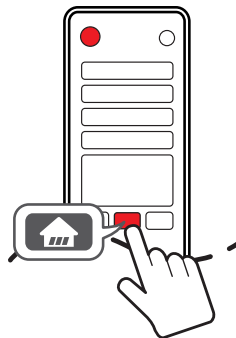


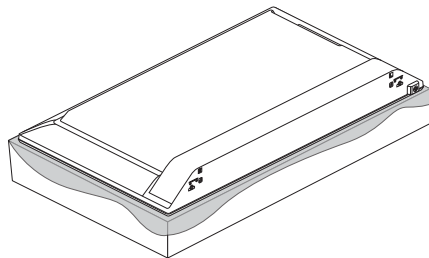


ENGLISH Read **Safety & Reference.**
ESPAÑOL Leer **Seguridad y Consultas.**

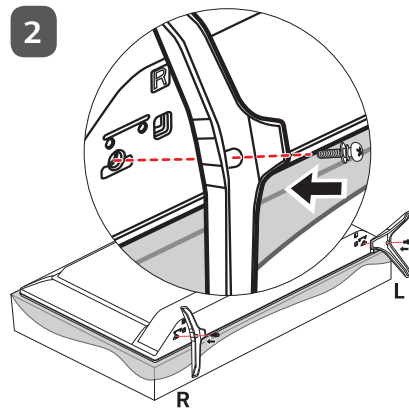




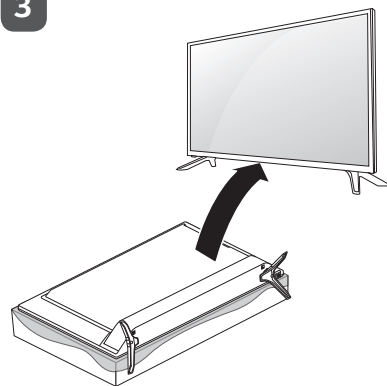
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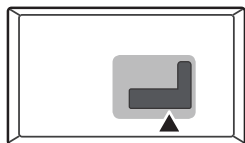


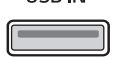
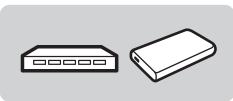
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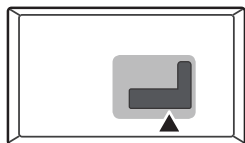


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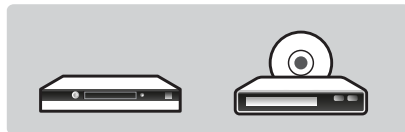
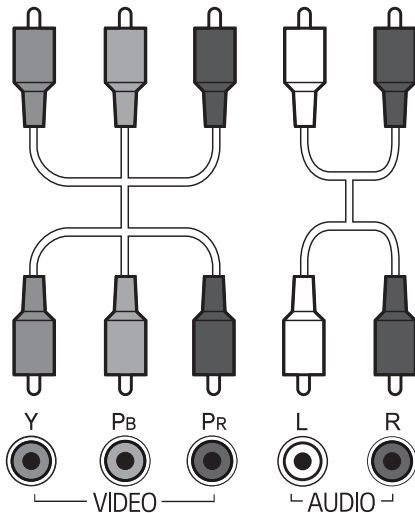
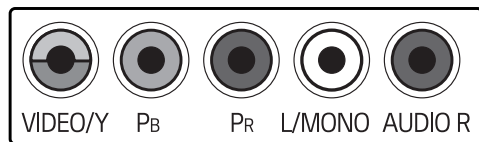




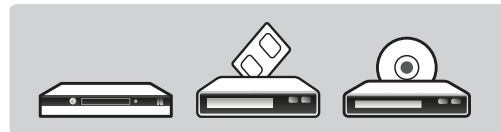
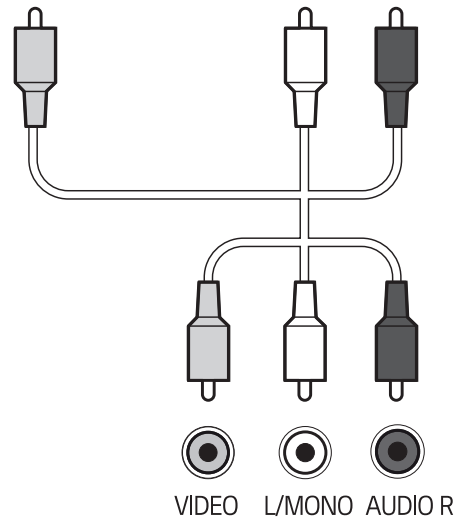
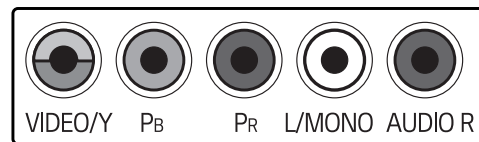
ANTENNA IN 	 
CABLE IN 	 
HDMI IN 	 
HDMI IN / ARC 	  / 
USB IN 	  / 
LAN 	 
OPTICAL DIGITAL AUDIO OUT 	 

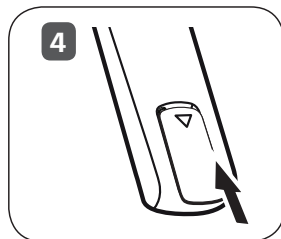
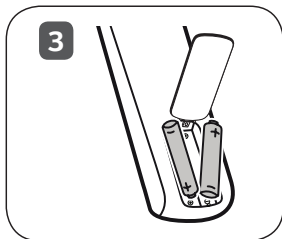
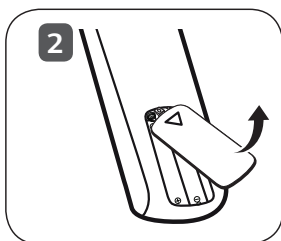
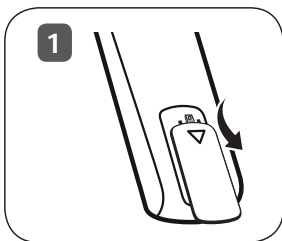
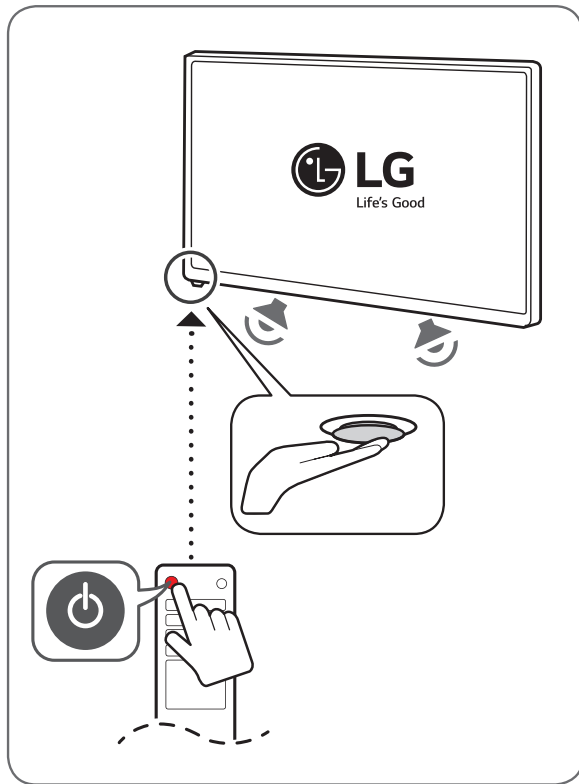
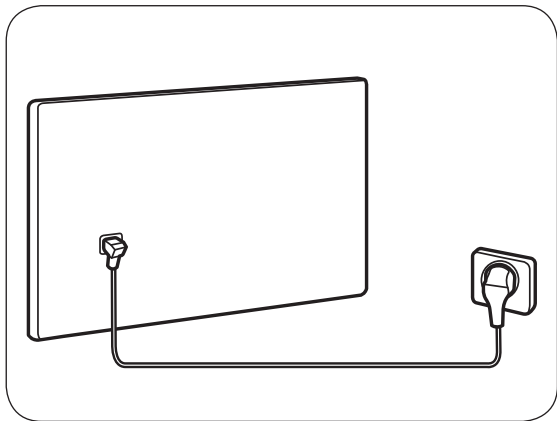


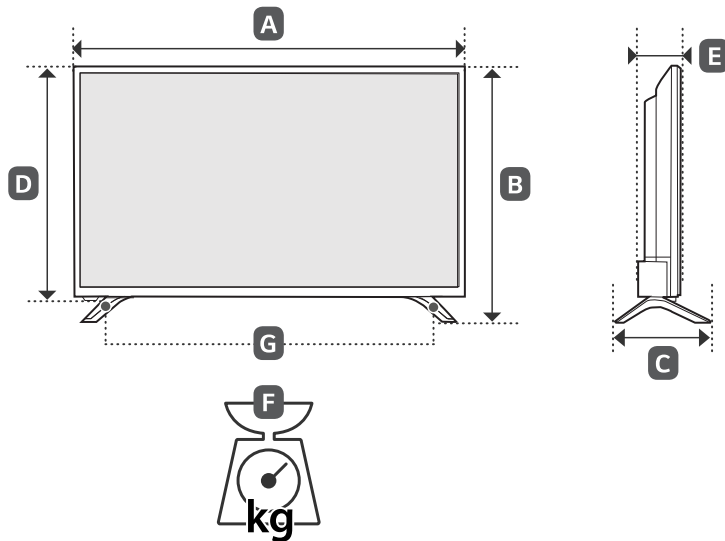
COMPONENT IN



AV IN







A, B, C, D, E : mm
F, G : kg

MODELS	A		B		C		D		E		F		F - G		Current value / Power consumption	
MODELOS															Corriente de consumo / Consumo de potencia	
32LJ550B-SA	728	728	475	475	181.1	181,1	436	436	77.8	77,8	5.0	5,0	4.9	4,9	0.8 A / 48 W	0,8 A / 48 W
32LJ550D-DA																
Power requirement / Alimentación requerida									AC 100 - 240 V ~ 50 / 60 Hz							





OWNER'S MANUAL

Safety and Reference

LED TV*

* LG LED TVs are LCD TVs with LED backlighting.

Please read this manual carefully before operating your TV and retain it for future reference.

32LJ550B
32LJ550D



* M F L 6 9 6 7 8 1 0 1 *

www.lg.com

P/NO : MFL69678101 (1705-REV01)

Warning! Important Safety instructions

Read these instructions. Keep these instructions. Heed all warnings. Follow all instructions.



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 TO QUALIFIED SERVICE PERSONNEL.

 The symbol 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 to persons.

 The symbol is intended to alert the user to the presence of important operating and maintenance (servicing) instructions in the literature accompanying the device.

WARNING : TO REDUCE THE RISK OF FIRE AND ELECTRIC SHOCK, DO NOT EXPOSE THIS PRODUCT TO RAIN OR MOISTURE.



SS125A

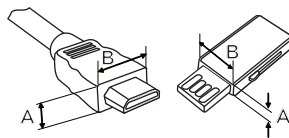
- Do not use this apparatus near water.
- Clean only with dry cloth.
- Do not block any ventilation openings. Install in accordance with the manufacturer's instructions.
- Do not install near any heat sources such as radiators, heat registers, stoves, or other apparatus (including amplifiers) that produce heat.
- 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.
- Protect the power cord from being walked on or pinched particularly at plugs, convenience receptacles, and the point where they exit from the apparatus.
- Only use attachments/accessories specified by the manufacturer.

- Use only with the 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.

- Unplug this apparatus during lightning storms or when unused for long periods of time.
- 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.
- Do not press strongly upon the panel with a hand or a sharp object such as a nail, pencil, or pen, or make a scratch on it.
- Do not stick metal objects or any other conductive material into the power cord. Do not touch the end of the power cord while it is plugged in.
- Keep the packing anti-moisture material or vinyl packing out of the reach of children. Anti-moisture material is harmful if swallowed. If swallowed, induce vomiting and go to the nearest hospital. Additionally, vinyl packing can cause suffocation. Keep it out of the reach of children.
- Concerning the Power Cord (Can differ by country): Check the specification page of this owner's manual to be certain concerning current requirements. Do not connect too many devices to the same AC power outlet as this could result in fire or electric shock. Do not overload wall outlets. Overloaded wall outlets, loose or damaged wall outlets, extension cords, frayed power cords, or damaged or cracked wire insulation are dangerous. Any of these conditions could result in electric shock or fire. Periodically examine the cord of your device, and if its appearance indicates damage or deterioration, unplug it, discontinue use of the device, and have the cord replaced with an exact replacement part by an authorized servicer. Protect the power cord from physical or mechanical abuse, such as being twisted, kinked, pinched, closed in a door, or walked upon. Pay particular attention to plugs, wall outlets, and the point where the cord exits the device. Do not move the TV with the power cord plugged in. Do not use a damaged or loose power cord. Be sure to grasp the plug when unplugging the power cord. Do not pull on the power cord to unplug the TV.

- To reduce the risk of fire or electrical shock, do not expose this product to rain, moisture or other liquids. Do not touch the TV with wet hands. Do not install this product near flammable objects such as gasoline or candles, or expose the TV to direct air conditioning.
- Do not use high voltage electrical equipment near the TV (e.g., a bug zapper). This may result in product malfunction.
- Do not expose to dripping or splashing and do not place objects filled with liquids, such as vases, cups, etc. on or over the apparatus (e.g., on shelves above the unit).
- **Grounding** (Except for devices which are not grounded.) Ensure that you connect the earth ground wire to prevent possible electric shock (i.e., a TV with a three-prong grounded AC plug must be connected to a three-prong grounded AC outlet). If grounding methods are not possible, have a qualified electrician install a separate circuit breaker. Do not try to ground the unit by connecting it to telephone wires, lightning rods, or gas pipes.
- As long as this unit is connected to the AC wall outlet, it is not disconnected from the AC power source even if the unit is turned off.
- Do not attempt to modify this product in any way without written authorization from LG Electronics. Unauthorized modification could void the user's authority to operate this product.
- **Outdoor Antenna Grounding** (Can differ by country): If an outdoor antenna is installed, follow the precautions below. An outdoor antenna system should not be located in the vicinity of overhead power lines or other electric light or power circuits, or where it can come in contact with such power lines or circuits as death or serious injury can occur. Be sure the antenna system is grounded to provide some protection against voltage surges and built-up static charges. Section 810 of the National Electrical Code (NEC) in the U.S.A. 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. **Antenna grounding according to the National Electrical Code, ANSI/NFPA 70**
- **Moving** Make sure the product is turned off, unplugged, and all cables have been removed. It may take 2 or more people to carry larger TVs. Do not press or put stress on the front panel of the TV.
- **Ventilation** Install your TV where there is proper ventilation. Do not install in a confined space such as a bookcase. Do not cover the product with cloth or other materials while plugged. Do not install in excessively dusty places.
- Take care not to touch the ventilation openings. When watching the TV for a long period, the ventilation openings may become hot. This does not affect the performance of the product or cause defects in the product.
- If you smell smoke or other odors coming from the TV, unplug the power cord and contact an authorized service center.
- If water or another substance enters the product (like an AC adapter, power cord, or TV), disconnect the power cord and contact the service center immediately. Otherwise, this may result in fire or electric shock.
- Do not install this product on a wall if it could be exposed to oil or oil mist. This may damage the product and cause it to fall.
- Use only an authorized AC adapter and power cord approved by LG Electronics. Otherwise, this may result in fire, electric shock, malfunction, or product deformation.
- Never disassemble the AC adapter or power cord. This may result in fire or electric shock.
- Handle the adapter carefully to avoid dropping or striking it. An impact could damage the adapter.
- Keep the product away from direct sunlight.
- Never touch this apparatus or antenna during a lightning storm.
- When mounting a TV on the wall, make sure not to install the TV by hanging the power and signal cables on the back of the TV.
- Do not allow an impact shock, any objects to fall into the product, and do not drop anything onto the screen.

- **DISCONNECTING THE DEVICE FROM THE MAIN POWER** The power plug is the disconnecting device. In case of an emergency, the power plug must remain readily accessible.
- Make sure the power cord is connected securely to the power plug on the TV.
- **Batteries** Store the accessories (battery, etc.) in a safe location out of the reach of children.
- This apparatus uses batteries. In your community there might be regulations that require you to dispose of these batteries properly due to environmental considerations. Please contact your local authorities for disposal or recycling information.
- Do not dispose of batteries in a fire.
- Do not short circuit, disassemble, or allow the batteries to overheat.
- **Cleaning** When cleaning, unplug the power cord and wipe gently with a soft cloth to prevent scratching. Do not spray water or other liquids directly on the TV as electric shock may occur. Do not clean with chemicals such as alcohol, thinners, or benzene.



*A ≤ 10 mm

*B ≤ 18 mm

- Recommended HDMI cable types (3 m or less)
 - High-Speed HDMI®/™ cable
 - High-Speed HDMI®/™ cable with Ethernet

- Do not use any unapproved items to ensure the safety and lifespan of the product.
- Any damages or injuries by using unapproved items are not covered by the warranty.
- Some models appear to have a thin film on the screen. It is actually part of the screen; do not remove it.
- When attaching the stand to the TV set, place the screen facing down on a cushioned table or flat surface to protect the screen from scratches.
- Make sure that the screws are fastened tightly. (If they are not fastened securely enough, the TV may tilt forward after being installed.)
- Do not fasten the screws with excessive force otherwise they may be worn out and become loose.

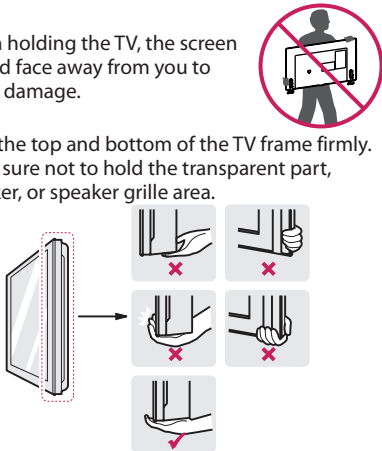
Preparing

- When the TV is turned on for the first time after being shipped from the factory, initialization of the TV may take approximately one minute.
- Image shown may differ from your TV.
- Your TV's OSD (On Screen Display) may differ slightly from that shown in this manual.
- The available menus and options may differ from the input source or product model that you are using.
- New features may be added to this TV in the future.
- The items supplied with your product may vary depending upon the model.
- Product specifications or contents of this manual may be changed without prior notice due to upgrade of product functions.
- For an optimal connection, HDMI cables and USB devices should have bezels less than 10 mm thick and 18 mm width.
- Use an extension cable that supports USB 2.0 if the USB cable or USB flash drive does not fit into your TV's USB port.
- Use a certified cable with the HDMI logo attached. If you do not use a certified HDMI cable, the screen may not display or a connection error may occur.

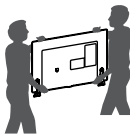
Lifting and Moving the TV

When moving or lifting the TV, read the following to prevent the TV from being scratched or damaged and for safe transportation regardless of its type and size.

- It is recommended to move the TV in the box or packing material that the TV originally came in.
- Before moving or lifting the TV, disconnect the power cord and all cables.
- When holding the TV, the screen should face away from you to avoid damage.
- Hold the top and bottom of the TV frame firmly. Make sure not to hold the transparent part, speaker, or speaker grille area.



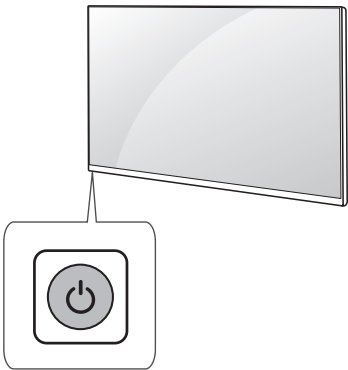
- Use at least two people to move a large TV.
- When transporting the TV by hand, hold the TV as shown in the following illustration.
- When transporting the TV, do not expose the TV to jolts or excessive vibration.
- When transporting the TV, keep the TV upright; never turn the TV on its side or tilt towards the left or right.
- When handling the TV, be careful not to damage the protruding buttons.



-  • Avoid touching the screen at all times, as this may result in damage to the screen.
- Do not place the product on the floor with its front facing down without padding. Failure to do so may result in damage to the screen.
 - Do not move the TV by holding the cable holders, as the cable holders may break, and injuries and damage to the TV may occur. (Depending upon model)

Using the Button

You can operate the TV functions, using the button.



Basic Functions

	Power On (Press)
	Power Off ¹ (Press and Hold)
	Menu control (Press ²)
	Menu selection (Press and Hold ³)

- 1 All running apps will close, and any recording in progress will stop.
- 2 You can access and adjust the menu by pressing the button when TV is on.
- 3 You can use the function when you access menu control.

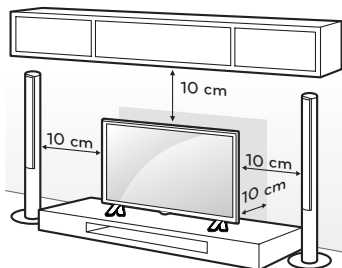
Adjusting the Menu

When the TV is turned on, press the  button one time. You can adjust the Menu items using the button.

	Turns the power off.
	Changes the input source.
	Scrolls through the saved channels.
	Adjusts the volume level.

Mounting on a Table

- 1 Lift and tilt the TV into its upright position on a table.
 - Leave a 10 cm (minimum) space from the wall for proper ventilation.



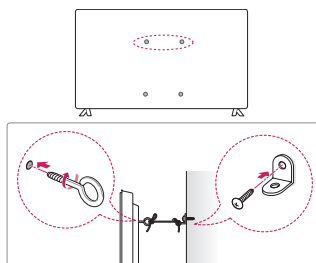
- 2 Connect the power cord to a wall outlet.



- Do not apply foreign substances (oils, lubricants, etc.) to the screw parts when assembling the product. (Doing so may damage the product.)

Securing the TV to a Wall (optional)

(Depending upon model)



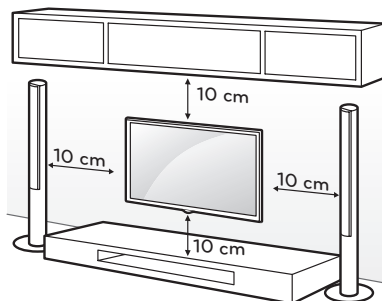
- 1 Insert and tighten the eye-bolts or TV brackets and bolts on the back of the TV.
 - If there are bolts inserted at the eye-bolts position, remove the bolts first.
- 2 Mount the wall brackets with the bolts to the wall. Match the location of the wall bracket and the eye-bolts on the rear of the TV.
- 3 Connect the eye-bolts and wall brackets tightly with a sturdy rope or cable. Make sure to keep the rope parallel to the flat surface.



- Make sure that children do not climb on or hang on the TV.
- Use a platform or cabinet that is strong and large enough to support the TV securely.
- Brackets, bolts, and ropes are optional. You can obtain additional accessories from your local dealer.

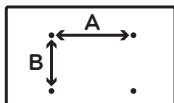
Mounting on a Wall

An optional wall mount can be used with your LG Television. Consult with your local dealer for a wall mount that supports the VESA standard used by your TV model. Carefully attach the wall mount bracket at the rear of the TV. Install the wall mount bracket on a solid wall perpendicular to the floor. If you are attaching the TV to other building materials, please contact qualified personnel to install the wall mount. Detailed instructions will be included with the wall mount. We recommend that you use an LG brand wall mount. The LG wall mount is easy to adjust or to connect the cables. When you do not use LG's wall mount bracket, use a wall mount bracket where the device is adequately secured to the wall with enough space to allow connectivity to external devices. If you are using a non-adjustable mount, attach the mount to the wall. Attach the cables to the TV first, then attach the TV to the mount.



Make sure to use screws and wall mounts that meet the VESA standard. Standard dimensions for the wall mount kits are described in the following table.

Model	32LJ550B 32LJ550D
VESA (A x B)	100 x 100
Standard screw	M4
Number of screws	4
Wall mount bracket (optional)	LSW140B



- Remove the stand before installing the TV on a wall mount by performing the stand attachment in reverse.

Connections (Notifications)

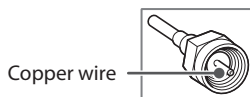
You can connect various external devices to the TV. Supported external devices are: HD receivers, DVD players, VCRs, audio systems, USB storage devices, PC, gaming devices, and other external devices. For more information on external device's connection, refer to the manual provided with each device.

- If you record a TV program on a DVD recorder or VCR, make sure to connect the TV signal input cable to the TV through a DVD recorder or VCR. For more information about recording, refer to the manual provided with the connected device.
- The external device connections shown may differ slightly from illustrations in a manual.
- Connect external devices to the TV regardless about the order of the TV port.
- If you connect a gaming device to the TV, use the cable supplied with the gaming device.
- Refer to the external equipment's manual for operating instructions.
- In PC mode, there may be noise associated with the resolution, vertical pattern, contrast or brightness. If noise is present, change the PC output to another resolution, change the refresh rate to another rate or adjust the brightness and contrast on the **Picture** menu until the picture is clear.
- When connecting via a wired LAN, it is recommended to use a CAT 7 cable.

Connecting to an Antenna or Cable

Connect an antenna, cable, or cable box to watch TV while referring to the following. The illustrations may differ from the actual items and an RF cable is optional.

- Make sure not to bend the copper wire of the RF cable.



- Complete all connections between devices, and then connect the power cord to the power outlet to prevent damage to your TV.
- To improve the picture quality in a poor signal area, purchase a signal amplifier.
- Use a signal splitter to use 2 TVs or more.
- If the antenna is not installed properly, contact your dealer for assistance.
- DTV Audio Supported Codec (Depending upon country) : MPEG, AAC, HE-AAC, Dolby Digital, Dolby Digital Plus

Other Connections

Connect your TV to external devices. For the best picture and audio quality, connect the external device and the TV with the HDMI cable.

- HDMI Audio Supported Format:
DTS (44.1 kHz / 48 kHz), Dolby Digital / Dolby Digital Plus (32 kHz / 44.1 kHz / 48 kHz), PCM (32 kHz / 44.1 kHz / 48 kHz / 96 kHz / 192 kHz) (Depending upon model)

Remote Control

(Some buttons and services may not be provided depending upon models or regions.)

The descriptions in this manual are based on the buttons on the remote control. Please read this manual carefully and use the TV correctly. To install batteries, open the battery cover, replace batteries (1.5 V AAA) matching the ⊕ and ⊖ ends to the label inside the compartment, and close the battery cover. Failure to match the correct polarities of the batteries may cause the battery to burst or leak, resulting in fire, personal injury, or ambient pollution. To remove the batteries, perform the installation actions in reverse. This remote uses infrared light. When in use, it should be pointed in the direction of the TV's remote sensor.



A

⏻ (Power) Turns the TV on or off.

1 TV Returns to the last TV channel.

TV/RADIO Toggles between Radio, TV, CATV, and DTV.

2 CAPTION Activates or deactivates the subtitles.

SUBTITLE Activates your preferred subtitle in digital mode.

⚙️ (Q.Settings) Accesses the Quick Settings.

🔍 (Search) Shows the search mode.

📺 (Input) Changes the input source.

Number button Enters numbers.

3 — (Dash) Inserts a dash between numbers such as 2-1 and 2-2.

LIST Accesses the saved channel list.

QUICK ACCESS* You can access the application or Live TV channel by using the number buttons as registered.

Q.VIEW Alternates between the two last channels selected (pressing repeatedly).

+ VOL — Adjusts the volume level.

FAV Accesses your favorite channel list.

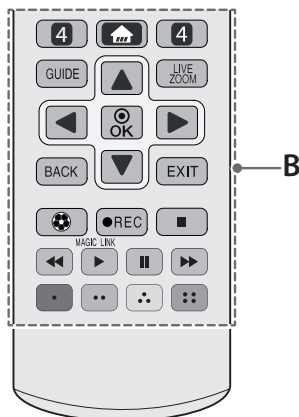
ⓘ INFO Shows information on the current program.

🔇 (Mute) Mutes all sounds.

• Pressing and holding the **🔇 (Mute)** button displays the **Accessibility** menu.

^ CH v Scrolls through the saved channels.

^ PAGE v Moves to the previous or next screen.



B

4 **Streaming Service buttons** Connects to the Video Streaming Service.

🏠 (Home) Accesses the Home menu.

• Pressing and holding the **🏠 (Home)** button displays the previous history.

GUIDE Displays the program event according to time scheduler.

LIVE ZOOM Turns the Focus zoom on or off.

Navigation button (up / down / left / right) Scrolls through menus or options.

 Selects menus or options and confirms your input.

BACK Returns to the previous screen.

EXIT Clears all on-screen displays and returns to TV viewing.

 Optimizes picture and audio settings for soccer.

●REC Starts to record. (Only Time Machine ^{Ready} supported model)

■, ◀, ▶, II, ▶▶ Control buttons for media contents

MAGIC LINK* Provides content related to the program you are currently watching.

 These access special functions in some menus.

* : To use the button, press and hold for more than 3 seconds.

Licenses

Supported licenses may differ by model.
For more information about licenses, visit www.lg.com.

 DOLBY AUDIO™

 dts-HD®

 HDMI™
HIGH-DEFINITION MULTIMEDIA INTERFACE

External Control Device Setup

To obtain the external control device setup information, please visit www.lg.com.

Open Source Software Notice Information

To obtain the source code under GPL, LGPL, MPL, and other open source licenses, that is contained in this product, please visit <http://opensource.lge.com>. In addition to the source code, all referred license terms, warranty disclaimers and copyright notices are available for download.

LG Electronics will also provide open source code to you on CD-ROM for a charge covering the cost of performing such distribution (such as the cost of media, shipping, and handling) upon email request to opensource@lge.com. This offer is valid for three (3) years from the date on which you purchased the product.

Troubleshooting

- Cannot control the TV with the remote control.
 - Check if anything such as tape has been placed over the receiver.
 - Check if there is any obstacle between the product and the remote control.
 - Replace the batteries with new fresh ones.
- 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 **Timer Power Off / Sleep Timer** feature is activated in the **Timers** settings.
 - If there is no signal while the TV is on, the TV will turn off automatically after 15 minutes of inactivity.
- **Abnormal Display**
 - If the TV feels cold to the touch, there may be a small flicker when it is turned on. This is normal; there is nothing wrong with TV. Some minute dot defects may be visible on the screen, appearing as tiny red, green, or blue spots. However, they have no adverse effect on the TV's performance. Avoid touching the LCD screen or holding your finger(s) against it for long periods of time. Doing so may produce some temporary distortion effects on the screen.
 - This panel is an advanced product that contains millions of pixels. In a very few cases, you could see fine dots on the screen while you're viewing the TV. Those dots are deactivated pixels and do not affect the performance and reliability of the TV.
 - Displaying a still image for a prolonged period of time may cause an image sticking. Avoid displaying a fixed image on the TV screen for a extended length 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 upon the product. This generated sound does not affect the performance and reliability of the product.

Specifications

Product specifications may be changed without prior notice due to upgrade of product functions.

The energy information provided on the product is shown in accordance with the applicable regulations of each respective country (Depending upon the country).

- The Energy consumption was measured in accordance with IEC 62087.

The actual energy consumption depends on the usage environment (The content watched, TV settings, etc.).

Television System

For 32LJ550B	NTSC, PAL-M/N, SBTVD
For 32LJ550D	NTSC, PAL-M/N, DVB-T/T2

Program Coverage

For 32LJ550B	VHF 2-13, UHF 14-69, CATV 1-135, DTV 2-69
For 32LJ550D	VHF 2-13, UHF 14-69, CATV 1-125, DTV 2-69

External Antenna Impedance

75 Ω

Environment condition

- **Operating Temperature**
0 °C to 40 °C
- **Operating Humidity**
Less than 80 %
- **Storage Temperature**
-20 °C to 60 °C
- **Storage Humidity**
Less than 85 %

Wireless Module (LGSWFAC71)

Specifications

Wireless LAN (IEEE 802.11a/b/g/n/ac)	
Frequency Range	Output Power(Max.)
2400 to 2483.5 MHz	15 dBm
5150 to 5725 MHz	14.5 dBm
5725 to 5850 MHz	14.5 dBm
- As band channels can vary per country, the user cannot change or adjust the operating frequency. This product is configured for the regional frequency table. - For consideration of the user, this device should be installed and operated with a minimum distance of 20 cm between the device and the body. - FCC ID: BEJLGSWFAC71 / IC: 2703H-LGSWFAC71	

Symbols

	Refers to alternating current(AC).
	Refers to direct current(DC).
	Refers to class II equipment.
	Refers to stand-by.
	Refers to "ON" (power).
	Refers to dangerous voltage.

Regulatory

WARNING!

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.

If your existing television set is being retained and relocated, the same considerations as above should be applied.



The model and serial numbers of the TV are located on the back and on one side of the TV. Record them below should you ever need service.

MODEL _____
SERIAL _____