

Philips  
professional flat TV with  
Pixel Plus

**81 cm (32")**

LCD HD Ready

**32HF7443**



## SmartConnect System FlatTV

with the latest high definition LCD display

This system prepared LCD TV offers a razor sharp image with vivid colors and exciting viewing experience. With the advance features and optional accessories, this TV is fully prepared for interactive services and in-room entertainment.

### **Best total cost of ownership**

- Wireless SmartLoader for fast cloning
- Installation menu locking
- ESP™ (Energy Savings Programmability)
- Battery Low Detection for Remote Control
- External loudspeaker connector

### **Maximum guest comfort**

- Welcome message on screen display
- Volume limitation

### **System ready and future proof**

- Smartplug RJ12 connector
- SmartCard Xpress Box compatible for interactive systems

### **Great viewing experience and guest comfort**

- Pixel Plus for detail, depth and clarity
- HD Ready for the highest quality display of HD signals

**PHILIPS**  
sense and simplicity

# Highlights

## Wireless SmartLoader

Provides the ability to copy easy and wireless all programming settings from one TV set into other TV sets in less than a minute. The feature ensures uniformity between TV sets and significantly reduces installation time and costs.

## Installation menu locking

Prevents unauthorized access to installation and configuration settings, to ensure maximum guest convenience and avoid unnecessary reprogramming costs.

## ESP™

Feature can be selected in the set-up menu. The TV can be switched off automatically after a specified period of use saving energy and provide extended product life time. The selectable range is from 0 to 99 hours.

## Battery Low Detection

This feature informs of the need to replace the remote control batteries preventing nuisance calls and unnecessary replacement of batteries.

## External loudspeaker connector

Amplified audio connector for easy installation of external speakers (like for bathrooms), eliminating the need for investments in external equipment

## Welcome message

A welcome greeting is displayed each time the TV set is switched on.

## Volume limitation

This feature predefines the volume range with which the TV set is allowed to operate, preventing excessive volume adjustments and avoiding disturbance of next door guests.

## Smartplug RJ12 connector

The Smartplug RJ12 connector permits OEM or 3rd party decoders and controllers to interface with the TV.

## SmartCard Xpress Box

The optional SmartCard Xpress Box can be mounted at the rear side of the TV set and allows third party decoders and application cards to interface with the TV adding new functionality to the TV. The TV can also be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Control Interface (supporting UART and RS232 protocols) and the SmartPlug Control interface.

## Pixel Plus

Pixel Plus is a digital picture processing technology that increases the number of lines

and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

## HD Ready

Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV settop box or Blu-ray disc. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

## HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.



# Specifications

## Picture/Display

- Display screen type: LCD WXGA Active Matrix TFT
- Diagonal screen size: 32 inch / 80 cm
- Aspect ratio: Widescreen, 16:9
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 600:1
- Response time (typical): 8 ms
- Viewing angle (H / V): 176 / 176 degree
- Picture enhancement: Pixel Plus, Progressive scan, 3D Combfilter, 3/2 - 2/2 motion pull down, Active Control, Luminance Transient Improver, Color Transient Improvement, Digital Noise Reduction, Jagged Line Suppression
- Screen enhancement: Anti-Reflection coated screen
- Color cabinet: Bicolour Black & Silver Frost

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 72, 75, 85Hz
800 x 600	56, 60, 72, 75, 85Hz
1024 x 768	60Hz

### Video Formats

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

## Sound

- Output power (RMS): 2 x 15 W
- Sound System: Stereo, Virtual Dolby Surround
- Sound Enhancement: Auto Volume Leveller

## Tuner/Reception/Transmission

- Tuner bands: VHF, UHF, S-Channel, Hyperband
- TV system: PAL B/G, PAL D/K, PAL I, SECAM B/G, SECAM D/K, NTSC
- Stereo System: Nicam BG/DK/I, 2CS BG/DK
- Video Playback: PAL, SECAM, NTSC
- Aerial Input: 75 ohm coaxial (IEC75)
- Number of Preset Channels: 125

## Connectivity

- AV 1: YPbPr (2fh), Audio L/R in

- AV 2: CVBS, S-Video, Audio L/R in
- AV 3: VGA PC-in, YPbPr (2Fh), Audio L/R in
- AV 4: HDMI
- Front / Side connections: CVBS in, S-video in, Audio L/R in
- Connectivity Enhancements: RJ12 connector, RJ45 connector, HM-Link, SmartCard Xpress box ready, Extra Power supply 12V/1W, External Loudspeaker connector
- Other connections: Monitor out, CVBS, L/R (cinch)

## Convenience

- Ease of Installation: Automatic Tuning System (ATS), Fine Tuning, Cloning of TV settings, Advanced Hotel Mode, Program Name
- Ease of Use: Smart Picture, Smart Sound
- On-Screen Display languages: English, Malay, Simplified Chinese
- Comfort: Hotel Guest features
- Screen Format Adjustments: 4:3, Full screen, Superwide, Widescreen, Subtitle Zoom, Zoom 16:9, Zoom 14:9
- Teletext: 10 page Smart Text
- Clock: Sleep Timer
- VESA Mount: 200 x 100 mm
- Remote Control: TV
- Remote control type: RC2887

## Power

- Mains power: AC 100-250V, 50/60Hz
- Power consumption: Normal Operation 120 W
- Ambient temperature: 5 °C to 40 °C

## Dimensions

- Set weight: 18.2 kg
- Weight incl. Packaging: 22 kg
- Set dimensions (W x H x D): 924 x 511 x 118 mm
- Dimensions (with base) (W x H x D): 924 x 550 x 222 mm
- Box dimensions (W x H x D): 1000 x 690 x 240 mm

## Accessories

- Included accessories: Remote Control, Batteries for remote control, Power cord, Table top stand
- Cables: Minijack-to-AV Cinch (Female)
- Optional accessories: Set up Remote RC2573GR, Wireless SmartLoader 22AV1120



Issue date 2011-06-07

Version: 1.0.9

12 NC: 8670 000 22846  
EAN: 87 10895 89905 5

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