HITACHI
Inspire the Next

HITACHI • Roku TV

Important Product Information Guide

Models:

50R8 50” Class (49.50” Diag.)
55R7 55” Class (54.64” Diag.)
65R8 65” Class (64.53” Diag.)

Serial No. _____

CONGRATULATIONS

Thank you for purchasing this Hitachi product.
Please read these instructions carefully.

For additional assistance please call Toll Free 800.HITACHI (800.448.2244)
or visit our website at www.hitachi.us/tv for complete owner’s guide.
Keep this Guide for future reference.

Record the model name and serial number of your LCD Television for future reference.
This information is located on the back of the television.

CAUTION

RISK OF ELECTRIC SHOCK DO NOT OPEN

CAUTION: TO REDUCE THE RISK OF ELECTRIC SHOCK, DO NOT REMOVE COVER (OR BACK). NO USER SERVICEABLE PARTS INSIDE. REFER SERVICING TO QUALIFIED SERVICE PERSONNEL.

The lightning flash with arrowhead symbol, within an equilateral triangle is intended to alert the user to the presence of uninsulated dangerous voltage within the product's enclosure that may be of sufficient magnitude to constitute a risk of electric shock.

The exclamation point within an equilateral triangle is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the appliance.

WARNING: TO PREVENT FIRE OR SHOCK HAZARD, DO NOT EXPOSE THIS APPLIANCE TO RAIN OR MOISTURE.
TO PREVENT THE SPREAD OF FIRE, KEEP CANDLES OR OPEN FLAMES AWAY FROM THIS PRODUCT AT ALL TIMES.

CAUTION: TO PREVENT ELECTRIC SHOCK, DO NOT USE THIS TELEVISION'S AC PLUG WITH AN EXTENSION CORD, RECEPTACLE OR OTHER OUTLET UNLESS THE BLADES CAN BE FULLY INSERTED TO PREVENT BLADE EXPOSURE.

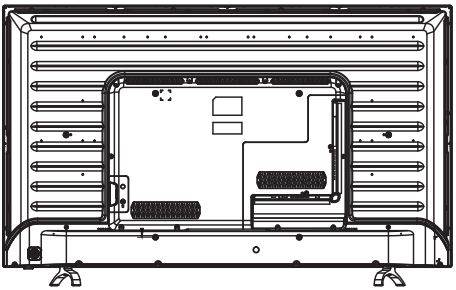
WARNING: This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to Part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates, uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications.
However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:
- Reorient or relocate the receiving antenna.
- Increase the separation between the equipment and receiver.
- Connect the equipment to an outlet on a circuit different from that to which the receiver is connected.

Never place a television set in an unstable location. A television set may fall, causing serious personal injury or death. Many injuries, particularly to children, can be avoided by taking simple precautions such as:
- Using cabinets or stands recommended by the manufacturer of the television set.
- Only using furniture that can safely support the television set.
- Ensuring the television set is not overhanging the edge of the supporting furniture.
- Not placing the television set on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the television set to a suitable support.
- Not placing the television set on cloth or other materials that may be located between the television set and supporting furniture.
- Educating children about the dangers of climbing on furniture to reach the television set or its controls.
- Consult the dealer or an experienced radio/TV technician for help.

CAUTION: - Changes or modifications not expressly approved by the party responsible for compliance with the FCC Rules could void the user's authority to operate this equipment.

- To comply with FCC RF exposure compliance requirements, a separation distance of at least 8 inches must be maintained between this device and all persons.

Location of the required Marking
The rating sheet and the safety caution are on the rear of the unit.



• The examples used throughout this manual are based on the 55R7 model. Models 50R8, 55R7 and 65R8 have identical features except where noted in this manual.

This equipment is a Class II or double insulated electrical appliance. It has been designed in such a way that it does not require a safety connection to electrical earth.

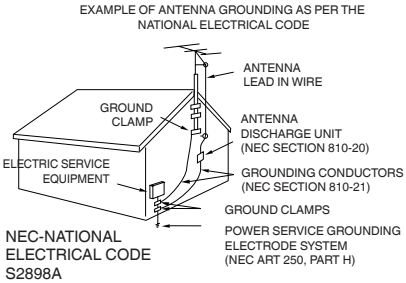
IMPORTANT SAFETY INSTRUCTIONS

1) Read these instructions.
2) Keep these instructions.
3) Heed all warnings.
4) Follow all instructions.
5) Do not use this apparatus near water.
6) Clean only with dry cloth.
7) Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
8) Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
9) Do not defeat the safety purpose of the polarized or grounding-type plug. A polarized plug has two blades with one wider than the other. A grounding type plug has two blades and a third grounding prong. The wide blade or the third prong are provided for your safety. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete outlet.
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.
11) Only use attachments/accessories specified by the manufacturer.
12) Use only with 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.
13) Unplug this apparatus during lightning storms or when unused for long periods of time.

S3125A

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.
15) Apparatus should not be exposed to dripping or splashing, and objects filled with liquids, such as vases, should not be placed on the apparatus.

16) An outside antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can fall into such power lines or circuits. When installing an outside antenna system, extreme care should be taken to keep from touching such power lines or circuits, as contact with them might be fatal.
17) Do not overload wall outlets and extension cords, as this can result in a risk of fire or electric shock.
18) Do not push objects through any openings in this unit, as they may touch dangerous voltage points or short out parts that could result in fire or electric shock. Never spill or spray any type of liquid into the unit.
19) If an outside antenna or cable system is connected to the unit, be sure the antenna or cable system is grounded to provide some protection against voltage surges and built-up static charges, Section 810 of the National Electrical Code, ANSI/NFPA 70, provides information with respect to proper grounding of the mast and supporting structure, grounding of the lead-in wire to an antenna discharge unit, size of grounding conductors, location of antenna discharge unit, connection to grounding electrodes, and requirements for the grounding electrode.



20) When replacement parts are required, be sure the service technician uses replacement parts specified by the manufacturer or those that have the same characteristics as the original part. Unauthorized substitutions may result in fire, electric shock or other hazards.
21) Upon completion of any service or repairs to this unit, ask the service technician to perform safety checks to determine that the unit is in proper operating condition.
22) When you connect the product to other equipment, turn off the power and unplug all of the equipment from the wall outlet. Failure to do so may cause an electric shock and serious personal injury. Read the owner's manual of the other equipment carefully and follow the instructions when making any connections.
23) Do not allow the product to output distorted sound for an extended period of time. It may cause speaker overheating and fire.
24) This reminder is provided to call the cable TV system installer's attention to Article 820-40 of the NEC that provides guidelines for proper grounding and, in particular, specifies that the cable ground shall be connected to the grounding system of the building, as close to the point of cable entry as practical.
25) Sudden high volume sound may cause hearing or speaker damage. When you use headphones, (if the unit is equipped with a headphone jack) keep the volume at a moderate level. If you use headphones continuously with high volume sound, it may cause hearing damage.
26) The mains plug is used as the disconnect and shall remain readily operable.

Declaration of Conformity

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions:
(1) This device may not cause harmful interference and (2)This device must accept any interference received, including interference that may cause undesired operation.
For questions regarding this declaration, contact:

Hitachi America, Ltd.
2420 Fenton Street, Suite 200
Chula Vista, CA 91914-3556
Tel: 800.HITACHI (800.448.2244)
ATTN: Customer Relations

HOW TO HANDLE THE LCD PANEL

- Do not press hard or jolt the LCD panel. It may cause the LCD panel glass to break and injury may occur.
- If the LCD panel is broken, make absolutely sure that you do not touch the liquid in the panel. This may cause skin inflammation.
  If the liquid gets in your mouth, immediately gargle and consult with your doctor. Also, if the liquid gets in your eyes or touches your skin, consult with your doctor after rinsing for at least 15 minutes or longer in clean water.

Possible Adverse Effects on LCD Panel: If a fixed (non-moving) pattern remains on the LCD Panel for long periods of time, the image can become permanently engrained in the LCD Panel and cause subtle but permanent ghost images. This type of damage is NOT COVERED BY YOUR WARRANTY. Never leave your LCD Panel on for long periods of time while it is displaying the following formats or images:

- Fixed Images, such as stock tickers, video game patterns, TV station logos, and websites.
- Special Formats that do not use the entire screen. For example, viewing letterbox style (16:9) media on a normal (4:3) display (black bars at top and bottom of screen); or viewing normal style (4:3) media on a widescreen (16:9) display (black bars on left and right sides of screen).

The following symptoms are not signs of malfunction but technical limitation. Therefore we disclaim any responsibility for these symptoms.

- LCD Panels are manufactured using an extremely high level of precision technology, however sometimes parts of the screen may be missing picture elements or have luminous spots.
- Do not install the LCD Panel near electronic equipment that produces electromagnetic waves. Some equipment placed too near this unit may cause interference.
- Effect on infrared devices – There may be interference while using infrared devices such as infrared cordless headphones.

Power source

This television is designed to operate on 120 volts 60 Hz, AC current. Insert the power cord into a 120 volts 60 Hz outlet.
To prevent electric shock, do not use the television's (AC) plug with an extension cord, receptacle, or other outlet unless the blades can be fully inserted to prevent blade exposure.
Never connect the television to 50 Hz, direct current, or anything other than the specified voltage.

Warning

To reduce the risk of fire or electric shock, do not expose this apparatus to rain or moisture.

Caution

Never remove the back cover of the television as this can expose you to very high voltages and other hazards. If the television does not operate properly, unplug the television and call your authorized dealer or service center.
Adjust only those controls that are covered in the instructions, as improper changes or modifications not expressly approved by Hitachi could void the user's warranty.

CONDENSATION

Moisture will form in the operating section of the unit if the unit is brought from cool surroundings into a warm room or if the temperature of the room rises suddenly. When this happens, unit's performance will be impaired. To prevent this, let the unit stand in its new surroundings for about an hour before switching it on, or make sure that the room temperature rises gradually.
Condensation may also form during the summer if the unit is exposed to the breeze from an air conditioner. In such cases, change the location of the unit.

CHILD SAFETY:

It Makes A Difference How and Where You Use Your Flat Panel Display

Congratulations on your purchase!
As you enjoy your new product, please keep these safety tips on mind:

HITACHI CARES!

- The consumer electronics industry is commited to making home entertainment enjoyable and safe.
- Please note the American Academy of Pediatrics discourages television viewing for children younger than two years of age.
- The home theater entertainment experience is a growing trend and larger flat displays are popular purchases. However, flat panel displays are not always supported on the proper stands or installed according to the manufacturer's recommendations.
- Flat Panel displays that are inappropriately situated on dresser, bookcases, shelves, desks, speakers, chest or carts may fall over and cause injury.

TUNE INTO SAFETY

- One size does NOT fit all. Follow the manufacturer's recommendations for the safe installation and use of your flat panel display.
- Carefully read and understand all enclosed instructions for proper use of this product.
- Don't allow children to climb on or play with furniture and television sets.
- Don't place flat panel displays on furniture that can easily be used as steps, such as a chest of drawers.
- Remember that children can become excited while watching a program, especially on a "larger than life" flat panel display. Care should be taken to place or install the display where it cannot be pushed, pulled over, or knocked down.
- Care should be taken to route all cords and cables connected to the flat panel display so that they cannot be pulled or grabbed by curious children.

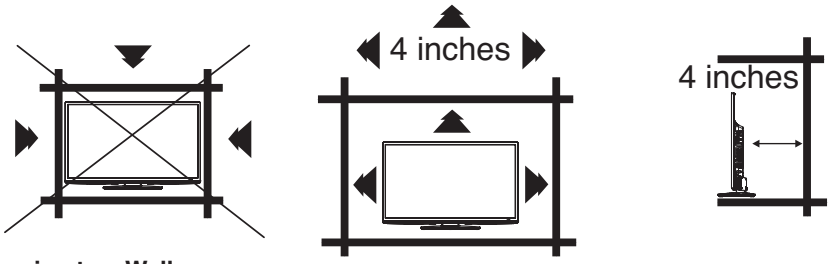
WALL MOUNTING: IF YOU DECIDE TO WALL MOUNT YOUR FLAT PANEL DISPLAY, ALWAYS:

- Use a mount that has been recommended by the display manufacturer and/or listed by an independent laboratory (such as UL, CSA, ETL).
- Follow all instructions supplied by the display and wall mount manufacturers.
- If you have any doubts about your ability to safely install your flat panel display, contact your retailer about professional installation.
- Make sure that the wall where you are mounting the display is appropriate.
- Some wall mounts are not designed to be mounted to walls with steel studs or old cinder block construction.
- If you are unsure, contact a professional installer.
- A minimum of two people are required for installation. Flat panel displays can be heavy.

CEA
Consumer Electronics Association
www.CE.org/safety

SAFETY PRECAUTIONS

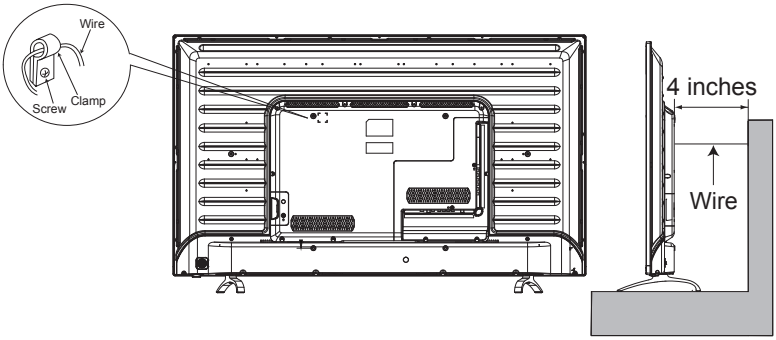
The unit emits heat when in operation. Do not place any covers or blankets on the unit, this may cause overheating. Do not block ventilation holes, or set up near radiators. Do not place in direct sunlight. When placing on a shelf leave 4 inches (10 cm) free space around the entire unit.



Securing to a Wall

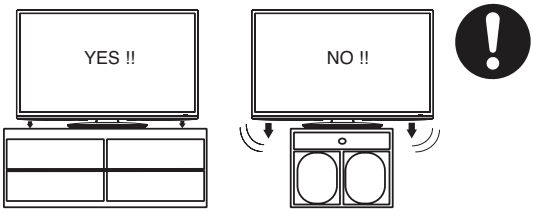
1 Use metallic wire (not provided), clamp (not provided) and screw on the rear of the TV as shown below.

2 Keep the TV 4 inches away from the wall, except when mounted using the wall mount bracket, and secure to the wall as shown below:



NOTICE FOR TV CABINET

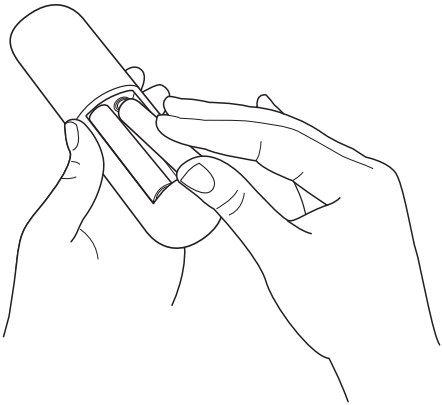
If the unit is placed on a cabinet smaller than the length of the unit, it could result in instability and the unit may tumble over, making a risk of personal, possibly fatal injury. Also, this would seriously damage the product. Accordingly, Hitachi accepts no responsibility or liability for any injuries or property damage resulting from the improper installation.



Remote control

HOW TO INSTALL BATTERIES

1. Open the battery compartment cover.
2. Install two “AAA” batteries (supplied).



3. IMPORTANT NOTE: Carefully match (+) and (-) indication on the battery with the (+) and (-) inside the battery compartment.
4. Replace the battery compartment cover.

BATTERY PRECAUTIONS

These precautions should be followed when using batteries in this device:

- The batteries may last approximately one year depending on how much the remote control is used. Replace batteries when the remote operation becomes erratic.
- Use only the size and type of batteries specified.
- Be sure to follow the correct polarity when installing the batteries as indicated in the battery compartment. Reversed batteries may cause damage to the device.
- Do not mix different types of batteries together (e.g. Alkaline, Carbon-zinc or Rechargeable) or old batteries with fresh ones.
- If the device is not to be used for a long period of time, remove the batteries to prevent damage or injury from possible battery leakage.
- Do not try to recharge batteries not intended to be recharged; they can overheat and rupture. (Follow battery manufacturer’s directions.)
- Please use caution when inserting batteries to avoid battery damage. If the spring terminal in the remote control remains in contact with a side of a damaged battery it can cause a short circuit. Never use damaged batteries as they can become very hot and are dangerous.
- Never expose batteries (battery pack or batteries installed) to excessive heat such as sunshine, fire or the like.

LEAD NOTICE
This product contains lead. Dispose of this product in accordance with applicable environmental laws. For product recycling and disposal information, contact your local government agency or www.eRecycle.org (in California), the Electronic Industries Alliance at www.ecyclingcentral.com (in the U.S.) or the Electronic Product Stewardship Canada at www.epsc.ca (in Canada). **FOR MORE INFORMATION, call 800.HITACHI (800.448.2244) (USA/CANADA)**.

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* Manufactured under license from Dolby Laboratories. Dolby, Dolby Audio and the double-D symbol are trademarks of Dolby Laboratories.

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HITACHI AMERICA, LTD., DIGITAL MEDIA DIVISION

HITACHI has made every effort to assure you enjoy trouble free operation from your Hitachi product. Should you require service assistance with **OPERATIONAL, HOOK UP, TECHNICAL ASSISTANCE OR WARRANTY SERVICE SUPPORT,** please contact one of our knowledgeable Customer Service Advocates at **800.HITACHI (800.448.2244).**

Please be prepared to submit proof of purchase and/or delivery receipts to your 800.HITACHI Customer Service Representative. Warranty coverage will be provided in accordance with the provisions of your Limited Warranty (see the Limited Warranty page in this operating guide).

Pour de plus amples renseignements sur le service durant la periode couverte par la garantie, sur le fonctionnement ou pour de l'assistance techniquie communiquez avec:

Au Canada: 800.HITACHI (800.448.2244)
Lundi ~ Vendredi 9:00 am - 6:00 pm HNE

Hitachi America, Ltd., Digital Media Division
Customer Service Support
P.O. Box 99652
Troy, MI 48099

customerservice.ce@hal.hitachi.com

HITACHI
Inspire the Next

Congratulations on your purchase of a new Hitachi display product.

LIMITED WARRANTY:
Hitachi America Ltd., warrants this product in accordance with the terms and conditions applicable to the products identified below:

Conditions of Hitachi Limited Warranty: This Hitachi display product (the "Product") is warranted to be free from defects in materials and workmanship beginning on the date of purchase by the original owner and continuing for the duration of the applicable time periods specified below. If the Product is found to be defective, Hitachi will repair or replace (at Hitachi's option) defective parts at no charge, subject to the conditions of this Limited Warranty. If the original owner rejects, refuses or otherwise does not accept Hitachi's offer to repair or replace such defective parts under this Limited Warranty, this Limited Warranty shall be void and of no further force or effect. This Limited Warranty extends to the original owner only and is not transferable, and such owner must provide a dated sales receipt for the Product to qualify for parts or service under this Limited Warranty. **The original owner must notify Hitachi of a defect claim by calling 800-HITACHI** during the applicable Limited Warranty period for this Limited Warranty to be effective. This Limited Warranty is valid only in the U.S.A., Canada and Puerto Rico.

Hitachi Product: LCD Flat Panel Televisions **PARTS**: The Limited Warranty period for parts is 1 year from the date of original purchase. During the Limited Warranty period for parts, Hitachi will replace defective parts with new or rebuilt parts (at Hitachi's option) at no charge for such parts. Any replacement part will be warranted for the remainder of the original warranty period applicable to the part replaced. **LABOR**: The Limited Warranty period for labor is 1 year from the date of original purchase. During the Limited Warranty period for labor, Hitachi will repair or replace (at Hitachi's option) defective parts without charge for labor. **SERVICE LOCATION**: In-home warranty service, which includes either in-home repair or free pick-up and delivery (at Hitachi's option), applies to all Hitachi products except: (i) 43-inch and smaller LCD Flat Panel Televisions; (ii) Products located outside the U.S.A., Canada or Puerto Rico; (iii) Products located more than seventy-five (75) driving miles from Hitachi's nearest Authorized Service Facility. If the foregoing clauses (i), (ii), (iii) apply, then the Product owner will be responsible for bringing/delivering the Product to a Hitachi Authorized Service Facility and, following warranty service, retrieving the Product from such Authorized Service Facility.

IMPORTANT: Before using or installing your Product, please complete this form and attach your sales receipt and retain them for your records. This will help facilitate proper warranty coverage.

MODEL NO.	SERIAL NO.
DEALER NAME	DATE OF PURCHASE
DEALER ADDRESS	
CITY	STATE / PROVINCE

Warranty Limitations. THIS HITACHI LIMITED WARRANTY DOES NOT COVER: A. Any Product that has been modified or repaired in a manner not previously authorized by Hitachi in writing. B. Any Product, whose serial number has been removed, altered, replaced, defaced or rendered illegible. C. Any defect, malfunction, or failure caused by or resulting from improper or unauthorized service, maintenance or repair. D. Damage resulting from abuse, misuse, mishandling, neglect or damage caused by exposure to hostile operating environments such as areas containing dust and/ or smoke. E. Damage caused by power surges, accidents, natural disasters or any other events or circumstances outside Hitachi's control. F. Any Product used in any manner inconsistent with the acceptable set-up, usage, safety or installation configurations identified in the Product's Operating Guide. G. Any Product used for purposes or applications, or subjected to operating conditions, other than those identified as acceptable in the Product's Operating Guide. H. Product repairs (including any product whose case has been opened), or part replacements provided or installed, by any person other than an Authorized Hitachi Service Facility Representative. I. Improper uncrating, set-up or installation or any misadjustments caused by user-operated controls. J. Any labor or costs associated with removing the Product from a custom cabinet or other specialized product installation that impedes direct and immediate removal of the Product from the owner's premises (must be arranged and paid by the owner). K. Product cabinets, cabinet parts, knobs, batteries, accessories, or any third party's branded hardware or peripheral devices, including any software incorporated therein, whether or not included within the Product's original packaging. L. Product screens that have been cleaned by any method other than as specified in the Product's Operating Guide. M. Normal usage, degraded brightness caused by backlight aging and/or cell defects or ordinary wear and tear, including, without limitation, scratches or marks on the Product's screen, cabinet or the appearance of bright or dark screen pixels. N. Any Product returned for service that is damaged due to improper packaging, mishandling or shipping. (IMPORTANT: When shipping any Product to a Hitachi Authorized Service Facility, Product owner must package it securely in the original shipping container or its equivalent to prevent damage. The Product must be returned with the shipping charges prepaid and proof of purchases included in the shipping container. Failure to properly package such product during such shipment will void all warranties.) O. Any Product purchased or serviced outside the U.S.A., Canada and Puerto Rico. P. Any Product that has been used for commercial purposes.

NO PERSON, AGENT, DISTRIBUTOR, DEALER, SERVICE FACILITY, OR COMPANY IS AUTHORIZED TO CHANGE, MODIFY OR AMEND THE TERMS OF THIS LIMITED WARRANTY IN ANY MANNER WHATSOEVER. EXCEPT AS PROVIDED IN THIS LIMITED WARRANTY, HITACHI MAKES NO EXPRESS WARRANTY REGARDING THIS HITACHI PRODUCT. FURTHER, ALL IMPLIED WARRANTIES RELATING TO ANY PORTION OF THIS PRODUCT, INCLUDING ANY WARRANTY OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, ARE LIMITED TO THE DURATION SPECIFIED UNDER THIS LIMITED WARRANTY. HITACHI SHALL NOT BE LIABLE TO THE PURCHASER OR TO ANY OTHER PERSON FOR ANY INCIDENTAL OR CONSEQUENTIAL DAMAGES OR LOSS OF PROFIT OR PRODUCT RESULTING FROM ANY DEFECT IN, OR MALFUNCTION OR FAILURE OF, THIS HITACHI PRODUCT. BECAUSE SOME JURISDICTIONS DO NOT ALLOW LIMITATIONS ON HOW LONG AN IMPLIED WARRANTY LASTS, OR THE EXCLUSION OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, THE ABOVE LIMITATIONS MAY NOT APPLY TO YOU. THIS LIMITED WARRANTY CONFERS SPECIFIC LEGAL RIGHTS, INCLUDING CERTAIN OTHER RIGHTS THAT MAY VARY DEPENDING ON YOUR JURISDICTION. THIS LIMITED WARRANTY SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE JURISDICATION OF THE PRODUCT OWNER'S RESIDENCE.