

50" CLASS (49.9" MEASURED DIAGONALLY) | 50PT350C

42" CLASS (41.6" MEASURED DIAGONALLY) | 42PT350C

PLASMA TV

## Plasma Widescreen

## Commercial HDTV with Full HD Resolution



PUBLIC DISPLAY SETTINGS  
cloning capable



EcoSmart™ - ENERGY SAVINGS  
Intelligent Sensor - Automatic  
3 Mode Power Saving Levels - Manual

TruSlim FRAME  
Narrow Bezel (top & sides)

SLIM DEPTH  
Depth w/o Stand = 2.0"

DYNAMIC CONTRAST RATIO  
3,000,000:1

DUAL XD ENGINE®  
Greater color accuracy

USB CLONING

TOUCH SENSITIVE KEYS

INVISIBLE SPEAKER SYSTEM

BUILT-IN TUNER  
ATSC/NTSC/Clear QAM

ISFccc® READY

NATIVE DISPLAY RESOLUTION  
1024 x 768

600Hz SUB-FIELD DRIVING

USB 2.0 MEDIA HOST  
for photos and music

3 HDMI™ INPUTS WITH HDCP

+20°/-20° DETACHABLE SWIVEL STAND

2-YEAR LIMITED WARRANTY  
(parts/labor)



**ENERGY  
GUIDE**

The estimated annual energy cost determined in accordance with 16 CFR Part 305.5 for models 50PT350C & 42PT350C are \$28 & \$21, respectively.

"Your energy cost depends on your utility rates and use. The estimated cost is based on 11 cents per kWh and 5 hours of use per day. For more information, visit [www.ftc.gov/energy](http://www.ftc.gov/energy)."<sup>1</sup>

<sup>1</sup>FTC Television labeling rule (18 CFR Part 305, as added by 76 Fed. Reg. 1038 (Jan 6, 2011)).

LGsolutions.com



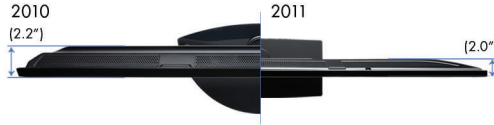
**LG**  
Life's Good



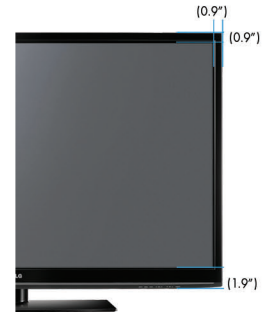
LG's ISFccc READY HDTVs CONTAIN THE DETAILED STANDARDS NECESSARY FOR PROFESSIONAL CALIBRATION OF BRIGHTNESS, CONTRAST, TINT, SHARPNESS, COLOR LEVELS AND MUCH MORE TO MEET LOCAL LIGHTING CONDITIONS FOR BOTH DAY AND NIGHTTIME VIEWING. SETTINGS ARE ADDED TO PRESET MODES FOR EASY ACCESS FROM YOUR LG REMOTE.

## IMPROVED! THINNER AND LIGHTER WEIGHT CABINETS

- CABINET DEPTH REDUCED FROM 2.2" TO 2.0"
- LIGHTER WEIGHT (TV W/O STAND)
  - 50" FROM 63 LBS ('10) TO 60 LBS
  - 60" FROM 91 LBS ('10) TO 85 LBS



AT LESS THAN 1" THICK, THE NEW TRUSLIM FRAME TRIMS AWAY DISTRACTION WITHOUT COMPROMISING SCREEN SIZE.



# EcoSmart



ENERGY SAVINGS



Unlike other sensors which can only sense brightness of ambient light, LG's "Intelligent Sensor" uses 4,096 sensing steps to evaluate its surroundings. Using a sophisticated algorithm, the LG processes picture quality elements including brightness, contrast, color, sharpness and white balance. The result is a picture optimized for its surroundings, more pleasing to watch and which can also save up to 50% in power consumption.

## THREE MODE POWER SAVING LEVELS

Manually select your choice for the brightness level for the television. By selecting Minimum, Medium, or Maximum, the power consumption will be reduced and an increase in energy savings can be achieved.

42PT350C in Standard Mode

POWER SAVING MODE	POWER CONSUMPTION*	ENERGY SAVINGS**
Off	172.1 Wh	0%
Minimum	150.3 Wh	12.7%
Medium	122.0 Wh	29.1%
Maximum	77.9 Wh	54.7%

50PT350C in Standard Mode

POWER SAVING MODE	POWER CONSUMPTION*	ENERGY SAVINGS**
Off	243.2 Wh	0%
Minimum	220.5 Wh	9.7%
Medium	187.4 Wh	23.3%
Maximum	117.9 Wh	51.7%

NOTES: \*Power consumption was measured with video signal - IEC62087 dynamic broadcast. \*\*Percentages listed are based off of Energy Saving in the Off mode. (Test conditions - AC115V, Component Mode, Standard Mode, Intelligent Sensor Off, Volume 50mW@30(Vol. Level))

## 600Hz

The PT350C Series uses 600Hz Sub-field Driving which reacts very quickly to the changes on screen making fast action motion clearer.



SUB-FIELD 1 SUB-FIELD 2 SUB-FIELD 3 SUB-FIELD 4 SUB-FIELD 5 SUB-FIELD 6 SUB-FIELD 7 SUB-FIELD 8 SUB-FIELD 9 SUB-FIELD 10

Public Display Settings	
Public Display Mode	No
Start Channel	No
Ch. Type	TV
Major	2
Minor	0
Minimum Volume	0
Maximum Volume	100
Start Volume	No
Level	20
Power Management	No
Setting	1
Key Management	0
Factory Reset	0
Aspect Ratio	0

## PUBLIC DISPLAY SETTINGS (v2.5)

When used in public areas, these HDTVs can be easily programmed by the installer to have the TV turn on at a specified channel/volume level, set the minimum/maximum volume, lock out the control panel/remote, set the aspect ratio, and return to a factory reset. By using Power Management, these displays can be programmed to turn off if there has been no activity (remote or control panel buttons) for a preset time (1-7) hours.



### DUAL XD ENGINE

SUPERIOR VIDEO. COMBINES TWO OF LG'S EXCLUSIVE XD ENGINES TO MAXIMIZE PICTURE QUALITY FOR ANY TYPE OF VIDEO CONTENT. BY COMBINING XD ENGINE PROCESSORS, PANEL PERFORMANCE IS OPTIMIZED PROVIDING HIGHER COLOR ACCURACY AND MORE REALISTIC IMAGES.



TIRED OF STREAKY ACTION OR UNCLEAR PLAYS DURING THE GAME? SEE SPORTS, FAST ACTION AND VIDEO GAMES LIKE NEVER BEFORE. THE 600HZ REFRESH RATE VIRTUALLY ELIMINATES MOTION BLUR.



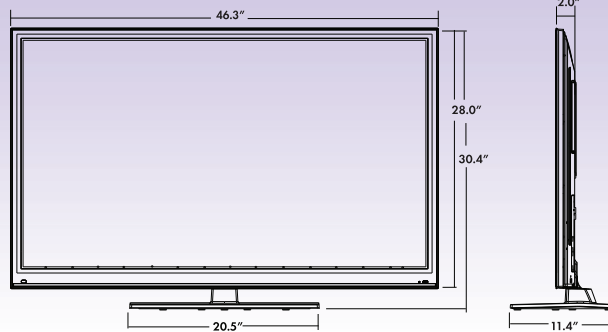
STUNNING DETAIL. NO MORE WORRYING ABOUT DARK SCENES OR DULL COLORS. THE MEGA CONTRAST RATIO OF 3,000,000:1 DELIVERS MORE STUNNING COLORS AND DEEPER BLACKS THAN YOU CAN IMAGINE

# DIMENSIONS

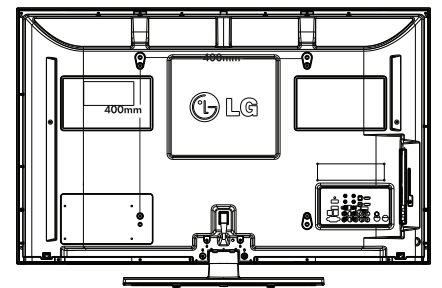
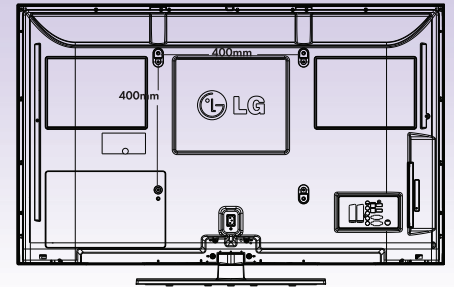
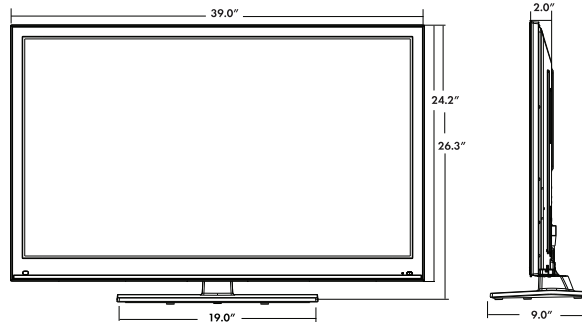
### REMOTE CONTROL (INCLUDED)



### 50PT350C

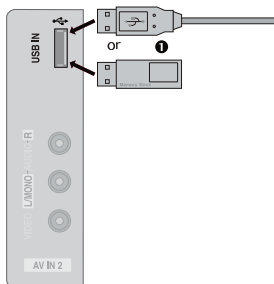


### 42PT350C

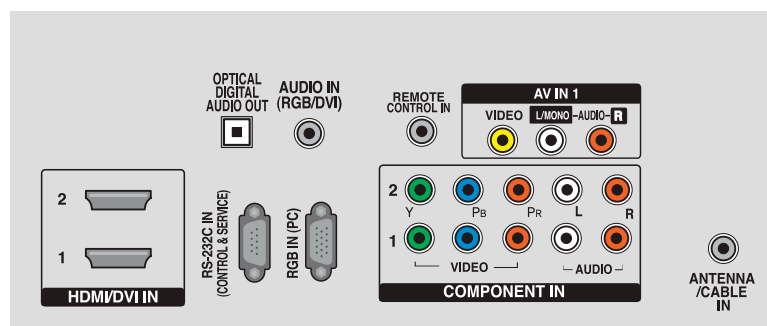


### USB CLONING

USB cloning will allow for easy transfer of Public Display Settings from the "Master TV" to an unlimited number of same type televisions.



### REAR JACK PANEL



### SIDE JACK PANEL



50PT350C

50" CLASS (49.9" MEASURED DIAGONALLY)

42PT350C

42" CLASS (41.6" MEASURED DIAGONALLY)

SPECIFICATIONS

PLASMA MODULE

Screen Size	50" class (49.9" measured diagonally) 42" class (41.6" measured diagonally)
Native Display Resolution	1024 x 768
Brightness	1,500 cd/m <sup>2</sup>
Dynamic Contrast Ratio	3,000,000:1
Protective Skin Glass	Yes
Color Reproduction (Panel Output)	16 Bit
ISM (Image Sticking Minimization)	White Wash / Orbiter / Color Wash
600Hz Sub-Field Driving	Yes
Life Span (typical)	100,000 Hours

VIDEO

Built-in tuner	ATSC/NTSC/Clear QAM - 1 Tuner
Dual XD Engine	Yes
Aspect Ratio	16:9
Aspect Ratio Correction	6 Modes (16:9 Just Scan, Set by Program, 4:3, Zoom 1, Cinema Zoom 1)
Just Scan (1:1 Pixel matching) (0% overscan)	HDMI 1080p/1080i/720p Component 1080p/1080i/720p RF 1080i/720p
Enhanced Noise Reduction	High/Med/Low/off
Color Temperature Control	3 Modes (Warm, Medium, Cool)
24p Real Cinema (3:3 Pulldown)	Yes (HDMI 1080 24p)
Cinema 3:2/2:2 Pulldown Mode	Yes
HD Up-Conversion	Yes
Zoom +/- Screen Position	Yes
Picture Reset	Yes
AV Mode (Picture & Sound)	Yes
Picture Mode	8 Modes (Vivid, Standard, APS, Cinema, Game, Sports, Expert 1, Expert 2)
XD Color (Active Color Management)	Yes
ISFccc Ready	Yes
Intelligent Sensor Mode	Yes
xvYCC	Yes
DTV Signal Strength (Digital)	Yes
PC Resolution	1024 x 768 @ 60Hz
Color Reproduction (Chassis Output)	10-Bit

AUDIO

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

SPECIAL FEATURES

USB 2.0	MP3 & JPEG
Public Display Settings	Yes
Intelligent Sensor	Yes
Auto Demo	Yes (XD Demo)
Picture Wizard II	Yes
1080p Source Input	Yes
A/V Input Navigation / EZ Input Toggle	Yes
Input Labeling	Yes
Quick View (Flashback)	Yes
Picture Freeze	Yes
Parental Control w/V-Chip	Yes
Rating (DTV)	Yes
Key Lock	Yes
Closed Caption	Yes
Simplink™ (HDMI CEC)	Yes (All HDMI)
PDM Version	2.5

CONVENIENCE FEATURES

Language	3 (English, Spanish, French)
Quick Menu	Yes
Auto Tuning / Programming	Yes
Program (Channel) Edit (Add / Delete)	Yes
Favorite Channel Programming	Yes
Auto/Manual Clock	Yes
On/Off Timer	Yes
Sleep Timer	Yes
Auto Off / Auto Sleep	Yes

JACK PACK

TV - SIDE

AV In	Yes (1)
HDMI/HDCP Input	Yes, 2D: (480i/480p/720p/1080i/1080p), 1 Port PC Mode, SIMPLINK
USB 2.0	Yes, (MP3, JPEG) for Music/Photo

TV - REAR

RF In	Yes (1)
AV In	Yes (1)
Component In (Y,Pb,Pr) + Audio	Yes (2) (480i/480p/720p/1080i/1080p)
Digital Audio Out (Optical)	Yes, (1, Optical)
HDMI/HDCP Input	Yes, 2D: (480i/480p/720p/1080i/1080p), 1 Port PC Mode, SIMPLINK
RGB In (D-sub 15pin) - PC	Yes (1)
PC Audio Input	Yes (1)
RS-232C In	Yes, (1, Control & Service)
Remote Control In	Yes (1)
Wired IR Jack	Yes

CABINET/ACCESSORIES

TruSlim Frame	Yes
Cabinet Color	Gloss Black
Speaker	Invisible Speaker
Table Stand Included	Detachable (20°/20°) Swivel
VESA™ Compliant	400mm x 400mm
Local Key Type	Touch Sensitive Keys
Remote Control	Yes
VESA Screw	M6
Power Cord	Yes (5 ft.)

POWER

EcoSmart - Energy Savings	
Intelligent Sensor (auto)	Yes (automatic)
3 Mode Power Saving Levels	Yes (manual)
Voltage, Hz	100~240V, 50/60Hz
Power Consumption (IEC62087 dynamic broadcast-content video signal)	103Wh (42"), 141Wh (50")
Stand by Mode	Under 0.2W

REQUIRED APPROVALS

RoHS Compliant	Yes
UL, c-UL, FCC	Yes

OPERATING ENVIRONMENTS

Storage Temperature Range	-4°F to 140°F (-20°C to 60°C)
Storage Humidity Range	under 85%
Altitude	Up to 9,514 feet (2,900m)
Operating Temperature	32°F to 104°F (0°C to 40°C)
Operating Humidity Range	under 80%

DIMENSIONS & WEIGHT

	42PT350C	50PT350C
Dimensions	without Stand (W×H×D) 39.0" x 24.2" x 2.0" with Stand (W×H×D) 39.0" x 26.3" x 9.0" packaging (W×H×D) 42.7" x 29.5" x 9.0"	46.3" x 28.0" x 2.0" 46.3" x 30.4" x 11.4" 52.4" x 33.2" x 10.0"
Weight	without Stand 44.1 lbs with Stand 47.4 lbs with packaging 51.8 lbs	60.4 lbs 65.5 lbs 70.5 lbs

LIMITED WARRANTY

UPC	
42PT350C	7 19192 90246 6
50PT350C	7 19192 90244 2

LGsolutions.com

LG Electronics U.S.A., Inc.  
Commercial Displays  
2000 Millbrook Drive  
Lincolnshire, IL 60069

Customer Service: 888.865.3026  
www.LGsolutions.com/support

Contact your LG Regional Sales Representative:  
Vertical Markets: 800.897.8788  
Hospitality: 800.228.1236  
Channel: 800.897.8871  
E-mail: info@LGsolutions.com



All screen images are simulated. Dimensions and weights are approximate. Design, features and specifications subject to change without notice.

© Copyright 2011 LG Electronics USA, Inc. All Rights Reserved. "LG Life's Good" is a registered trademark of LG Corp. Dual XD Engine is a trademark of LG Electronics USA, Inc. VESA is a trademark of Video Electronics Standards Association. Dolby and the double-D symbol are registered trademarks of Dolby Laboratories. All other corporate and brand names are trademarks of their respective owners.

Printed in the USA. August 2011



LG  
Life's Good