

iTV

32HF7543 - 37HF7543 – 42HF7543 - User's Manual



PHILIPS

SAFETY INFORMATION

- Disconnect mains plug when:
 - the red light below the TV screen is flashing continuously.
 - a bright white line is displayed across the screen.
 - cleaning the TV screen. Never use abrasive cleaning agents. Use a slightly damp chamois leather or soft cloth.
 - there is a lightning storm.
 - the set is left unattended for a prolonged period of time.
- No open flame sources, such as lighted candles, should be placed on or near the TV.
- Do not place your TV set under direct sunlight or heat.
- Leave at least 1/4" around each side of TV set for sufficient ventilation to avoid over-heating.
- Avoid placing set where it is likely to be exposed to rain or water (e.g. near the window).
- No objects filled with liquids should be placed on top the TV in order to avoid dripping or splashing of liquids into the set.

USEFUL TIPS

- Do not leave the television off (in standby mode) for a prolonged period of time.
- Do not re-position the television while it is switched on. Non-uniformity in screen color may result.
- Never attempt to repair a defective TV yourself. Always consult skilled service personnel.

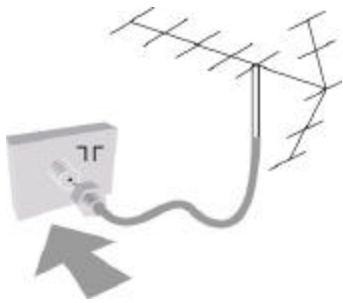
Before Calling Service

A list of common symptoms is presented as follows. Before you call for service, perform these simple checks. Some of these symptoms can be readily corrected. Note: Please become familiar with the commercial features as described in TV Installation / Setup, because the effects of several of these features, if they are not thoroughly understood, might appear as faulty operation.

Symptom	Possible Corrective Action
TV does not respond to commands (volume, channel, power), or cannot be turned on if it is off, or cannot be turned off if it is on.	Check commercial TV setup (TV installation / setup) menu settings, including power forced on, front keypad lockout, channel ring, volume maximum features.
TV turns off by itself	<ul style="list-style-type: none"> • TV automatically turns off after when no RF signal is present. • Check Energy Saving Programmability setting (see ESP) in TV installation / setup.
No power	Verify that the TV's AC power cord is plugged into the mains socket. If there is still no power, disconnect plug. Wait for 60 seconds and re-insert plug. Switch on the TV again.
No picture	<ul style="list-style-type: none"> • Check antenna connection at rear of the TV. • Possible TV station problem. Try another channel.
Picture ok, no sound.	<ul style="list-style-type: none"> • Try increasing the volume. • Check that the sound is not muted. If it is muted, press the Mute button on the remote control to restore sound. • Check the MAX VOLUME settings in the setup menu
Sound ok, but poor color or no picture	Check picture adjustments (brightness, contrast, color, tint).
Snowy / noisy picture	<ul style="list-style-type: none"> • Check antenna, cable, and/or set-top box connections and antenna / cable. • Possible electrical interference from appliances or other sources.
Double images / "ghost" images	Check antenna, cable and/or set-top box.
Television does not respond to remote control.	<ul style="list-style-type: none"> • Check batteries. • Aim remote control handset directly at remote control sensor lens on the TV.
Channel Change to digital channels is slow	The first time a digital channel is tuned, the tuning time will be slow as information embedded in the signal is processed. After that digital channel tuning will be faster.

Note: These televisions are shipped in commercial mode with the processing of PSIP Virtual Channel Table (VCT) disabled. To enable PSIP VCT processing, see the Hotel Mode Menu section.

Basic Television Connection



Antenna Connection

- Connect the antenna or RF cable signal to the 75-ohm RF 'F' connector socket located on the TV's rear jack panel.



117 VAC 60 HZ

Mains Connection

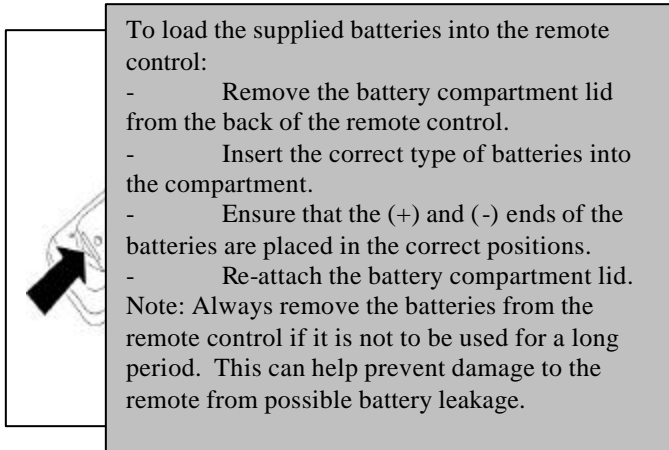
- Verify that the mains voltage and frequency are correct. Please refer to the product labeling and documentation.
Note: The power button on the front panel does not disconnect the television from the AC mains; it toggles the TV's power mode between on and standby. To completely remove AC mains power, you must unplug the AC mains plug.



Switching on the Set

- Press the power button on the TV's front panel or on the remote control to switch on the set.
Note 1: If the TV is in commercial mode, it might not respond to the front panel or the remote control, depending upon the TV's mode and setup configuration. Please refer to the section TV Installation and TV Setup Menu in this documentation for more information.
Note 2: See Mains Connection, above.

Use And Care of Remote Control



REMOTE CONTROLS

The following remote controls are applicable to the Philips' HF-series television products. These can be used for guest control functions and setup and configuration purposes.



RC2888/01
Guest Remote



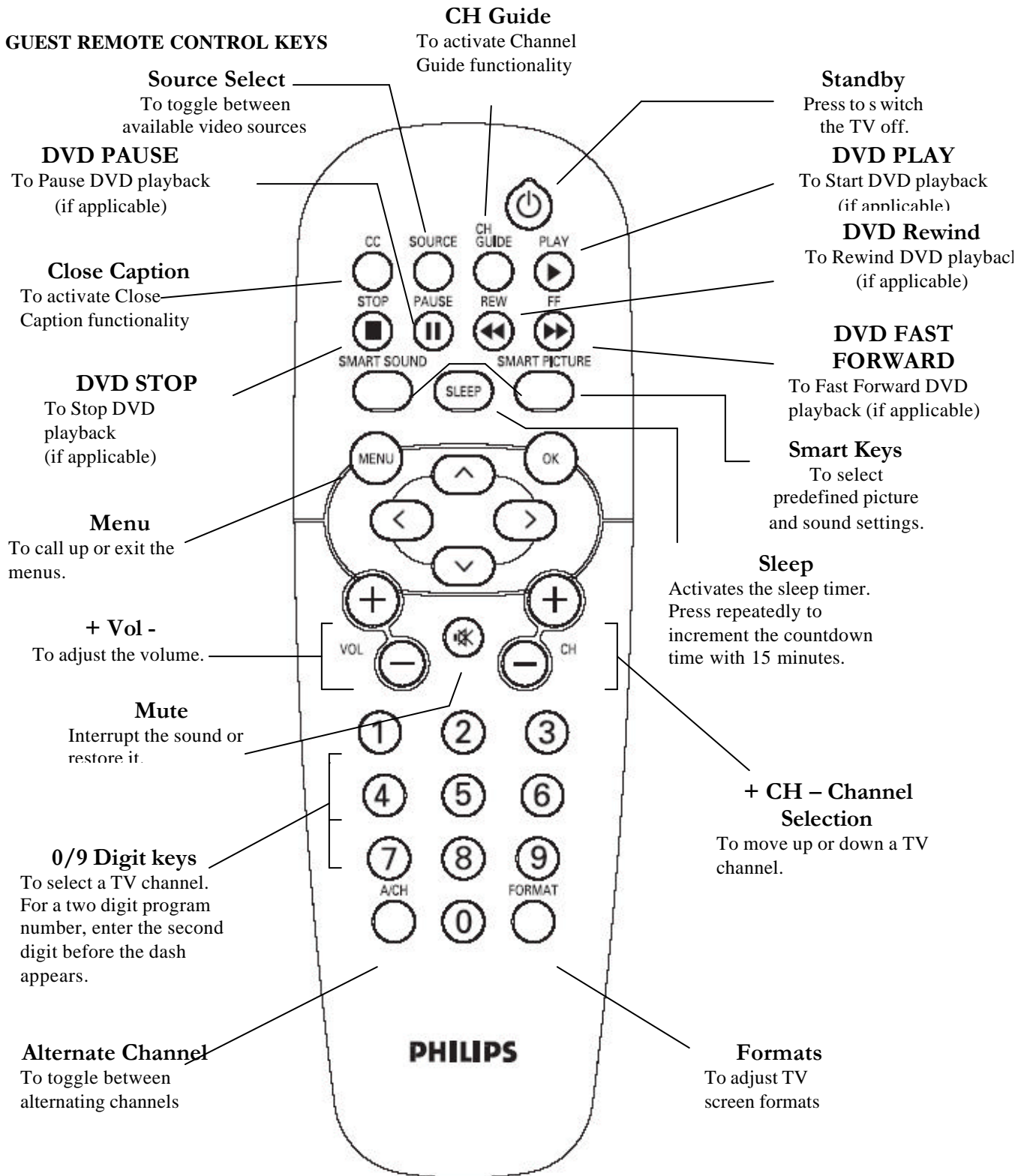
RC2573GR
Setup Remote
(Optional)

A Guest Remote may be used to access a limited menu and to perform the basic control functions of the television. Remote control RC2573GR is an optional remote control specifically for configuring Institutional TV / Business Display Solutions features and SmartCard settings. Refer to the documentation for the RC2573GR for detailed information. Remote controls are optional accessories for all HF-series products and must be purchased separately.

When the RC2573GR is in its setup mode and RECALL is pressed, information similar to below will appear on the TV screen. This information describes the TV chassis firmware version, diagnostic codes, setup information, and other service and technical data regarding the television configuration.









Line 1 shows the SmartPort Processor part number. Line 2 shows the software version number. Line 5 shows the model number of the set (no distinction is made on screen size). Lines 3, 4, 6 are blank. Line 7 shows the communication mode (always SP-SPI for these models) and the status of the SmartPort, either online or offline. Line 8 shows the source or channel that has been selected and if a signal is detected on that source (Tuned or Not Tuned). Below is an example screen:

```
01 3104 337 01381  
02 IJ5U1-1.0  
03  
04  
05 MODEL xxHF7543 / 37  
06  
07 COMMUNICATION SP-SPI ONLINE  
08 TV 3 TUNED
```



TV Setup Main Menu

SETUP	
LANGUAGE	ENGLISH
COMMUNICATION	>
CHANNEL INSTALL	>
SWITCH ON / OSD	>
SECURITY	>
CONTROL	>
CLOSED CAPTION	>

- To enter, press “M” on the RC2573GR setup remote control.
- To scroll through the menu, press  () or  () (cursor up / down) on the remote control. A highlight indicates that the respective menu item's setting is selected for modification.
- To modify the setting of the selected menu item press  () or  () (cursor left / right).
- To exit, press “M” on the RC2573GR setup remote control.

TV Setup Menu and Sub-Menus

LANGUAGE

(English / Espanol / Francais)

When you first enter the TV SETUP menu, LANGUAGE is highlighted. You can scroll to the LANGUAGE item. Select the desired language with cursor left or cursor right.

COMMUNICATION

COMMUNICATION	
COMMERCIAL MODE	YES/NO

COMMERCIAL MODE

COMMERCIAL MODE is normally YES during typical operation in BDS Television applications. When Commercial Mode is NO, the television's Hotel Mode Menu may be accessed. The user sends the sequence 3 1 9 7 5 3 MUTE to invoke the hotel mode sub-menu.

The specific steps for entering Hotel Mode Menu, setting Hotel Mode to No, making changes to the consumer set and then reversing the process are as follows:

1. Using RC2573GR setup remote, enter setup menu
2. Go to "Communication" item and right arrow to select
3. Set "Commercial Mode" to No
4. Exit setup menu (press "M" twice)
5. Press sequence 3,1,9,7,5,3, mute to enter "Hotel Mode Menu"
6. Set Hotel Mode to No
7. Scroll down to Store, press right arrow to go to "Store" on the right side of screen. Press "F" button to get "Store Completed"
8. Remove AC power from set for at least 5 seconds
9. Power on set. Set is now in consumer mode and changes can be made to the non-commercial settings.
10. When finished with consumer settings, press sequence 3,1,9,7,5,3, mute to enter "Hotel Mode Menu"
11. Set Hotel Mode to yes, scroll down and ensure PSIP** is set to desired setting. Scroll down to Store, press right arrow to go to "Store" on the right side of screen. Press "F" button to get "Store Completed"
12. Remove AC power from set for at least 5 seconds and then restore AC power to set. Set is now back in Hotel mode
13. Wait about 10 seconds (you will hear a click around that time), then press power button on setup remote (in setup mode)
14. Wait a few seconds and press "M" to invoke menu.
15. Go to "Communication" item and right arrow to select
16. Set "Commercial Mode" to Yes
17. Exit setup menu (press "M" twice)
18. Press power button on setup remote to turn set off and then turn back on to ensure settings are saved.
19. Set should now work as a commercial set

** ATSC digital terrestrial broadcast channels send information along with the television signal that is known as PSIP information. PSIP information contains data such as the channel numbers that will normally be seen by the viewer of the channel. These channels are virtual channels meaning the channel numbers displayed may not represent the channel numbers where the signals are physically located. In normal viewing of ATSC signals by consumers, these virtual channels are used when tuning. However, in some commercial applications there is a desire not to use virtual channels and instead use the physical channel numbers when tuning.

The Hotel Mode Menu allows the selection of "PSIP" to either Yes or No. Setting PSIP to Yes means that the PSIP Virtual Channel Tables will be processed and used when tuning digital signals. Setting PSIP to No means PSIP Virtual Channel Tables will not be processed and digital channels will be tuned using the RF channel location and MPEG program number as defined in PAT/PMT.

CHANNEL INSTALL

(>)

The CHANNEL INSTALL menu allows the user to configure the channels that can be accessed. When installing the channels, different inputs can be mapped to TV channels to allow seamless integration into the channel map. The two sections below explain how to install analog channels and AV inputs, and how to install digital channels.

Installing Analog channels

When selected, CHANNEL INSTALL menu appears as follows. Configure the inputs and channels as described.

CHANNEL INSTALL	
CHANNEL	TV 1 – 125
SOURCE	ANALOG/DIGITAL / AV 1 / AV 2 /HDMI 1/HDMI 2/SIDE AV
RING	SAVED
LABEL	() >
AUTO INSTALL TV	>

- **CHANNEL:**
Select the channel you wish to configure.
- **SOURCE:**
Select the input source that you wish to associate with the specified CHANNEL. This feature enables you to “map” (re-assign) a numeric channel number to a video input, rather than to its normal RF TV channel (i.e. ANALOG). In other words, TV channel 2 could be used to select the AV 1 video input instead of RF (ANALOG) channel 2. Special instructions for mapping digital channels are included below.
- **RING:**
Specify whether the current channel or input is to be SAVED to or DELETED from the channel ring (i.e., list of channels available for selection by means of a standard guest remote control).
- **LABEL:**
Input a maximum of 8 characters for the channel's label. Cursor to the right to start the first character. Cursor left or right to navigate between character positions within the label field. Cursor up or down to select characters from the list: A to Z, 0 to 9, -, ., /, :, =, ?, ;, <, >, @ or space. To edit, re-input the character at its position. To exit, press “M” to navigate out of the label editing field.
- **AUTO INSTALL TV:**
When AUTO INSTALL TV is selected, the TV performs an automatic search for the presence of viable RF analog signals at its tuner input. Channels 1 through 125 will be checked. When a viable signal is detected on a given channel, that channel is added to the channel ring. Any command from a remote control terminates the AUTO PROGRAM session.

Installing Digital Channels

CHANNEL INSTALL	
CHANNEL	TV 1 – 125
SOURCE	DIGITAL
RING	DELETED / SAVED
MAJOR	0 – 999
MINOR	0 – 999
LABEL	() >
AUTO INSTALL TV	>

- **CHANNEL:**
Select the channel or input you wish to configure.
- **SOURCE:**
When DIGITAL is selected two additional entries are added to the menu to allow for mapping the digital channels.
- **RING:**
Specify whether the current channel or input is to be SAVED to or DELETED from the channel ring (i.e., list of channels available for selection by means of a standard guest remote control).
- **MAJOR:**
This item indicates the Major channel of two-part ATSC channel number if PSIP is YES in the Hotel Mode Menu. This item indicates the RF channel number if PSIP is set to NO.
- **MINOR:**
This item indicates the Minor channel of two-part ATSC channel number if PSIP is YES in the Hotel Mode Menu. This item indicates the Program number as defined by PMT if PSIP is set to NO.
- **LABEL:**
Input a maximum of 8 characters for the channel's label. Cursor to the Right to start the first character. Cursor left or right to navigate between character positions within the label field. Cursor up or down to select characters from the list: A to Z, 0 to 9, -, ., /, :, =, ?, ;, <, >, @ or space. To edit, re-input the character at its position. To exit, press "M" to navigate out of the label editing field.

SWITCH ON / OSD

SWITCH ON / OSD	
WELCOME MESSAGE	>
SWITCH ON CHANNEL	TV 2
SWITCH ON VOLUME	30
SWITCH ON PIC FMT	WIDESCREEN
POWER ON	STANDBY
VOLUME INDICATOR	YES
CHANNEL DISPLAY	ALL
3 DIGIT ENTRY	NO

- **WELCOME MESSAGE:**
 A welcome message (two lines, 20 characters) can appear on-screen when the set is powered on. The message remains on-screen until the TV receives a command from the remote or front panel or times out in 25 seconds. When the WELCOME MESSAGE setup menu item is highlighted, cursor right or left to invoke the MESSAGE sub-menu. Cursor up or down to select the desired MESSAGE sub-menu item. Press MENU to return to the SETUP main menu.
- **SWITCH ON CHANNEL:** TV 1-TV 125/HDMI 1/HDMI 2/SIDE AV/AV 1/AV 2/ / STANDARD)
 Specify the channel / input to which the TV will be tuned when it is powered on. If STANDARD, the channel at power-on will be that to which the TV was tuned at last power-down. If specified (e.g., 2, AV1, etc.), then that will always be the channel / input at power-on, until SWITCH ON CHANNEL is changed.
- **SWITCH ON VOLUME:** (STANDARD / 0 - 99)
 Specify the volume setting that takes effect when the TV is powered on. If STANDARD, the volume at power-on will be the volume at which the TV was prior to last power-down. If specified as 0 - 99, that will always be the volume at power-on, until SWITCH ON VOLUME is changed.
- **POWER ON:** (STANDBY / FORCED ON)
 STANDBY: The TV will be in standby mode when AC mains power is first applied after having been disconnected.
 FORCED ON: The TV will turn ON whenever AC mains power is applied. This feature allows the TV's power status to be controlled, for example, from an AC mains breaker. In addition, the set cannot be put into standby with a guest remote or using the front panel power key.
- **VOLUME INDICATOR:** (NO / YES)
 When VOLUME INDICATOR is set to YES, an OSD graphic appears that provides visual verification (e.g. "VOLUME 15") during volume adjustment, by means of either the remote control, or the front panel (if it is not locked out).
- **CHANNEL DISPLAY:** (NONE / NUMBER / LABEL / ALL)
 Specifies which of the respective channel properties are displayed by the TV's OSD when a channel or input is first selected.
- **3 DIGIT ENTRY:** (NO / YES)

 - YES: The TV, upon receiving a remote control digit command, "expects" to receive up to two more successive remote control digit commands (e.g. 123, 012, etc.) before tuning the intended channel. The television will display, in

the upper left-hand corner of the screen, each digit as it is received, followed by a hyphen '-', indicating that the TV is "waiting" for the next digit (see Note).

- NO: The TV, upon receiving a remote control digit command, "expects" to receive one more successive remote control digit command before tuning the intended channel (see Note).

Note: Successive digit commands must occur within two seconds, or the TV will interpret the previously received digit(s) as constituting the intended channel and tune accordingly.

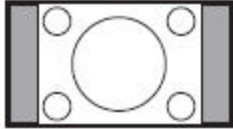
- **SWITCH ON PIC FMT:** (AUTO / 4:3 / ZOOM 14:9 / ZOOM 16:9 / SUBTITLE ZOOM / WIDESCREEN / SUPERZOOM)

Set the default screen format of the television at Power On.

The pictures you receive may be transmitted in 16:9 format (wide screen) or 4:3 format (conventional screen). 16:9 pictures sometimes have a black band at the top and bottom of the screen (letterbox format). This function allows you to optimize the picture display on screen.

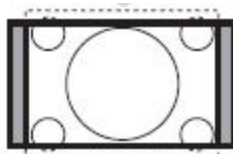
Using the different formats

Select the preferred format from the SWITCH ON PIC FMT menu item in the setup screen, or (if applicable) use the Format button on the Remote Control to select the different modes: 4:3, Zoom 14:9, Zoom 16:9, Subtitle zoom, Super Zoom, and Widescreen.



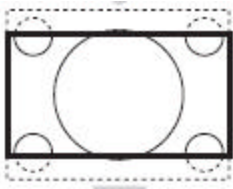
4:3

The picture is reproduced in 4:3 format and a black band is displayed on either side of the picture.



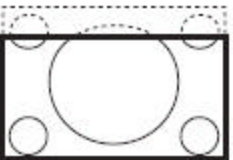
Zoom 14:9

The picture is enlarged to 14:9 format, a thin black band remains on both sides of the picture.



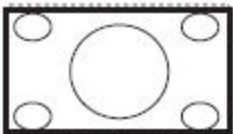
Zoom 16:9

The picture is enlarged to 16:9 format. This mode is recommended when displaying pictures that have black bands at the top and bottom (letterbox format).



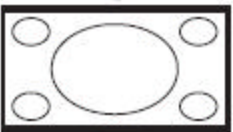
Subtitle Zoom

This mode is used to display 4:3 pictures using the full surface of the screen leaving the subtitles visible.



Super Zoom

This mode is used to display 4:3 pictures using the full surface of the screen by enlarging the sides of the picture



Widescreen

This mode restores the correct proportions of pictures transmitted in 16:9 using the full screen display.

SECURITY

SECURITY	
SECURITY	STANDARD
KEYBOARD LOCK	NO

- **SECURITY** **(STANDARD / HIGH)**
Special feature for commercial use only.
- **KEYBOARD LOCK** **(NO / YES)**
NO: The TV's keyboard is operational.
YES: The TV's keyboard is disabled.

CONTROL

CONTROL	
ESP	OFF
SOURCE MENU ITEM	YES
PIC FMT MENU ITEM	YES
CHANNEL GUIDE	YES
MAX VOLUME	99

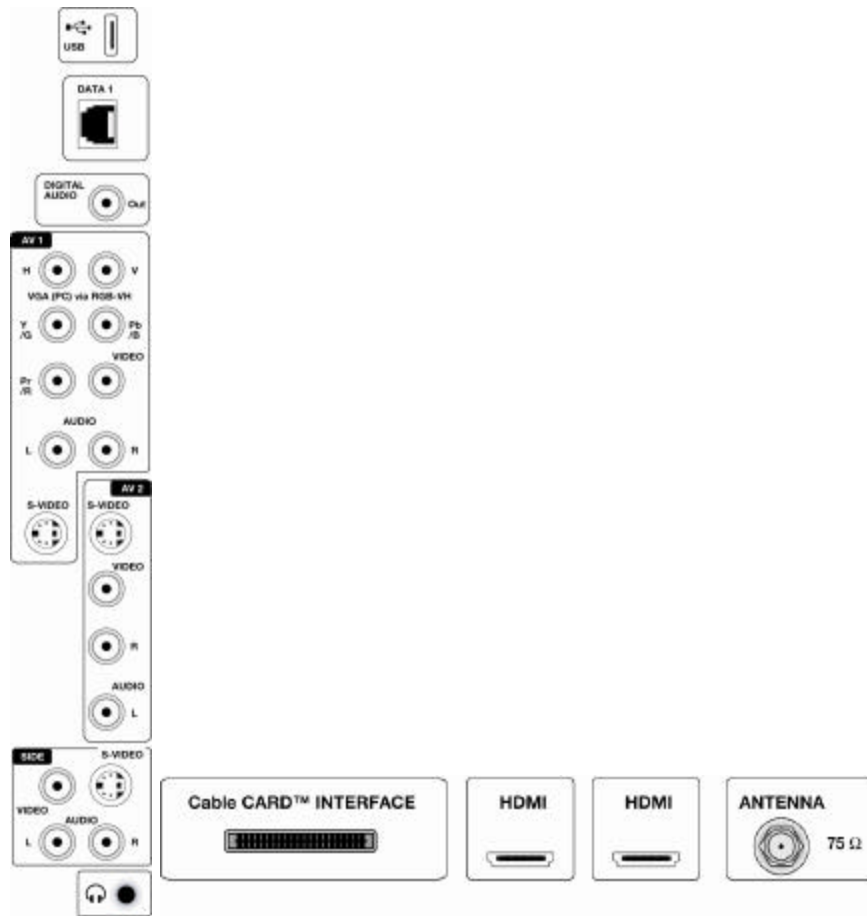
- **ESP** **(OFF / 1 HR / 2 HR / ... / 99 HR)**
Energy Saving Programmability. This feature enables the TV to automatically power-down after a specified period of time, if during any such period it receives no commands from the front panel or remote control. This is an energy-saving feature that assumes that the TV, after the specified period of inactivity, is no longer being viewed.
- **SOURCE MENU ITEM** **(NO / YES)**
This feature provides the option to display or delete the source option from the guest menu.
- **PIC FMT MENU ITEM** **(NO / YES)**
This feature provides the option to display or delete the picture format option from the guest menu.
- **CHANNEL GUIDE** **(NO / YES)**
The channel guide feature provides an on-screen summary listing of the RF (tuner) channels that are currently in the channel ring (see CHANNEL INSTALL -> CHANNEL RING) and have been assigned labels (see CHANNEL INSTALL -> LABEL).
- **MAX VOLUME** **(0 - 99)**
Specify the highest volume setting possible by means of either the remote control, or the front panel (if it is not locked out).
Note: The MAX VOLUME setting is effective whether the volume command is issued from the front panel (if it is not locked out), a standard guest-mode remote control, or an RC2573GR setup remote in setup mode.

CLOSED CAPTION

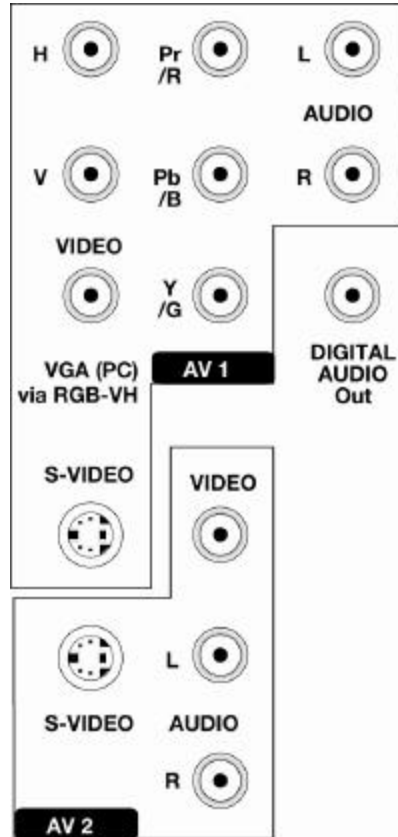
CLOSED CAPTION	
SAVE CC	YES/NO
CC	CC OFF / CC ON / CC ON MUTE
DIGITAL CC MODE	CS1 / CS2 / CS3 / CS4 / CS5 / CS6
ANALOG CC MODE	CC1 / CC2 / CC3 / CC4 / TXT1 / TXT2 / TXT3 / TXT4
EXIT	>

- **SAVE CC**
If yes, saves the state of the closed caption settings chosen in the guest menu when the TV is put into standby or powered off. If no, the settings are restored to their default condition when the TV is put into standby or powered off.
- **CC**
Allows Closed captions to be enabled, disabled, or enabled only while the volume is muted.
- **DIGITAL CC MODE**
The settings displayed represent the Closed Caption services available on digital channels.
- **ANALOG CC MODE**
The settings displayed represent the Closed Caption services available on analog channels.

32HF7543 Rear and Side Jack Panel Connections



37/42HF7543 Rear Jack Panel Connections



37/42HF7543 Bottom Jack Panel Connections

