



Happy
Little
Things

SMART LED TV

40FF2340

USER MANUAL

Important

Please read this manual carefully before operating your product and retain this manual for future reference. Follow all instructions and explanations while handling & installing your product. Keep the operating instructions handy for later use. If the product is sold or passed on, then ensure that the new owner always receives this manual.

A little preventive care on your part can help prolong the life a usage of the product.

Read our user manual & warranty card carefully before operating the

ATTENTION:

This product is qualified for the BEE Star rating in the default mode. The Objectives of Star Labeling Program is designed to promote energy efficient products and practices. When the television is initially set up, it is designed to meet the BEE Star Labeling requirements while maintaining optimum picture quality.

- Changes to certain functionality of this television (TV Guide, Picture/sound etc) may change the power consumption.
- Depending upon such changed setting (Retail / store mode), the power consumption may vary which possibly could exceed the stated energy consumption.

E-Waste Information

Environmental Information

(Correct disposal of this product as per E-waste Management and Handling Rules)



■ This marking on the product, accessories or literature indicates that the product and its electronics accessories (e.g. charge, battery, cables, etc.) should not be disposed off with other household waste at the end of their working life.

Electronic equipments contain many hazardous metallic contaminants such as lead, cadmium and beryllium and brominated flame-retardants. Improper handling and/or improper recycling of the Electronic Waste results in these hazardous metals/ substances getting released into our eco and biological system, thereby leading to various health hazards. So, to prevent possible harm to the environment or the human health from uncontrolled waste disposal, please separate these items from other type of waste and recycle them responsibly to promote the sustainable reuse of material resources.

Do's

- Always drop your used electronic products, batteries and accessories after end of their life in nearest authorized collection point/center or hand over to authorized recycler for disposal.
- Drop the discarded Electronic Equipments only in the bins meant for the Electronic Waste.

Don'ts

- The product and its accessories are not meant for mixing into household waste stream or regular garbage bins.
- Do not dispose damaged or leaking Lithium ion (Li-ion) battery with normal household waste.

Information for improper disposal & handling

- Any disposal through unauthorized agencies/person will attract action under Environmental (Protection) Act 1986.
- If batteries are not properly disposed off, it can cause harm to human health or the environment.

For more information on safe disposal and recycling Please call on toll free number **1800 309 0950** or visit our website <http://www.bpl.in/pages/e-waste>, PWM EPR Regd. No. BO-20-000-10-AABCR1718E-22

Note: This product is RoHS compliant. 

Explanation of other symbols



Dolby, Dolby Audio, and the double-D symbol are registered trademarks of Dolby Laboratories Licensing Corporation. Manufactured under license from Dolby Laboratories. All rights reserved.

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YouTube, other marks are trademarks of Google LLC.

Note:- The availability of the Dolby feature depends on the model.

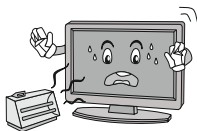
Safety instruction

IMPORTANT SAFETY INSTRUCTIONS

1. Read these instructions.
2. Keep these instructions.
3. Heed all warnings.
4. Follow all instructions.



8. Do not install near any heat source such as radiators, heat registers, stoves or other apparatus (including amplifiers) that produce heat.



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.



5. Do not use this apparatus near water.



9. Do not defeat the safety purpose of the polarized or grounding type plug. A polarized plug has two blades with one wider than other. A grounding type plug has two blades and a third grounding prong. The wide blade or the 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.

13. Unplug this apparatus during lightning storms or when unused for long periods of time.



6. Clean only with a dry cloth. Unplug this product from the wall outlet before cleaning. Do not use liquid cleaners or aerosol cleaners.



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.



14. 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 the apparatus, the apparatus has been exposed to rain or moisture, does not operate normally, or has been dropped.



7. Do not block any of the ventilation openings. Install in accordance with the manufacturer's instructions.

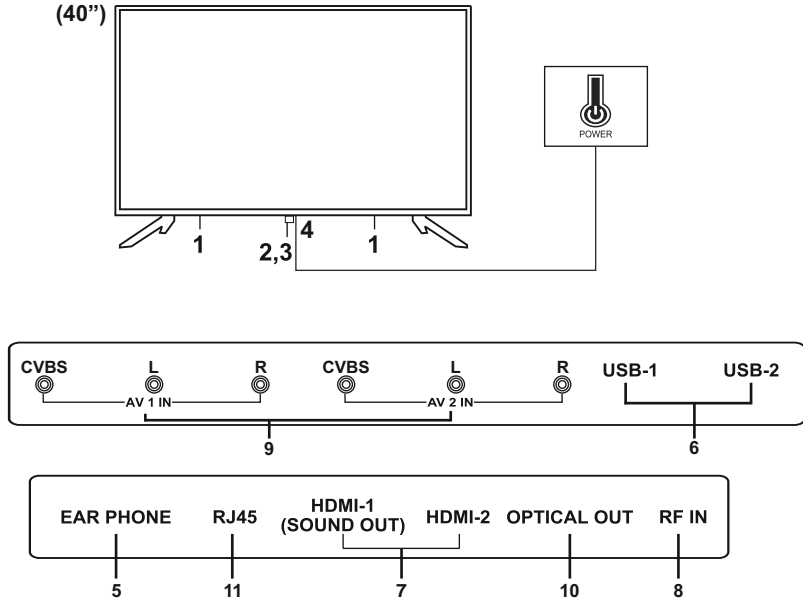


11. Only use the attachments/accessories specified by the manufacturer.

NOTE:

- Disposal of this product must be carried out in accordance to the regulations of your local authority. Do not dispose of this product with general household waste disposal.
- Occasionally, a few non-active pixels may appear on the screen as a fixed point of blue, green or red. Please note that this does not affect the performance of your product.
- Avoid touching the screen or holding your finger(s) against it for long periods of time. Doing so may produce some temporary distortion effect on the screen.
- It is not recommended to keep a certain still image displayed on the screen for a long time as well as displaying extremely bright images on screen, reduce the 'brightness' and 'contrast' when displaying still images.

Controls and Connection



1. SPEAKER

2. LED INDICATOR

When the unit is on, the indicator will be Off.
When it is on standby status, the indicator is Red.

3. REMOTE CONTROL SENSOR

To receive the infra-red signals from remote control handset.

4. POWER BUTTON

Switch On/Off the TV and menu selection.

5. EARPHONE OUT (Earphone Output Port)

6. USB IN (USB Input Port)

7. HDMI IN (HDMI Signal Input Port)

HDMI 1 is also used for Sound output function

8. RF IN (75Ohm)

TV Signal Input Port.

9. AV IN (AV Input Port)

10. OPTICAL OUT (Optical Output Port)

11. RJ45 IN (Rj45 Input Port)

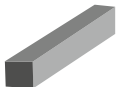
Package content



LED TV



Remote Control



Wall Mount



Warranty Card

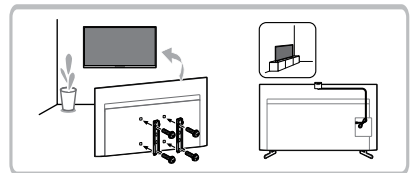


Stand and screws



2 AAA batteries

Wall Mount and Table Top Installation

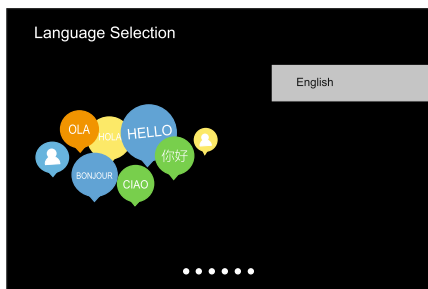


Setting up the TV Set

Setup Wizard

The system setting will appear when you open the TV on the first time. Please set according to the on-screen guide. Press **OK** button to start the setup.

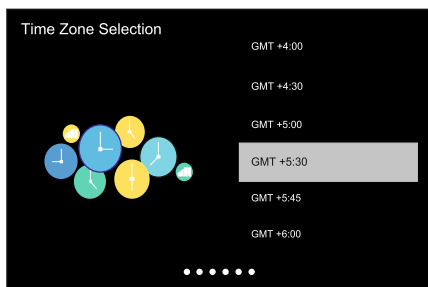
Press ▼ / ▲ button to select the language and press OK button to turn to next page.



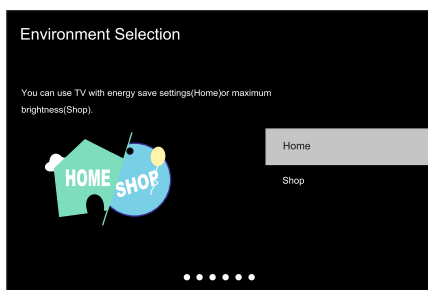
Press ▼ / ▲ button to select Country and press OK button to turn to next page..



Press ▼ / ▲ button to select Time Zone and press OK button to turn to next page.

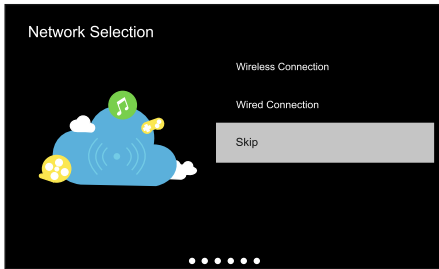


Press ▼ / ▲ button to select Environment and press OK button to turn to next page.

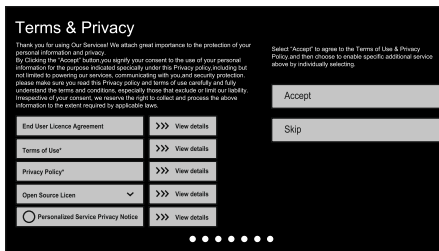


Setting up the TV Set

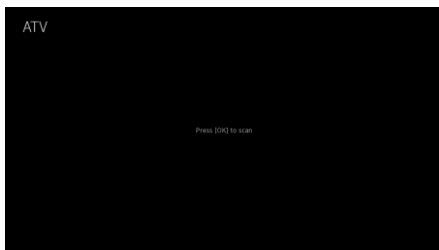
Press ▼ / ▲ button to select Network and press OK button to turn to next page.



Select "Accept" to agree to the Terms of Use & Privacy Policy, and then choose to enable specific additional service above by individually selecting. Choose different ways to activate your smart TV system.

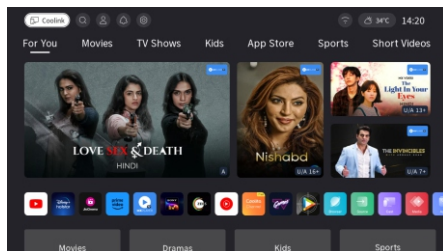


Press ▼ / ▲ button to select TV source and scan channel.



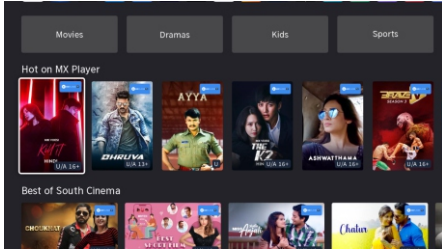
Home Page

Enter the Home page after scan channel.

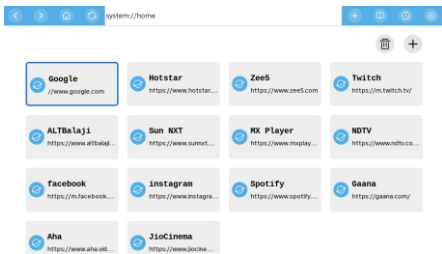


Home Page 2

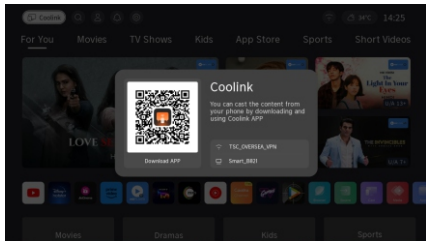
Enter the Home page after scan channel.



Go To Home Page & Select Browser



You can cast the content from your phone by downloading and using coolink App



Setting up the TV Set

Source

Press ▼ / ▲ / ◀ / ▶ button to select Source on the Home page.

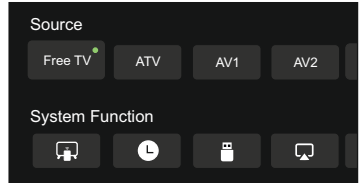
Press **OK** button to enter.

Press ▼ / ▲ button to select Source

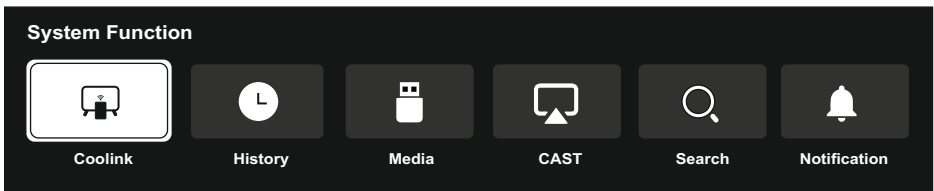
Or press **Source** button on your remote control.

Press ▼ / ▲ button to select the input source you want.

Press **OK** button to enter.



Quick Entry



Search

You can search Apps & Videos.

Setting

You can setup your TV for further see (Setup) section.

User Center

You can check gifts

Notification

You can check notification.

History

You can check history & videos and apps.

Cast

You can cast your phone or laptop by following the instruction provided here.

Image setting

You can customize the image you received through various source.

Sound setting

You can customize the sound output you get from your TV set.

Media

You can access USB drive inserted in TV USB port.

To use the USB function, press Home button and then open "MEDIA" in the apps section.

You can enjoy movie/photo/music stored on a USB device on the TV Screen. Select Device on the media player main menu.

Select folder from the menu that is displayed, browse the files and select the desired files to playback.

Setup

Press **"MENU"** button at home page to enter quick entry.

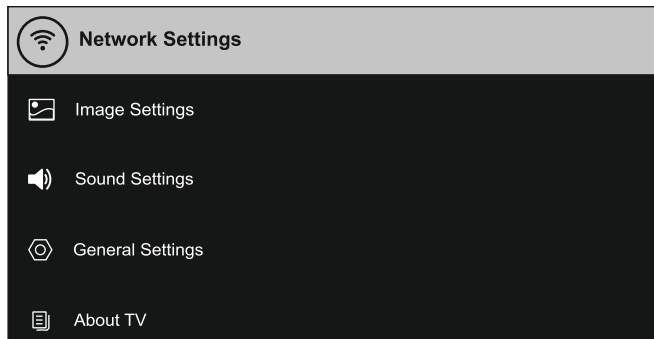
Press ◀ / ▶ button to select **"Setting"**.

Press **OK** button to enter setup section.

Press ▼ / ▲ button to select the required options available here

Setting up the TV Set

The setting option available here are as following:



Network Setting

Press ▼ / ▲ button to select the required options available here then press OK button to enter that option.

The various option available here are as following

Wired Connection: You can check and change the configuration of your wired connection i.e., IP Address, Subnet mask, Gateway & DNS1.

Wireless Connection: You can ON/OFF your wi-fi by pressing ◀ / ▶ button at wireless switch option. By pressing ▼ / ▲ button you can select your available Wi-Fi then press OK button to connect with it.

Network Status: You can check the status of your connected network.

Data Server: You can save your data by putting ON the Data Saver.

using ◀ / ▶ button. You can also see Data Usage Details & set Data Alerts.

Image Setting

In image setting the options available are.

Picture Mode: There are seven type of picture modes available to configure the setting for your picture (Eco, Movie, Game, Sport, User, Standard, Vivid).

Dynamic Backlight: Press ◀ / ▶ button to On/Off this option. At "OFF" condition it allows the TV to automatic customize the contrast ratio by varying the backlight intensity.

Backlight: Adjust local dimming, backlight level, automatic light sensor and minimum backlight change the overall brightness level to generate lighter or darker image.

Brightness: Adjust the brightness level to generate lighter or darker images.

Contrast: Adjust the contrast level to increase or decrease how bright image appear.

Color: Adjust the saturation of color setting.

Tint: Adjust the tint of color setting.

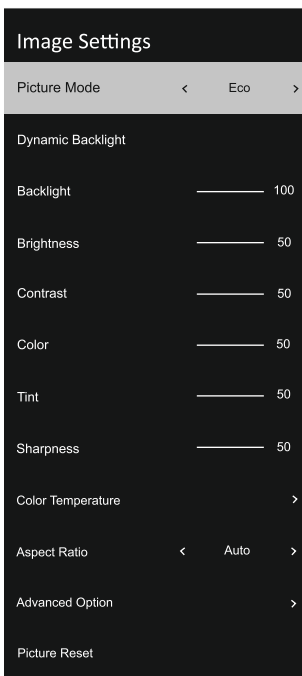
Sharpness: Adjust how sharp or soft edges of image appear.

Color Temperature: Select a preset color temperature by selecting Standard, Warm, User, & Cool options available.

Aspect Ratio: It is the ratio of the width and height of the image appear.

Advance Option: Advance option helps you to customize the image by providing various options like Noise Reduction, MPEG Noise Reduction, Local Contrast, Dynamic Contrast, Eye Protection, and Color Range.

Picture Reset: Reset current picture setting to factory mode.



Setting up the TV Set

Sound Setting

The options available for sound setting are.

Sound Output Device:TV Speaker / optical / Coaxial

Sound Mode: There are five style (Standard, Soccer, Movie, Music, User) available to give you suitable sound experience for various situation.

Equalizer: Adjust the volume at different frequencies.

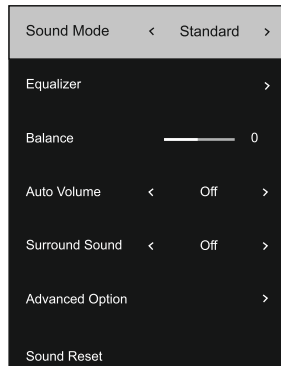
Balance: Adjust the left and right speaker strength to optimize audio for a specific location.

Auto Volume: This feature keeps the volume of your TV constant by automatically lowering the sound output when the sound modulation signal is' high or vise versa.

Surround Sound: It improves the directionality of sound effects & helps you feel more of your entertainment.

Advance Option: Advance option helps you to increase to customize the Digital Audio Output & Audio Description.

Sound Reset: Reset current audio settings to factory mode.



General Setting

The options available for general setting are.

Time: TV use the time provided by the network at Auto. You can change it to manual by pressing ◀ / ▶ button if you want to set date & time manually.

Lock: Allow you to lock system where default password is "0000".

Menu Language: You can choose your desired menu language from the various language available.

Audio Language: You can select desired audio from the available audio language.

Subtitle Language: You can select desired subtitle.

Link: Allow the TV to control HDMI devices like sound out You can also check devices list which are connected to the TV.

Advance Option: Advance option help you to customize your TV set by providing you various options like Fast Boot, Wake On Network, Power on behaviour, Location, E-Pop, Source Rename & Software Update (USB).

Restore Default: It reset the device to its factory setting.

About TV

Terms & Privacy: You can read Term & Privacy.

Software Version: You can check software version, Youtube version & UI version.

Serial Number: You can see serial number.

Wireless MAC: You can see wireless MAC address.

LAN MAC: You can see LAN MAC address.

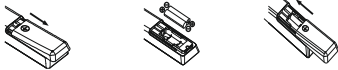
Remote Control



Button	Description
	Power Turn on/off the TV
	Source Select a signal Source.
	Menu Display main menu
	Setting Go to Setting Page
	Apps Go to App Page
	Direction/OK Press the direction buttons to select menu options or settings. Press OK to select or confirm menu item.
	Browser Go to Browser APP
	Home Takes you to Homepage.
	Back Return to main menu or setting
	Network Go to Network Setting
	Media Go to Media
	Volume Adjust the volume
	Mute Mute the TV.
	Picture Mode Picture & Sound Mode Selection
	Sound Mode Sound Mode Selection
	Prime Video Go to Prime video APP
	YouTube Go to YouTube APP
	JioHotstar Go to Jiohotstar
	Live TV Go to Free Live TV

Fitting the batteries into the remote control

1. Turn the remote control over and push the battery compartment cover in the direction of the arrow. Remove the battery compartment cover.



2. Insert the supplied batteries into the remote control. Make sure that you insert the batteries correctly with the polarity as shown inside the battery compartment.
3. Replace the battery compartment cover and push in the opposite direction to the arrow until it clicks into place.

Notes on Using Batteries:

The use of the wrong type of batteries may cause chemical leakage and/or explosion. Please note the following:

- ♦ Always ensure that the batteries are inserted with the + and - terminals in the correct direction as shown in the battery compartment.
- ♦ Different types of batteries have different characteristics. Do not mix different types.
- ♦ Do not mix old and new batteries. Mixing old and new batteries will shorten battery life and/or cause chemical leakage.
- ♦ Replace batteries as soon as the remote stops working.
- ♦ Chemical that leak from batteries may cause skin irritation. If any chemical matter seeps out of the batteries, wipe it up immediately with a dry cloth.
- ♦ The batteries may have a shorter life expectancy due to storage conditions. Remove the batteries whenever you anticipate that the remote control will not be used for an extended period.
- ♦ The batteries (battery pack or batteries installed) shall not be exposed to excessive heat such as sunshine, fire or the like.

CAUTION:

- ♦ It may result in an explosion if batteries are replaced incorrectly.
- ♦ Only replace batteries with the same or equivalent type.
- ♦ Ensure ISI standard marked battery used in remote control.

- ♦ Check expiry date of battery mentioned on battery.
- ♦ It's recommended to use Alkaline battery for long lasting. Also, Alkaline batteries are less likely to leak.

After Use

Cleaning



Warning: Make sure the device is unplugged from the mains power before cleaning. Otherwise, there is a risk of electrocution!

Never spill or spray any type of liquid into the unit. Only use a clean, dry cloth for cleaning the casing. Never use aggressive liquids. When very dirty, use a slightly dampened cloth. Clean the screen with a special cleaning cloth for screens.



Caution: When you clean the screen, hold the device steady with one hand and carefully clean the screen with the other. Otherwise, the device could tip over and get damaged or cause injuries.

Storage when not in use

If you do not plan to use the device for an extended period of time, unplug the power cord from the socket and remove the batteries from the remote control. Make sure that the storage temperature is between 5°C and 45°C and the relative humidity does not exceed 90%.

Transport

If you wish to move the device a short distance, proceed as follows to transport the device:

1. Disconnect the device from the mains.
2. Remove all cables connected to the device.
3. If you wish to move the device outside your building, demount the base and the optional side supports or the mounted wall-bracket by reversing the procedure.
4. Pack the TV set up carefully. Take special care to ensure the corners of the casing and the screen are well protected.
5. Take the TV set and its accessories to its new location and recommission it.

Specifications

Model	40FF2340
Screen Size	100 cm
Number of Pixel	1920 (H) X 1080 (V)
Aspect Ratio	16:9
I/P Power	AC 100-240 VAC 50/60Hz
Power consumption	70W
Stand by Power consumption	<0.5 W
Built in Wi-Fi	2.4 GHz
Speaker Wattage	10W+10W

Note :-

*The specifications shown above may change without notice for quality improvement.

Troubleshooting

Cannot control the TV with the remote control.	• Check the remote control sensor on the product and try again. • Check if there is any obstacle between the product and the remote control. • Check if the batteries are still working and properly installed (⊕ to ⊕, ⊖ to ⊖).
No image display and no sound is produced.	• Check if the product is turned on. • Check if the power cord is connected to a wall outlet. • Check if there is a problem in the wall outlet by connecting other products.
The TV turns off suddenly.	• Check the power control settings. The power supply may be interrupted. • Check if the auto-off function is activated on the settings related time. The auto-off function may have worked. This product is equipped with an auto-off function that automatically turns off the power if the remote control is not used for 15 minutes without an input signal.
When connecting to the PC (HDMI), no signal is detected.	• Turn the TV off/on using the remote control. • Reconnect the HDMI cable. • Restart the PC with the TV on.
Abnormal Display	• If the product feels cold to the touch, there may be a small "flicker" when it is turned on. This is normal, there is nothing wrong with product. • This panel is an advanced product that contains millions of pixels. You may see tiny black dots and/or brightly coloured dots (red, blue or green) at a size of 1 ppm on the panel. This does not indicate a malfunction and does not affect the performance and reliability of the product. This phenomenon also occurs in third-party products and is not subject to exchange or refund. • You may find different brightness and colour of the panel depending on your viewing position (left/right/top/down). This phenomenon occurs due to the characteristic of the panel. It is not related with the product performance, and it is not malfunction. • Avoid touching the screen or holding your finger(s) against it for long periods of time. Doing so may produce some temporary distortion effects on the screen. • Displaying a still image for a prolonged period of time may cause image sticking. Avoid displaying a fixed image on the TV screen for a long period of time.
Generated Sound	• "Cracking" noise: A cracking noise that occurs when watching or turning off the TV is generated by plastic thermal contraction due to temperature and humidity. This noise is common for products where thermal deformation is required. • Electrical circuit humming/panel buzzing: A low level noise is generated from a high-speed switching circuit, which supplies a large amount of current to operate a product. It varies depending on the product. This generated sound does not affect the performance and reliability of the product.

Notices & Licenses

FOR SOFTWARE USED IN THIS TELEVISION
Important – Read this Agreement carefully, before using your BPL Product.
Using your product indicates your acceptance of this agreement.

SOFTWARE WARRANTY

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All Licensed Application and all contents included therein that are accessible through this Device belongs to the Application Provider and are protected by applicable law, you may not modify, copy, decompile, reverse engineer, disassemble, republish, upload, post, transmit, translate, attempt to derive the source code of, create derivative works of, or otherwise exploit any Licensed Application or any update or any part thereof. If you breach this restriction, you may be subject to prosecution and damage claims. The terms of the license will govern any upgrades provided by the Application Provider that replace and/or supplement the original Licensed Application, unless such upgrade is accompanied by a separate license in which case the terms of that license will govern. You shall be solely responsible for any or all costs (if any) for the upgrading of the Licensed Application.

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The Licensed Application and Services may be changed, suspended, removed, terminated or interrupted, or access may be disabled at any time, without notice, and BPL may no representation or warranty that any content or service included in the Licensed Applications and Services will remain available for any period of time. Such contents and services are transmitted by third parties by means of networks and transmission facilities over which the BPL has no control. Without limiting the generality of the foregoing, the BPL expressly disclaims any responsibility or liability for any change, interruption, disabling, removal of or suspension of any content or services made available through the Device. The Application Provider and other providers of the Services reserve the right to change, suspend, remove, or disable access to any Licensed Application or Services at any time without notice. The BPL may also impose limits on the use of or access to certain Licensed Applications or Services, in any case and without notice or liability.

The BPL does not provide customer services related to the Licensed Applications and the Services. Any question or request for service relating to the Licensed Applications and the Services should be made directly to the respective provider.

4. Collection and Use of Information

The BPL, the Application Providers and the providers of the Services may collect and use technical data and related information, including but not limited to technical information about this Device, system and application software, and peripherals, to facilitate the provision of software updates, product support and other services to you (if any) related to the Device and the Licensed Application. The BPL, the Application Providers and the providers of the Services may use such

information, as long as it is in a form that does not personally identify you, to improve its products or to provide services or technologies to you.

5. Unavailability of Certain Features

Due to restriction of the Application Provider, certain features, applications, and services may not be available on this Device (including its peripheral devices) or in all territories. Some features on this Device may also require additional peripheral devices or membership fees that are sold separately.

6. Limitation of Liabilities

To the extent not prohibited by applicable law, under no circumstances, including negligence, shall the BPL be liable, whether in contract or tort, for any other damages arising out of, or in connection with, any information contained in, or as a result of the use of the Device, any Licensed Application or any Service by you or any third party, even if advised of the possibility of such damages.

7. Reliance Digital is neither responsible nor liable for customer service related to the content and services.

8. Reliance Digital takes no legal responsibility whatsoever for any interruption of app services caused by the service provider for any reason.

9. The web browser may not be able to access certain websites. The web browsing speed will differ with the network environment.

10. The response to remote commands and the resulting on-screen display may be delayed while a webpage is loading.

11. Depending on the types of video/audio codec supported, it might not be possible to play certain video and audio files. If there is an error in the content either video will not play or will not play properly.

12. The services and availability of content through Smart TV are subject to change from time to time without prior notice.

13. The BPL shall not be held liable for any tangible or intangible losses suffered due to any of the following reasons:

- a) Any service suspension or interruption caused by hacker attack, computer virus intruding, censorship of unlawful or harassing information, government control, or any other internet, technical, telecommunication, information security management measures causing your requirements unsatisfied.
- b) Leakage of personal information due to your improper use or any other reasons attributable to yourself.
- c) Any risk that may arise during your use of the product which is caused by any information sent by others on anonymous or impersonated basis which contains threatening, defaming, irritating or unlawful content.
- d) Any loss caused by a third party (for example the telecommunication service failure, technical failure, internet, computer malfunction, system instability) or any force majeure event.

14. TV will be go standby mode when sleep mode enabled. User can change this setting as per his requirement from general setting and user can choose time as per your choice.

15. Screen mirroring /casting compatibility varies for different mobile phone brands / models. Ensure that your phone has the latest software version to minimize problems related to screen mirroring. Some mobile phone brands / models may not be able to support screen mirroring /casting feature.

Product Disclaimer

1. Certain digital cameras and audio devices may not be compatible with the TV.

2. The multimedia features/functions may vary from file to file depending on relative information present in the file.

3. The reading speed will be variable due to different connected devices & different storage capacities.

4. The seller is not responsible if USB device is not supported, nor it is responsible for damage or loss of data.

5. If your TV product is capable of storing personal data and other information, ALL CONTENTS AND INFORMATION WILL BE DELETED IN THE COURSE OF SOME IN-HOME AND ALL SHIP-IN WARRANTY SERVICE / SOFTWARE UPGRADES. If this occurs, your product will be restored to the original settings. You will be responsible for restoring all applicable data and passwords. Recovery and reinstallation of user data is not covered under this Limited Warranty. In order to protect your personal information, Reliance Digital recommends that you always clear all personal information from the unit before it is serviced, regardless of the service provider.

6. Reliance Digital is neither responsible nor liable for customer service related to the content and services.

7. Images Are For Reference Purposes Only



Experts at Your Service
for your product to perform at its best

**Reliance Retail Limited, Shed No. 111 & 120,
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**For Feedback/Complaint, please write to
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**You may also reach us on our Toll-Free No.:
1800-889-1047**

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