

USER MANUAL

H43K85GUF

H50K85GUF

H55K85GUF

Haier

Inspired Living

Because the Fire TV operating system is periodically updated, the images, navigation instructions, titles and location of menu options shown in this manual may be different from what you see on the screen.

Note : This product uses a panel consisting of sub pixels which require sophisticated technology to produce. However, there may be a few bright or dark pixels on the screen. These pixels will have no impact on the performance of product.

Television

English

TABLE OF CONTENTS

Be Sure to Read

Important safety instructions.....	2
Preparation	4
Remote control	5
Operating instructions	5
Trouble Shooting	7
Specifications	7
Accessibility function description	8

IMPORTANT SAFETY INSTRUCTIONS

- 1) Read these instructions.
- 2) Keep these instructions.
- 3) Heed all warnings.
- 4) Follow all instructions.
- 5) Do not use this product near water.
- 6) Clean only with dry cloth.
- 7) Do not block any ventilation openings, install in accordance with the 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 plug. If the provided plug does not fit into your outlet, consult an electrician for replacement of the obsolete socket.
- 10) Protect the power cord from being walked on or pinched particularly at plug, convenience receptacles, and the point where they exit from the apparatus.
- 11) Only use attachments/accessories specified by the manufacturer.
- 12) Unplug this apparatus during lightning storms or when unused for long periods of time.
- 13) 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.
- 14) Mains plug is used to disconnect the device, the disconnect device shall remain readily operable.
- 15) The ventilation should not be impeded by covering the ventilation openings with items, such as newspapers, table-cloth, curtains, etc.
- 16) No naked flame sources, such as lighted candles, should be placed on the apparatus.
- 17) Attention should be drawn to the environmental aspects of battery disposal.

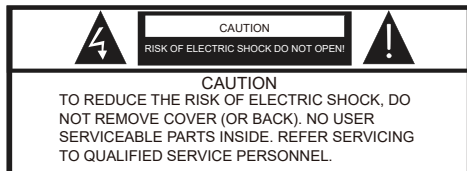
- 18) The use of apparatus in moderate climate.
- 19) The apparatus shall not be exposed to dripping or splashing and that no objects filled with liquids, such as vases, shall be placed on the apparatus.
- 20) Warning: To avoid any injury caused by lean of the product, please always ensure the whole product was placed within the table surface in horizontal.



This symbol indicates AC voltage.



This symbol indicates DC voltage.



The symbol indicates that dangerous voltages constituting a risk of electric shock are present within this unit.



The symbol indicates that there are important operating and maintenance instructions provided in the user manual given with this unit.

WARNING:

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

WARNING:

The batteries shall not be exposed to excessive heat such as radiators, fire or the like.



This marking indicates that this product should not be disposed with other household wastes. To prevent possible harm to the environment or human health from uncontrolled waste disposal, recycle it responsibly to promote the sustainable reuse of material resources. To return your used device, please use the return and collection systems or contact the retailer where the product was purchased. They can take this product for environmental safe recycling.



EU Battery Regulation

This symbol on the battery(ies) or on the packaging indicates that the battery(ies) provided with this product shall not be treated as household waste. Instead, please separate battery(ies) from other types of waste and recycle it(them) through your local recycling system to protect environment and health.

The chemical symbol for lead (Pb) is added under this symbol if the battery(ies) contains more than 0.004 % lead. For more detailed information about recycling of this battery(ies), please contact your local authority or the shop where you purchased the product or battery(ies).



This symbol indicates that this product incorporates double insulation between hazardous mains voltage and user accessible parts. When servicing use only identical replacement parts.

Stability Hazard

A display may fall, causing serious personal injury or death. Many injuries, particularly to children, can be avoided by taking simple precautions such as:

- ALWAYS use cabinets or stands or mounting methods recommended by the manufacturer of the display.
- ALWAYS use furniture that can safely support the display.
- ALWAYS ensure the display is not overhanging the edge of the supporting furniture.
- ALWAYS educate children about the dangers of climbing on furniture to reach the display or its controls.
- ALWAYS route cords and cables connected to your display so they cannot be tripped over, pulled or grabbed.
- NEVER place a television set in an unstable location.
- NEVER place the display on tall furniture (for example, cupboards or bookcases) without anchoring both the furniture and the display to a suitable support.
- NEVER place the display on cloth or other materials that may be located between the display and supporting furniture.
- NEVER place items that might tempt children to climb, such as toys and remote controls, on the top of the display or furniture on which the display is placed.

CAUTION

Risk of explosion if battery is replaced by an incorrect type.

Warning for Apparatus containing COIN / BUTTON CELL BATTERIES (Below instruction only used for the apparatus containing a user-replaceable coin/button cell battery)

WARNING:

Do not ingest the battery, Chemical Burn Hazard (The remote control supplied with) this product contains a coin/button cell battery. If the coin/button cell battery is swallowed, it can cause severe internal burns in just 2 hours and can lead to death. Keep new and used batteries away from children. If the battery compartment does not close securely, stop using the product and keep it away from children. If you think batteries might have been swallowed or placed inside any part of the body, seek immediate medical attention.

Precautions For Using Battery

Improper using of the battery will cause leakage. So please do as the following methods and use carefully.

- Please note the batteries' polarity, to avoid short circuit.
- When the battery's voltage is insufficient which affect the use range, you should replace new battery.

- Remove the batteries from the remote control unit if you do not intend to use it for a longtime.
- Do not use different types of batteries (for example, Manganese and Alkaline batteries) together.
- Do not put the battery into fire, and charge or decompose the battery.
- Please dispose batteries abide by relevant environmental protection regulation.

Warning

Don't disposal of a battery into fire or a hot oven, or mechanically crushing or cutting of a Battery.

Don't leaving a battery in an extremely high temperature surrounding environment.

To avoid battery subjected to extremely low air pressure. The batteries battery pack or batteries installed) shall not be exposed to excessive heat such as sunshine, fire or the like.

Bluetooth function notice

Bluetooth[®] technology (if available in your TV) uses 2.4GHz frequency thus close proximity to Wi-Fi access points, routers or microwave ovens might interfere with Bluetooth audio streaming. If you face interruptions in audio reception, you should restart your Bluetooth device to find frequency with less interferences and if you continue to face issues you should move closer to TV or increase space between TV and source of interferences.

License

Amazon, Fire, Alexa, and all related marks are trademarks of Amazon.com, Inc. or its affiliates.

This television is a product of Haier, and is not manufactured by Amazon.com, Inc. or any Amazon affiliate.

Certain services are subject to change or withdrawal at any time, may not be available in all countries, areas and languages, or in 4K, HDR, UHD or HLG and may require separate subscriptions.



The terms HDMI, HDMI High-Definition Multimedia Interface, HDMI Trade dress and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.



AUDIO

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



Apple, Apple Home, AirPlay, and HomeKit are trademarks of Apple Inc., registered in the U.S. and other countries and regions.

To use AirPlay and HomeKit with this TV, the latest version of iOS, iPadOS, or macOS is recommended.

PREPARATION

IMPORTANT: Do not apply pressure to the screen display area which may compromise the integrity of the display. The manufacturer's warranty does not cover user abuse or improper installations.

IMPORTANT: The stand of the TV must be assembled prior to usage.

PREPARING YOUR TV FOR WALL MOUNTING

Warning: This operation requires two people.

Please contact your local Haier dealer to purchase the recommended wall mount bracket.

To ensure a safe installation, observe the following safety notes:

- Check that the wall can support the weight of the TV set and wall mount assembly.
- The TV set must be installed on a vertical wall.
- Make sure to use only screws suitable for the material of the wall.
- Make sure that the TV set cables are placed so that there is no danger of tripping over them.

Warning

- Using other wall-hanging brackets, or installing a wallhanging bracket by yourself have the risk of personal injury and product damage. In order to maintain the unit's performance and safety, be absolutely sure to ask your dealer or a licensed contractor to secure the wall-hanging brackets. Any damage caused by installing without a qualified installer will void your warranty.
- Carefully read the instructions accompanying optional accessories, and be absolutely sure to take steps to prevent the TV from falling off.
- Handle the TV carefully during installation since subjecting it to impact or other forces may cause product damage.
- Take care when fixing wall brackets to the wall. Always ensure that there are no electrical cables or pipes in the wall before hanging bracket.
- To prevent fall and injury, remove the TV from its fixed wall position when it is no longer in use.

Multi product user manual

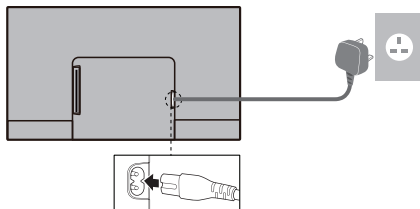
The features described in this manual are common to most models. Some features may not be available on your TV and/or your TV may include features that are not described in this user manual. The illustrations in this manual may differ from the actual product. Please refer to the actual product.

Device update

Typically, some devices are updated quarterly, but not always so specific. Please refer to the actual situation.

TURNING ON THE TV

1. Install the stand and place the TV on a solid surface.
2. Connect the antenna or cable to the ANT aerial socket on the back of the TV set.
3. Power:
Plug the cord into a working power outlet.



4. Turn on the TV:
Press the button on the remote control or the '**POWER**' button at the bottom of the TV.

Radio Information

Model: H43K85GUF / H50K85GUF / H55K85GUF

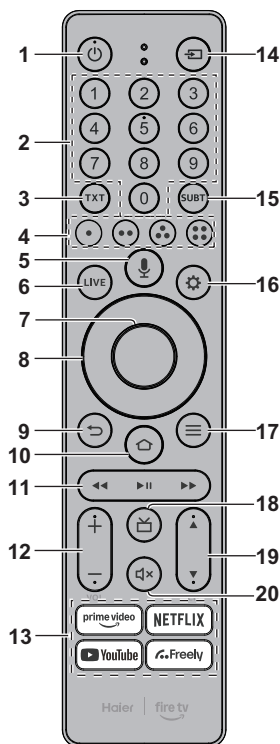
- Bluetooth® transmitter frequency range: 2402–2480MHz
- Bluetooth® transmitter power: 6dBm (+/-4dB)
- 2.4G Wi-Fi transmitter frequency range: 2412–2483.5MHz
- 2.4G Wi-Fi transmitter power: 15dBm (+/-2dB)
- 5G Wi-Fi transmitter frequency range:
 - Band 1: 5150 – 5250 MHz
 - Band 2: 5250 – 5350MHz
 - Band 3: 5470 – 5725MHz
 - Band 4: 5725 – 5825 MHz
- 5G Wi-Fi transmitter power: 14dBm (+/-2dB)
- DVB-T/T2/C tuner frequency range: 42 – 1002MHz
- DVB-S/S2 tuner frequency range: 850 – 2350MHz



ES	IT	NL	SE	EE	PT	PL	FR
FI	LV	MA	RS	DE	CY	TR	BG
GB	LT	MK	IE	SK	CZ	BE	BA
SI	LU	HR	RO	AL	HU	GR	UA

Operation of 5150-5350MHz is restricted to indoor use only.

REMOTE CONTROL



- 1 []: Power on/off (Standby)
- 2 Numeric keypad
- 3 Text
- 4 Coloured buttons
- 5 Voice button
Press and hold the button and speak into the microphone to use voice controls.
- 6 LIVE TV
- 7 OK
Confirms your selection
- 8 D-pad (up / down / left / right navigation buttons)
- 9 Back
Return to the previous place in the menu or app.
- 10 Home
- 11 Rewind | Play / Pause | Fast forward
- 12 Volume
- 13 Streaming Services
- 14 Input
- 15 Subtitles
- 16 Settings
Display quick settings for Picture, Screen, Sound, etc. on the screen.

17 Options

18 Guide

19 Channel

20 Mute/ Un-mute

Eye-protection Function:

Eye comfort -Eye comfort mode on your TV is designed to reduce the level of blue light to protect your eyes.

Press Remote control [Settings] > [Picture] >

[Advanced Settings] > [Eye comfort] (Optional: Off, Low, Middle, High).

In standard picture mode with standard color temperature and open low blue light setting button can meet TUV low blue light requirements.

To reduce eyes strain and protect eyes when you watch TV for a period of time, you are recommended to:

- Take regular and frequent breaks, avoid watching TV for periods of more than one hour.

Watching TV for long periods of time may cause eye fatigue.

- Look away from the TV screen and focus on distant objects for at least 10 minutes during watch break time.
- Relax yourself during watch break time by doing eye exercises or outdoor activities.
- The best recommended viewing distance is 3 times the vertical height of the TV screen.
- Regular breaks and exercises are extremely helpful in relieving eye strain and fatigue.

OPERATING INSTRUCTIONS

Initial Setup

A setup screen is displayed when you turn the TV on for the first time. Follow the on-screen guidance.

1 Choose Your Language and Select TV mode

Press to enter Store Mode.

“Store Use” option will configure your TV’s settings for store environment, and is not intended for private use.

2 Choose Your Location

3 Pair Your Remote with your TV

Pairing of the remote control is completed automatically. (Sometimes you may need to hold down the button for pairing, depending on the actual situation.)

4 Enable Network

When connecting wirelessly, select the access point to be connected to. To set up later, you can press the button on the remote control to skip.

When using a wired connection, the internet connection is established automatically.

After the internet connection is established, the TV will check for the software updates and download the latest software next, if any available. Please notice that this will take some time.

5 Sign In with Your Amazon Account

To use Amazon, Fire TV, and Alexa related functionality, you will need to sign into your Amazon account. Note that this step is skipped if there is no internet connection.

You can sign in with a smartphone, a QR code, or the remote control. Follow the on-screen guidance.

6 Choose your streaming services

You can select recommended APPs and add them to your home screen. You can also select "No, Thanks" to skip.

7 Scan for TV channels

Select "Yes" to enter the channel scan. Before the scan begins, you will be asked to check that the antenna cable is plugged in. You can also skip this step by selecting "NO" on the screen.

Please note that the process of scanning will take some time.

8 Parental Controls (PIN code)

Specifications, etc. are subject to change due to software updates.

You will need an internet connection to sign into your Amazon account in order to use a variety of services such as voice controls and video streaming services.

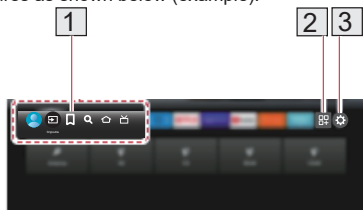
If you set a PIN code, you may be asked to enter your PIN code when you try to access some menus, services, content, etc.

Restricts access to videos, purchasing and certain types of content within Amazon services. For third party apps, please refer to the parental control settings of the relevant app.

Home

"Home" is a gateway to the TV programs, applications and connected devices. Home is displayed by pressing

⏏ and it provides you an easy way to access all the features as shown below (example).



① Profile / Inputs / My Stuff / Find / Home / Live TV

For example: to watch TV via a Cable Set top box, or any other source (DVD, DVR, gaming device, etc.) -

After selecting [⏏], press the down navigation button on the remote control, then press the left or right navigation button to select the appropriate input

② Applications

③ Setting menu

Display the screen for making advanced settings for the TV.

Read Before Using Apps

(*Terms & Conditions apply)

- Due to the product characteristics featured on the Apps store, as well as limitations in available content, certain featured applications, and services may not be available on all devices or in all territories. Some Apps featured may also require additional peripheral device or membership fees. Services and content availability are subject to change without prior notice.
- Manufacture takes no legal responsibility whatsoever for any interruption of App services caused by the service provider for any reason.
- An unstable Internet connection may cause delays or interruptions. In addition, applications may terminate automatically depending on the network environment.
- Applications services and updates may become unavailable.
- Application content is subject to change by the services provider without prior notice.
- Specific services may differ with the version of the application installed on the TV.
- An application's functionality may change in future version of the application.
- Depending on the third party service provider's policies, certain applications may not support multitasking.
- The response to remote commands and the resulting on-screen display may be delayed while a webpage is loading.
- The copy and paste operations are not supported.
- The web browsing speed will differ with the network environment.
- Depending on the types of video/audio codec supported, it might not be possible to play certain video and audio files while playing content.
- Apps store have certain limitation, it consist many inbuilt apps for various needs of user but user doesn't have facility to add other apps from any other media.

TROUBLE SHOOTING

Please make these simple checks before calling service. These tips may save you time and money since charges for receiver installation and adjustments of customer controls are not covered under your warranty.

Symptoms	Items to Check and Actions to Follow
"Ghost" or double image	• This may be caused by obstruction to the antenna due to high rise buildings or hills. Using a highly directional antenna may improve the picture.
No power	• Check if the TV's AC power cord is plugged into the outlet. • Unplugging the TV, wait for 60 seconds. Then reinsert plug into the outlet and turn on the TV again.
No picture	• Check antenna connections at the rear of the TV to see if it is properly connected to the TV. • Possible broadcast station trouble. Try another channel. • Adjust the contrast and brightness settings. • Check the Closed Captions control. Some TEXT modes could block the screen.
Good picture but no sound	• Increase the volume level by pressing the VOL+ button on the remote control. • Press the MUTE button on the remote control to ensure mute is off.
Good sound but poor colour	• Adjust the contrast, colour and brightness settings.
Poor picture	• Poor picture quality may occur when an activated S-VHS camera or camcorder is connected to your TV and other peripherals at the same time. Switch off one of the peripherals.
Snowy picture and noise	• Check the antenna connection.
Horizontal dotted line	• This may be caused by electrical interference (e.g.hair dryer, nearby neonlights, etc) Turn off the equipment.
Television not responding to remote control	• Check if the battery is working properly. Replace it if necessary. • Clean the remote control sensor lens on the TV.
Pixels (dots) that are always dark or always lit	• Your TV is precision-manufactured using an extremely high level of technology. However, sometimes pixels may not display correctly. These types of occurrences are inherent to this type of product and do not constitute a defective product.

NOTE:

For some models, some options are not available, please refer to the actual machine.

SPECIFICATIONS

Size (Diagonal)	43"	50"	55"
Resolution	3840x2160		
Image Refresh Frequency rate (Default)	60Hz		
Aspect Ratio	16:9		
TV System	DVB-T/T2/C/S/S2		
Input Power Voltage	100-240V~50/60Hz		
Audio formats	AAC; AMR-NB; FLAC; MIDI; Vorbis; PCM/WAVE; Opus; DVB; MP3		
Video formats	Microsoft Smooth Streaming; H.263; H.264 AVC; H.265 HEVC; H.266 VVC; AV1; VP8; VP9; MPEG		
Rated Power	43"	50"	55"
	120W	145W	165W
Audio Output	20W		
Standby Power consumption	≤ 0.5W		
Environmental Condition	Operating ambient temperature: +5°C to +40°C Operating environment humidity: 25%~80% Storage Temperature: -15°C~+45°C Storage Humidity: <80% Atmospheric Pressure: 86~106Kpa		

ACCESSIBILITY FUNCTION DESCRIPTION

Subtitle

Subtitles can be turned on or off, and users can also customize subtitles (font, size, color, background, etc.), as well as enable Hard-of-hearing Mode (available only when supported by the video).

Alexa Subtitles

Show Alexa Subtitles for Alexa responses when available). Also customize captions (font, size, color, background, etc.).

VoiceView

VoiceView is a screen reader developed by Amazon for Fire TV devices. It is primarily designed for users who are blind or have low vision, reading screen text aloud and guiding operation paths to assist users in completing device setup, menu navigation, content browsing, and other full-process operations. It also supports customizing voice parameters and interaction modes to suit different usage habits.

Press and hold the **Back** button (⏮) and the **Options** button (⋮) for two seconds to turn on or off.

Text Banner

Text Banner is an accessibility feature designed for users with amblyopia or reading difficulties, enhancing text readability through high contrast, large fonts, and simplified interface elements.

Enables the use of button combinations to magnify the screen.

To turn the text banner on or off, hold (⏮) and (⏭) for two seconds.

To show or hide the banner, long press (⏮).

If there is more content than fits in the banner, press (⏮) or (⏭) to scroll the text.

To use standard (⏮) or (⏭) actions, hide the banner first.

The banner's appearance and content can be customised from the Text Banner menu in Accessibility Settings.

Some apps may not be compatible with Text Banner.

Screen Magnifier

Screen Magnifier is an assistive tool designed for users with low vision or visual impairments, and its function is to locally enlarge screen content to help users see details clearly.

High-Contrast Text (Experimental)

High-Contrast Text (Experimental) is an accessibility feature designed for users with poor vision or those in bright environments, enhancing text readability through strong contrast.

Audio Type

Accessibility features designed for blind or visually impaired users can insert narration during program dialogue, describing visual information such as actions on screen, scene transitions, character expressions, and on-screen text.

Subtitle preferences by live TV channel

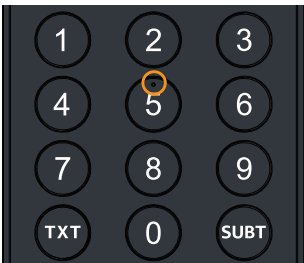
A custom subtitle feature for live TV scenarios allows users to set the subtitle style individually for different TV devices.

Feedback & Support

Please provide the suggestion to Amazon. If you need assistance right now, please contact Amazon Customer Service.

Tactile dots on the remote control buttons

The TV remote control has tactile dots on the number 5 button to help you find the buttons easily.



Haier

Haier

K85 Series

H55K85GUF

- ✓ 4K UHD
- ✓ Freely
- ✓ Gaming 120Hz DLG
- ✓ Dolby Audio
- ✓ Fire TV

Main Features

Product name / Commercial code	H55K85GUF
Product code	36200180
EAN Code	6976454836448
Manufacturer	Qingdao Haier Optonics Co. Ltd.
Screen Size (inch)	55
Panel Technology used	LED
Resolution	3840*2160
Panel definition	4K

Technical features

Display

Panel Type	D-LED
Active Screen Area (inch)	54.6
Refresh Rate	60Hz

HDR10	Yes
Dolby Vision	No
Multi-Picture Modes	User
Energy Saving	Yes
MEMC	Yes
Colour Gamut	Normal
Screen diagonal (cm)	139

Smart TV

Smart TV	Fire TV
System	Fire OS 8
Far field voice control	No
Hotel Mode	No
HBBTV	Yes (function only)

Sound

Surrounding Sound (Simulate)	Yes
dbx-tv	No
Dolby Atoms	No
Watts/Channel (7% THD)	L+R: (9.5W+9.5W)
Multi-Audio Modes	User

Connectivity

HDMI Input	3 HDMI 2.1 (Compliance with 4K 60HZ &one with eARC)
Tuner Input	4
Headphone Jack	1
USB ports	2 (USB 2.0)
Bluetooth	5.0
WIFI	WIFI 2.4G&5G
Composite Input	0
Shared Audio Input	0

Performance and Consumption

Energy efficiency class	E
On mode power demand in Standard Dynamic Range (SDR) - W	64
Energy efficiency class in High Dynamic Range (HDR) mode	G
On mode power demand in High Dynamic Range (HDR) mode - W	90

Dimensions

Product height (mm)	775.5
Width of the product (mm)	1226
Full product depth (mm)	322.6
Packaged Product Height (mm)	830
Width of the packed product (mm)	1385
Packaged Product Depth(mm)	121
Wall Mounts Standard(VESA) [mm]	200x100
Net weight (kg)	9.4
Net Weight (W/OStand)	9.3
Gross weight (kg)	13.5