Here is how to perform the upgrade (PN-LE601 701 801 Series ONLY):
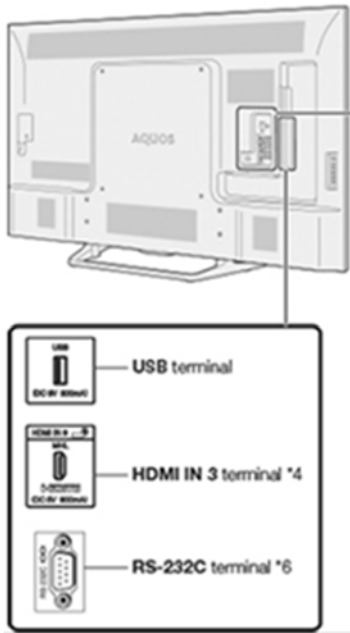
1) Download the firmware
2) Save it to your computer
3) Format a USB drive to FAT32
4) Copy and verify the only file on the USB drive is named "install.img"
5) Turn off the TV
6) Put the USB drive into the USB slot on the rear of the TV

7) Turn on the TV
8) Using the remote, press the MENU button
9) Then navigate to Information<>Software Update<>Manual Update<>USB Update
10) When prompted press Enter on the remote when the screen shows "OK"

The update could take nearly 5 minutes and the screen may even go black during it. Do not remove the USB drive or power cord until the TV returns to the Input you were originally on.

Verify update:
11) Using the remote, press the MENU button
12) Then navigate to Information<>Identification
13) The screen should indicate SW 2018.11.06 1.13