

Philips 6000 series  
LED TV

102 cm (40")

Full HD 1080p  
DDB  
SmartTV

40PFL6770



## Experience every detail

with DDB technology

Get closer to reality with razor sharp image, true colors and contrast. DDB technology gives you life like experience with crystal clear viewing clarity.

### "See brilliant picture quality"

- 240Hz Perfect Motion Rate (PMR) for superb motion sharpness
- SmartTV
- Full HD LCD display for better depth and clarity
- Pixel Precise HD for razor sharp images
- Futuristic digital entertainment in Philips HDTV

### Hear crisp and clear sound

- Feel the power of 20 W(2x 10W) RMS

### Easy to connect and enjoy

- Seamless connectivity with 3 HDMI inputs
- Enjoy TV viewing with single remote
- Fantastic video, photo and music playback via USB
- MHL technology for enjoying mobile content on big screen

# PHILIPS

LED TV  
102 cm (40") Full HD 1080p, DDB, SmartTV

# Highlights

## Full HD LCD display, 1920 x 10



"The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future proof as it supports 1080p signals from all sources, including the most recent like Blu-ray and advanced HD game consoles. The signal processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colors.. "

## DDB Technology



Welcome to the next step in the evolution of Television. DDB technology, a futuristic technology, allows you to experience superior picture quality with over 4.4 trillion colors and improved sharpness, enhanced clarity and better contrast than ever before. It enables your television to receive digital video directly from the satellite, making a set-top box completely unnecessary. Allowing you to sit back and experience picture quality that's so incredibly true to life you won't believe that you are watching it on TV.

## Pixel Precise HD

# Pixel Precise HD

Pixel Precise HD builds on the Pixel Plus foundation. It brings the high definition picture quality to the next level. With Super Resolution, Pixel Precise HD now brings you the best HD TV picture quality whether you are watching a video or good quality Blu-ray movies.

## SmartTV



Explore and enjoy the world of apps and more, directly on your TV.

## 240Hz PMR



240Hz Perfect Motion Rate (PMR) creates extreme motion sharpness for clear and vibrant images in fast action movies. The new Philips PMR standard shows the combined

## 40PFL6770/V7

visible effect of the fastest panel refresh rate, HD Natural Motion and unique processing formula, for unprecedented motion sharpness.

## Rich & clear sound experience



"Feel the power of the music beat and the atmosphere of the movies. The powerful 20 W RMS (2 x 10 W RMS) amplifiers create a lifelike soundstage. It gives a clear and spacious sound stage complementary to the rich viewing experience.."

## Clutter free-single remote



Watch TV with great ease with single remote use and no additional set-top box

## 3 HDMI inputs

# HDMI™ x3

HIGH-DEFINITION MULTIMEDIA INTERFACE

"HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI uses HDCP copy protection. With 2 HDMI inputs on the back of the TV you can connect multiple HD sources, for instance an HD settop box, a Blu-ray player, and Game Console or Digital Camcorder."



# Specifications

## Picture/Display

- Diagonal screen size (inch): 40 inch
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel precise HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Digital Noise Reduction

## Supported Display Resolution

- Computer formats: Via HDMI/DVI input,, 1920 x 1080, 60Hz, 1366 x 768, 60Hz, 1280 x 1024, 60Hz, 1280 x 720, 60Hz, 1024 x 768, 60Hz, 800 x 600, 60Hz, 720 x 480, 60Hz, 640 x 480, 60Hz
- Video formats: 1080p, 60Hz, 1080p, 50Hz, 1080i, 50, 60Hz, 720p, 50, 60Hz, 576p, 50Hz, 576i, 50Hz, 480p, 60Hz, 480i, 60Hz

## Tuner/Reception/Transmission

- Tuner bands: UHF, VHF
- TV system: PAL B/G
- Video Playback: NTSC, PAL, SECAM

## Multimedia Applications

- Playback Formats: AVI, JPEG Still pictures, MPEG1, MPEG2, MPEG4, WMA v2 up to v9.2, H.264/ MPEG-4 AVC, PNG still pictures
- Music Playback Formats: MP3, WMA (v2 up to v9.2)
- Picture Playback Formats: JPEG

## Convenience

- Ease of Installation: Autostore, Fine Tuning
- Ease of Use: Graphical User Interface, On Screen Display
- Screen Format Adjustments: 16:9
- On-Screen Display languages: English

## USB - File Extension

- Video: \*.avi, \*.mkv, \*.mov, \*.mp4, \*.mpg, \*.mpeg, \*.wmv

## USB - Container

- Video: ASF, AVI, MKV, MP4, PS

## USB - Video Decoder

- Compression Format: H.264, MPEG 1, MPEG 2, MPEG 4

## Sound

- Output power (RMS): 20W
- Sound System: Stereo
- Sound Enhancement: Auto Volume Leveler

## DDB

- TUNER/RECEPTION/ TRANSMISSION: DDB, DDB-Mpeg4

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- Number of AV connections: 2
- EasyLink (HDMI-CEC): EasyLink
- Front / Side connections: SD Card slot
- Other connections: Component Video (YPbPr) input, Antenna IEC75, S/PDIF out (coaxial), Headphone out
- AV output: Composite (CVBS) x1, Headphone out
- LAN wired: Ethernet (RJ 45) 1x
- LAN wireless: IEEE 802.11 b/g/n
- Number of HDMI connections : 3
- Number of USB connections: 3

## Power

- Power supply: 100-240VAC, 50/60Hz
- Power consumption: 100 W
- Standby power consumption: Cold Start : Less than 0.5 watt

## Accessories

- Included accessories: 2 x AAA Batteries, Remote Control, User Manual, Warranty certificate, Power cord, Safety/legal instructions, Table top stand, Wall mounting bracket
- User Manual: English

## Dimensions

- Set Width: 931 mm
- Set Height: 555 mm
- Set Depth: 86 mm
- Product weight: 7.7 kg
- Set width (with stand): 931 mm
- Set height (with stand): 615 mm
- Set depth (with stand): 172 mm
- Product weight (+stand): 8.1 kg

