

55LV3700

55" Class 1080p LED LCD TV
(54.6" measured diagonally)



FEATURES

- LG Smart TV¹
- LED Backlighting
- Wi-Fi[®] Ready
(Adaptor included)
- Magic Motion Remote Compatible
(Sold separately)
- Full HD 1080p Resolution
- DLNA Certified[®]
- ENERGY STAR[®] Qualified
- Picture Wizard II
- Intelligent Sensor
- Smart Energy Saving
- ISFccc[®] Ready



IS IT A TV? OR SOMETHING BETTER?

Discover a TV that can deliver you entertainment like you want it, and so much more. Get superior picture quality, in 2D and Cinema 3D, with the LED display technology from LG. Even better, with almost unlimited entertainment options and apps from LG Smart TV you get all you can handle and then some—instantly.



A revolutionary, easy way to access virtually limitless content, thousands of movies, customizable apps, videos and browse the web all organized in a simple to use interface.



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



Getting your LG TV connected to online content is easy when you are Wi-Fi[™] Ready. If you have existing wireless broadband, setting it up is simple and you don't need to worry about messy wires.



LED LCD TV

55LV3700

55" Class 1080p LED LCD TV



PANEL SPECIFICATIONS

Screen Size	55" Class (54.6" measured diagonally)
Resolution	1920 x 1080p
Contrast Ratio (DCR)	4,000,000:1

BROADCASTING SYSTEM

Analog	NTSC
Digital	ATSC/NTSC/Clear QAM (1 Tuner)

VIDEO

XD Engine	•
Aspect Ratio Correction	5 Modes (16:9/Just Scan/Original/4:3/Cinema Zoom)
Color Temperature Control	3 Modes (Warm/Medium/Cool)
Picture Mode	7 Modes (Intelligent Sensor/Vivid/Standard/Cinema/Game/isf Expert 1/isf Expert 2)
Just Scan	HDMI 1080p/1080i/720p
0% OverScan	Component 1080p/1080i/720p RF 1080i/720p
24p Real Cinema (24p 5:5/2:2 Pull Down)	• (HDMI 1080 24p)
Expert Mode/ISFccc Ready	•
xvYCC	•
AV Mode (Picture & Sound)	• (Cinema/Game/Sport)
Picture Wizard II (Easy Self Calibration)	•

AUDIO

Mono/Stereo/Dual (MTS/SAP)	•
Audio Output (Watts - THD 10%)	10W + 10W
Speaker System	1 Way 2 Speakers
Dolby Digital Decoder	•
Surround System	Infinite Surround
Bass/Treble/Balance	•
Auto Volume Leveler	•
Sound Mode	5 Modes (Standard/Music/Cinema/Game/Sports)
Clear Voice II	•

CONNECTIVITY

LG Smart TV	•
LG App Store	•
Web Browser	•
Wi-Fi® Ready	• (Adapter Included)
DLNA Certified®	• (Movie/Photo/Music)
Windows 7 Certified	•
SIMPLINK (HDMI CEC)	•
Wireless HD Ready (2D Only)	•

SPECIAL FEATURES

Magic Motion Remote	• (Not Included)
Smart Energy Saving	•
Intelligent Sensor	•
1080p Source Input	HDMI 60p/30p/24p Component 60p/30p/24p RGB 60p (WXGA)
AV Input Navigation	•
Input Labeling	•
Child Lock	•
Closed Caption	•

CONVENIENCE FEATURES

Language	English/Spanish/French/Korean
Auto Tuning/Programming	•
Channel Add/Delete	•
Favorite Channel Programming	•
Auto/Manual Clock	•

CONVENIENCE FEATURES (Continued)

On/Off Timer	•
Sleep Timer	•
Auto Off/Auto Sleep	•

AV INPUTS/OUTPUTS

RF In (Antenna/Cable)	1 (Rear)
AV In	2 (1 Side, 1 Rear)
Component Video In (Y, Pb, Pr) + Audio	2 (1 Side, 1 Rear)
HDMI™/HDCP Input	3 (Side)
USB 2.0	2 (Side)
Digital Audio Out (Optical)	1 (Rear)
RGB In (D-Sub 15 Pin) - PC	1 (Rear)
PC Audio Input	1 (Rear)
LAN	1 (Rear)
RS-232C (Control/Service)	1 (Rear)

CABINET

Swivel	20°/20°
VESA Compatible	• (400mm x 400mm)
Remote Control	Standard

POWER

ENERGY STAR® Qualified	•
Voltage, Hz	100V ~ 220V, 50/60Hz
Consumption (Max.)	80W
Consumption (Average)	70W
Standby Mode	<0.1W

DIMENSIONS/WEIGHT

TV without Stand (WxHxD)	50.6" x 30.6" x 1.6"
TV with Stand (WxHxD)	50.6" x 33.3" x 13.3"
Shipping Dimensions (WxHxD)	62.8" x 34.6" x 7.4"
TV without Stand Weight	47.2 lbs
TV with Stand Weight	56.2 lbs
Shipping Weight	68.6 lbs

WARRANTY/UPC

Limited Warranty	1 Year Parts & Labor
UPC	719192580152

¹ Internet connection & subscriptions required and sold separately. The Magic Motion Remote does not come equipped with all LG Smart TV enabled TVs and a separate purchase maybe required. The Hulu Plus service is projected to be available via a firmware update in June 2011. The LG web browser does not support Flash 10 or HTML 5, therefore, access to certain web content may be limited or unavailable.

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LG.com

Design, features and specifications are subject to change without notice. Non-metric weights and measurements are approximate.

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