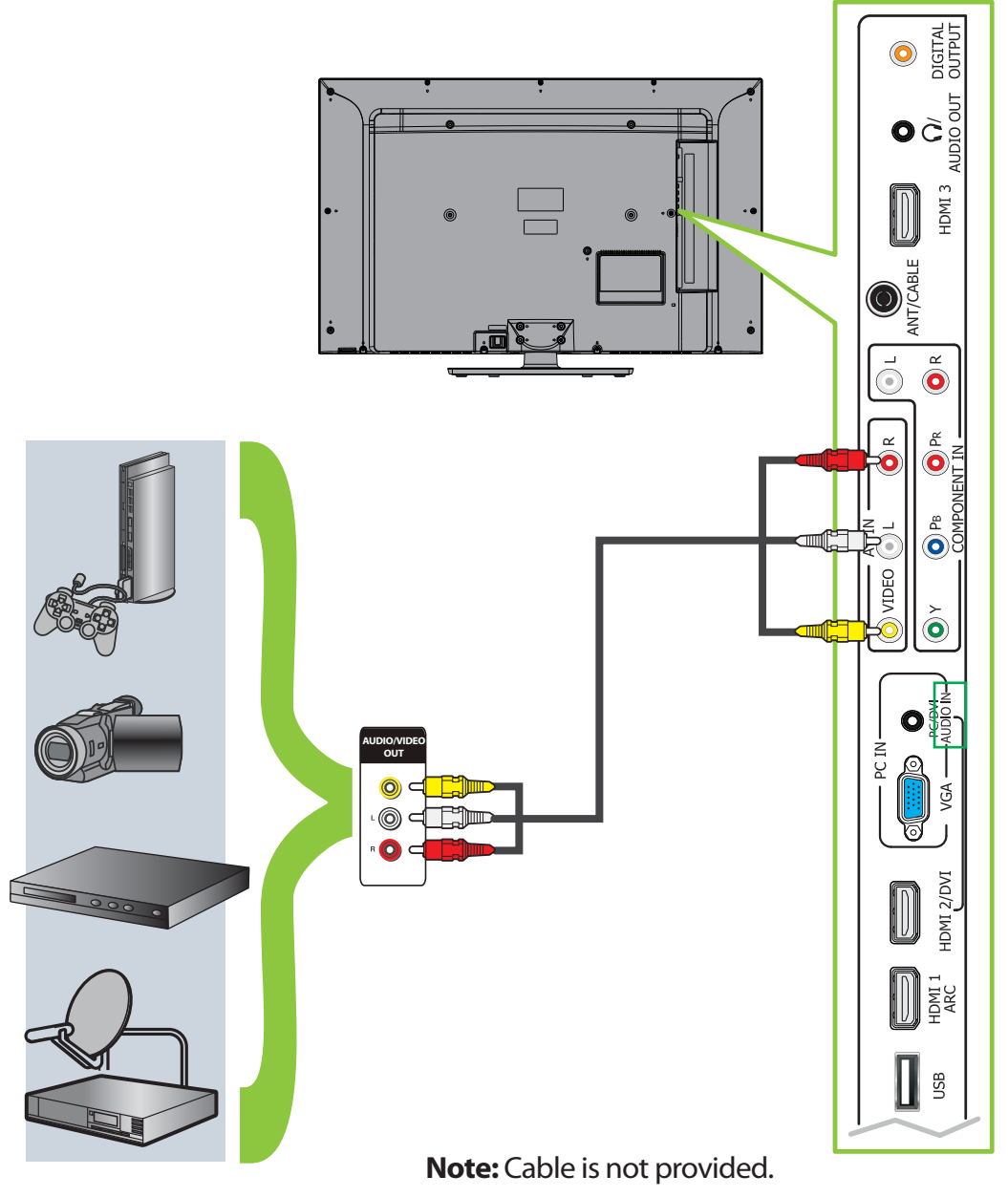
Using an HDMI cable (best)



Using component cables (better)

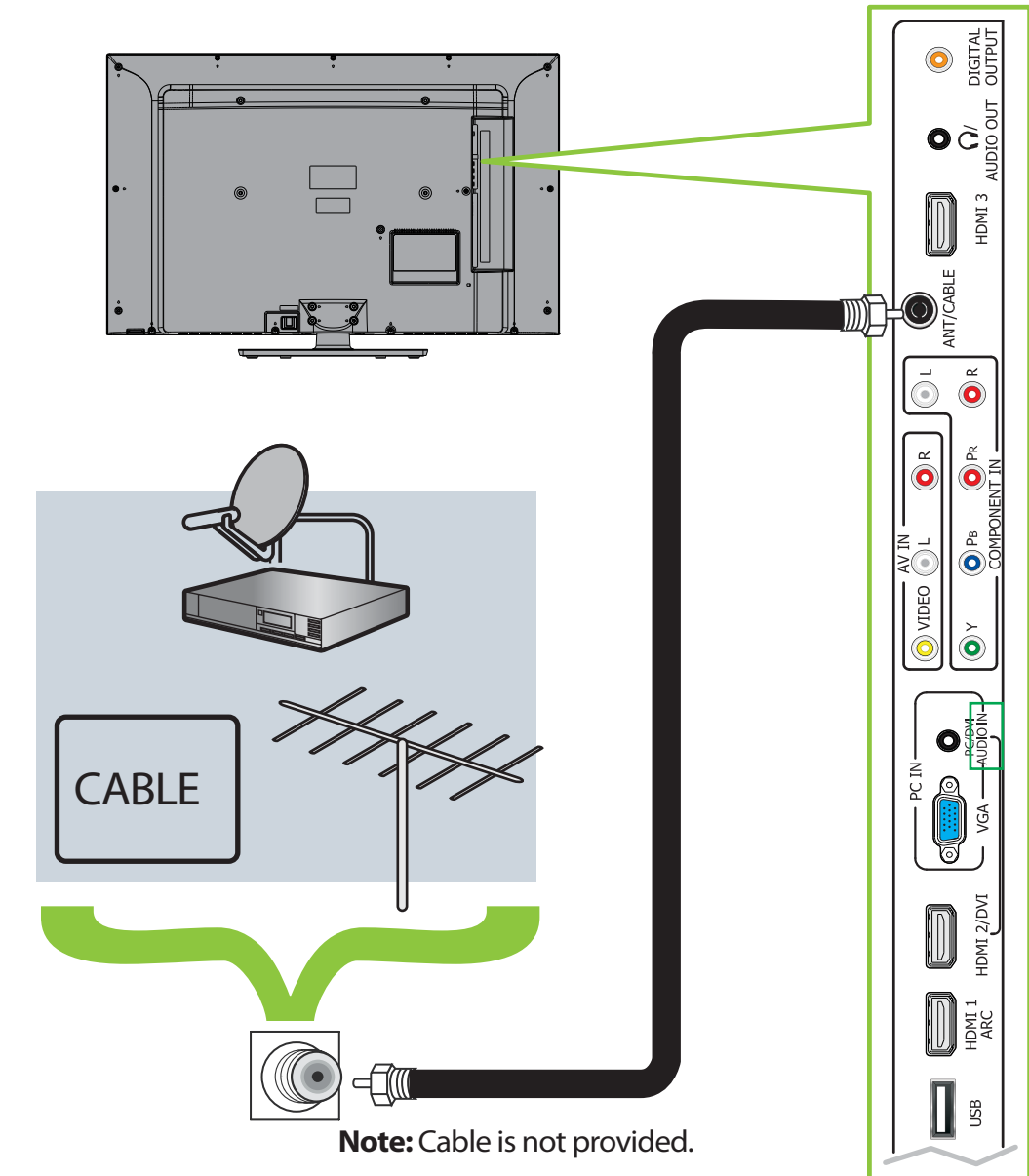


Using composite cable (good)



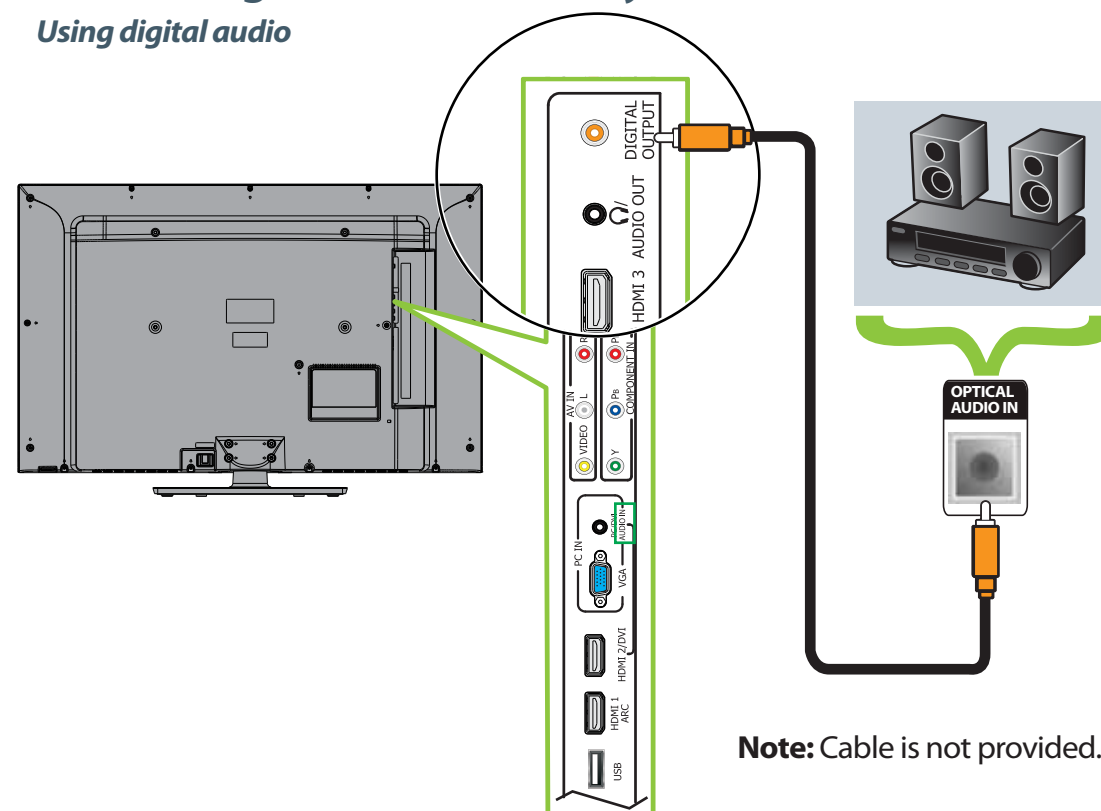
Connecting an antenna/cable wall jack

Connect a coaxial cable to the **ANT/CABLE** jack on the back of your TV and to the antenna/cable wall jack.

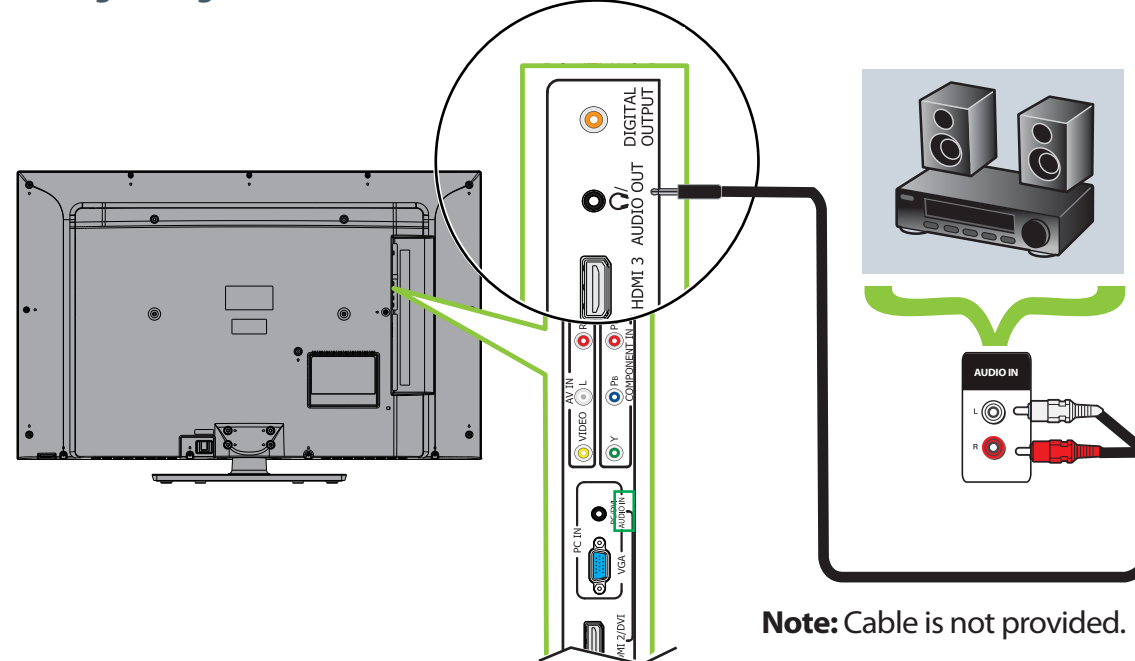


Connecting a Home Theater System

Using digital audio

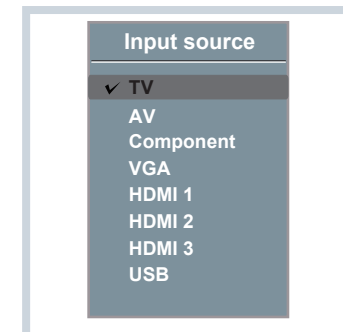
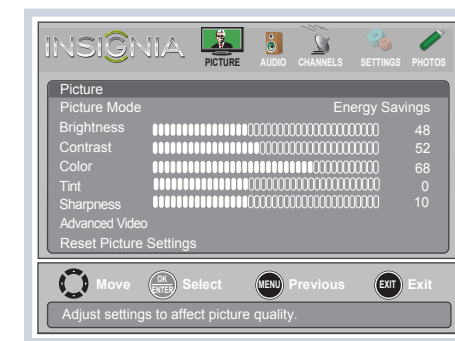


Using analog audio



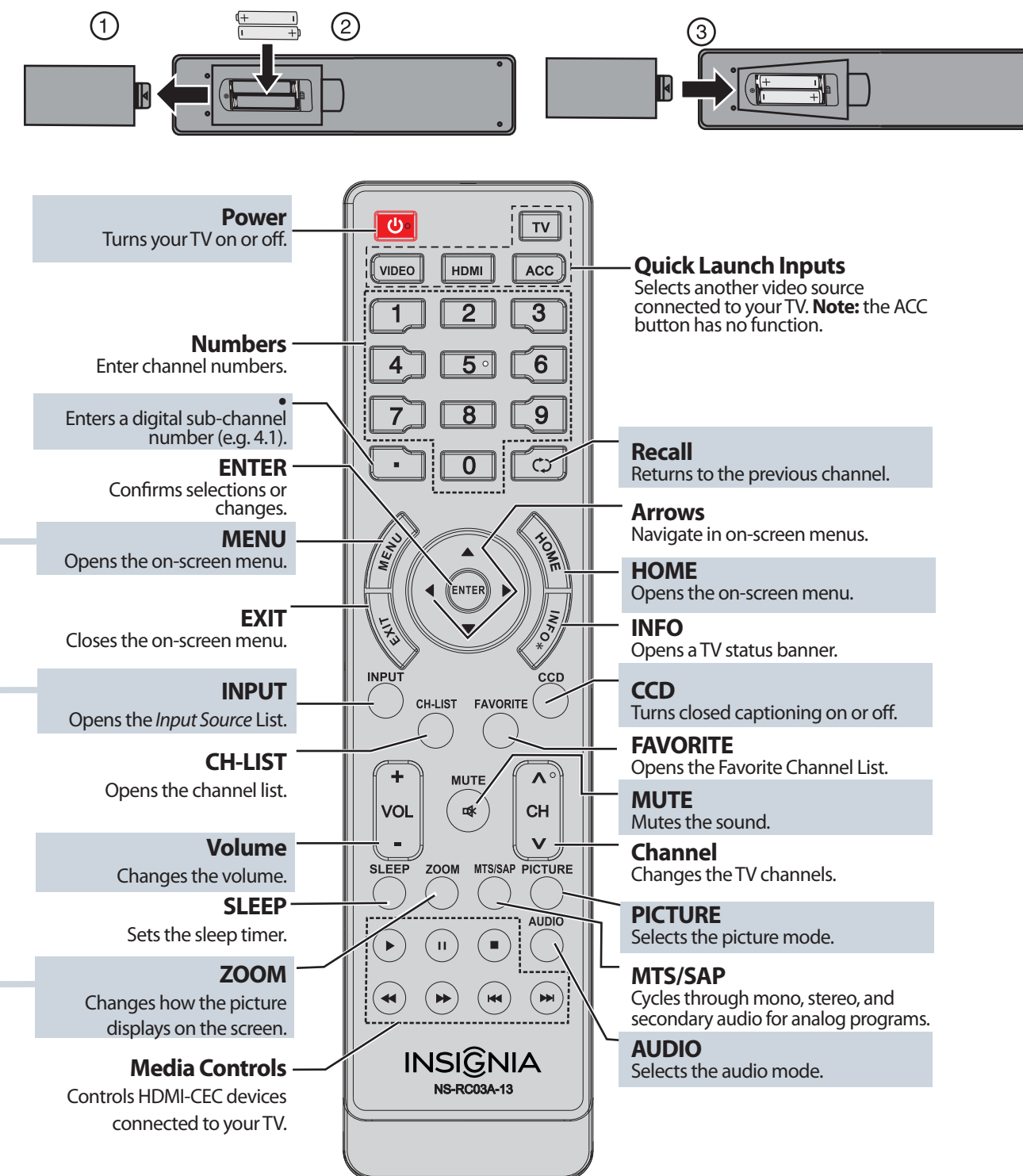
Setting up and using your remote control

- 1 Press the release button on the back of the remote to remove the battery compartment cover.
- 2 Insert two AAA batteries into the battery compartment. Make sure that the + and - symbols on the batteries match the + and - symbols in the battery compartment.
- 3 Replace the cover.



Aspect ratio options

- Normal:** Displays the original 4:3 aspect ratio with vertical black bars on the left and right hand side of the screen.
- Zoom:** Expands the image to fill the screen. The top and bottom of the image may be cropped.
- Wide:** Use this option to view content recorded in a 16:9 (wide-screen) aspect ratio.
- Cinema:** Stretches the image at the edges, but keeps a clear image in the center.
- Auto:** Automatically adjusts the image based on the screen size and the TV program. **Note:** Auto is only available when Auto Zoom in the CHANNELS menu is set to On.



Power
Turns your TV on or off.

Numbers
Enter channel numbers.

ENTER
Confirms selections or changes.

MENU
Opens the on-screen menu.

EXIT
Closes the on-screen menu.

INPUT
Opens the Input Source List.

CH-LIST
Opens the channel list.

Volume
Changes the volume.

SLEEP
Sets the sleep timer.

ZOOM
Changes how the picture displays on the screen.

Media Controls
Controls HDMI-CEC devices connected to your TV.

Quick Launch Inputs
Selects another video source connected to your TV. **Note:** the ACC button has no function.

Recall
Returns to the previous channel.

Arrows
Navigate in on-screen menus.

HOME
Opens the on-screen menu.

INFO
Opens a TV status banner.

CCD
Turns closed captioning on or off.

FAVORITE
Opens the Favorite Channel List.

MUTE
Mutes the sound.

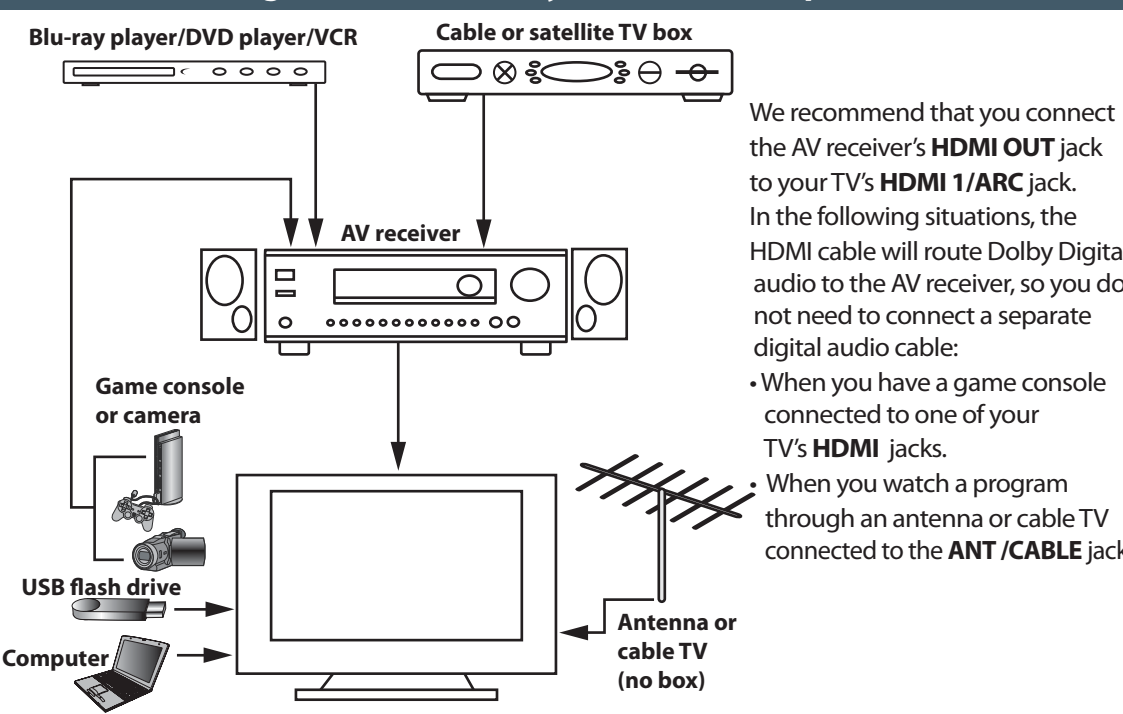
Channel
Changes the TV channels.

PICTURE
Selects the picture mode.

MTS/SAP
Cycles through mono, stereo, and secondary audio for analog programs.

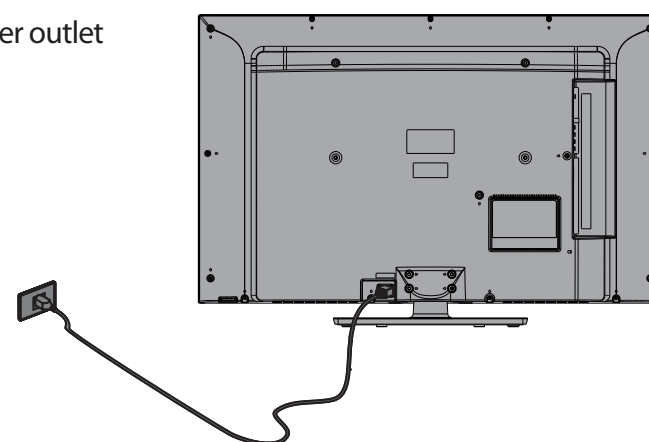
AUDIO
Selects the audio mode.

Connecting a home theater system with multiple devices



Connecting power

Plug the AC power cord into a power outlet and press the Power button.



Programming your remote control

To program a universal remote control to work with your new Insignia TV, see the table for common codes. If you have problems programming your remote or need a different remote control code, visit www.insignia.com/remotecodes for the latest remote control code information.

Universal remote TV codes											
Universal remote controls			Cable/Satellite/Set-top boxes								
One for All	Philips	RCA	Sony	Cablevision	Charter	Comcast	Cox	Direct TV	Dish Network	Time Warner	Verizon
0054	0198, 0490	135	068, 069, 078, 096, 100, 164, 168, 229, 026	068, 069, 078, 096, 100, 164, 168, 229, 026	2002, 1204, 1423, 1517, 10171, 11204, 11326, 11326, 11517, 11641, 11780, 11785, 11892, 523, 567, 577, 586	10171, 11204, 11326, 11326, 11517, 11641, 11780, 11785, 11892, 11963, 12002	1326, 1463	10171, 11204, 11326, 11517, 11564, 11641, 11963, 12002	720	400, 450, 461, 456, 10463, 1463, 0463	0091, 0198, 0490

Turning on your TV for the first time

- 1 Connect your TV's power cord to a power outlet, then press **Power**.
- 2 The **Choose Your Menu Language** screen opens. Press **▲** or **▼** to highlight a language, then press **ENTER**.
- 3 Press **▲** or **▼** to select **Auto** or **Manual**, then press **ENTER**. If you select **Auto**, the date and time are set automatically from a digital TV signal. If you select **Manual**, you can manually set the date and time. Press **ENTER**.
- 4 Press **▲** or **▼** to highlight **Home Mode** or **Retail Mode**, then press **ENTER**. If you select **Retail Mode**, a message asks you to confirm your selection. Select **Yes** or **No**. **Retail mode** is not an energy-saving mode.
- 5 Press **▲** or **▼** to highlight **Antenna**, **Cable**, or **Satellite Box**, then press **ENTER**.
 - A. If you select **Antenna**, your TV scans for available channels. The scan may take several minutes.
 - B. If you select **Cable**, a message asks if you have a cable box.
 - Select **No** if no cable box is connected. Your TV scans for available channels. The scan may take several minutes.
 - Select **Yes** if a cable box is connected. A message asks how you connected the cable box to your TV:
 - Select **AV**, **Component**, or **HDMI** if you connected a cable box to your TV using one of these cables. Read the message, then press **ENTER** to close the wizard.
 - Select **Coaxial** if you connected a cable box to your TV using a coaxial cable. Read the message, then press **ENTER** to start the channel scan (VHF channels only).
 - If you select **Satellite Box**, a message asks how you connected the satellite box to your TV:
 - Select **AV**, **Component**, or **HDMI** if you connected a satellite box to your TV using one of these cables. Read the message, then press **ENTER** to close the wizard.
 - Select **Coaxial** if you connected a satellite box to your TV using a coaxial cable. Read the message, then press **ENTER** to start the channel scan (VHF channels only).



INSIGNIA™

One-year limited warranty

See your online *User Guide* or visit www.insignia.com for details.

Need additional help?

See your online *User Guide*. This comprehensive guide includes everything from basic how-to steps to more advanced features. Check out our **online community forum** at www.insignia.com for helpful information from other Insignia TV owners.

We're here for you

www.insignia.com

For customer service, call:

877-467-4289 (U.S./Canada markets)

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