



Philips  
LCD TV with Pixel Plus 3  
HD

**132 cm (52")**

Full HD 1080p

**52PFL7403**



## Be part of the action

Experience brilliant performance with a breathtaking full HD 1080p, 100Hz display. Combined with a powerful Pixel Plus 3HD engine, HD Natural Motion and exciting invisible sound, this Flat TV ensures you're always part of the action.

### See every detail of the action

- Pixel Plus 3 HD for most sharp and clear pictures
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 100Hz LCD, 3ms performance for superb motion sharpness
- 28.9 billion colors for brilliant natural images

### Hear exciting and powerful sound

- Superb audio enjoyment from unique invisible speakers
- Incredible Surround for enhanced audio enjoyment
- 30W RMS high audio power

### Easy to connect and enjoy

- 4 HDMI inputs for full digital HD connection in one cable
- EasyLink: easy control of TV & connected device via HDMI CEC
- PC-input allows you to use your TV as a PC monitor
- Smart mode selects a perfect mode for what you are watching

**PHILIPS**  
sense and simplicity

# Highlights

## Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colors and smooth natural motion on all qualities of HD, standard TV signals and multimedia content, for high definition displays. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artifacts and noise in all sources from multimedia to standard TV and also in highly compressed HD are detected and reduced ensuring that the picture is clean and razor sharp.

## Full HD LCD display 1920x1080p

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.

## HD Natural Motion

Philips invented HD Natural Motion to minimize juddering effects that are visible with movie based picture content. The award winning algorithm estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material

(such as DVD and Blu-ray Disc). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

## 100Hz LCD (3ms)

100Hz LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The Double Frame Rate Insertion works with a high 100Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a performance with a response time of 3 milliseconds (measured in Perceived Blur-Edge-Width; BEW). This unique Philips technology brings motion sharpness of LCD displays to an unprecedented level.

## 28.9 billion colors

Vibrant and natural images from the most advanced color processing. The 3 color channels (RGB) are optimized for a total processing power of 28.9 billion colors. The advanced algorithms detect even the subtlest shades and skin tones, creating the best color possible.

## Incredible Surround

Incredible Surround is an audio technology from Philips that dramatically magnifies the sound field to immerse you in the audio. Using state-of-the-art electronic phase shifting, Incredible Surround mixes sounds from left and right in such a way that it expands the

virtual distance between the two speakers. This wider spread greatly enhances the stereo effect and creates a more natural sound dimension. Incredible Surround allows you to experience total surround with greater depth and width of sound, without the use of additional speakers.

## 4 HDMI inputs

HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources and includes digital audio. HDMI uses HDCP copy protection. With 3 HDMI inputs on the back and 1 HDMI on the side 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. Your TV is fully prepared for the HD future.

## EasyLink

EasyLink uses the HDMI CEC industry standard protocol to share functionality between connected devices and the TV. With EasyLink only one remote control is needed to operate main functionalities on your TV and connected devices. EasyLink uses the standard HDMI cable to transfer system commands. It works between all electronic devices equipped with HDMI CEC.



# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic screen contrast: 33000:1
- Response time (typical): 3 ms
- Viewing angle: 176° (H) / 176° (V)
- Diagonal screen size: 52 inch / 132 cm
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel Plus 3 HD, 3D Combfiter, Active Control + Light sensor, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Progressive scan, 100Hz LCD, HD Natural Motion
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 72, 75, 85Hz
720 x 400	70Hz
800 x 600	60, 72, 75, 85Hz
1024 x 768	60, 70, 75, 85Hz
1280 x 768	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz

### Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
576i	50Hz
576p	50Hz
720p	50, 60Hz
1080i	50, 60Hz
1080p	24, 50, 60Hz
1080p	24, 25, 30Hz

## Sound

- Equalizer: 7-bands
- Output power (RMS): 30W
- Sound Enhancement: Auto Volume Leveller, Graphic Equaliser, Incredible Surround
- Sound System: Mono, Stereo, BBE

## Loudspeakers

- Built-in speakers: 2

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: On main display, Sleep Timer, Wake Up Timer
- Connection Enhancement: Easy link
- Ease of Installation: Autostore, Fine Tuning, Program Name, Sorting
- Ease of Use: 8 channel smart surf list, Auto Volume Leveller (AVL), Program List, Side Control
- On-Screen Display languages: English, Simplified Chinese, Arabic, Thai, Vietnamese
- Remote Control: TV
- Remote control type: PF04A08B
- Screen Format Adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen
- Teletext: 1000 page Smart Text
- Signal strength indication
- Smart mode: Game, Movie, Personal, Power saver, Standard, Vivid

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: PAL I, PAL B/G, PAL D/K, SECAM B/G, SECAM D/K
- Video Playback: NTSC, SECAM, PAL
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- Number of Preset Channels: 99
- Tuner Display: PLL

## Connectivity

- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, CVBS in
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- HDMI 3: HDMI v1.3
- EasyLink (HDMI-CEC): One touch play, System info (menu language), System standby
- Front / Side connections: HDMI v1.3, S-video in, CVBS in, Audio L/R in, Headphone Out
- Other connections: PC-in VGA + Audio L/R in

## Power

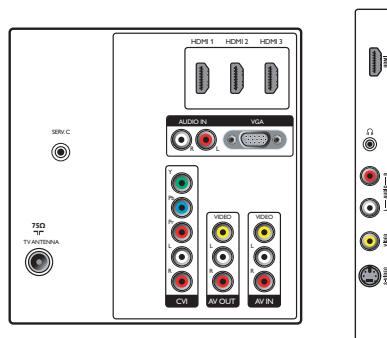
- Ambient temperature: 5 °C to 40 °C
- Mains power: 100-240V, 50/60Hz
- Power consumption: 330 W
- Standby power consumption: (typical) <0.15W

## Dimensions

- Set dimensions (W x H x D): 1302 x 798 x 116 mm
- Set dimensions with stand (W x H x D): 1302 x 875 x 325 mm
- Weight incl. Packaging: 53 kg
- Product weight: 38 kg
- Product weight (+stand): 46 kg
- Box dimensions (W x H x D): 1415 x 954 x 401 mm
- VESA wall mount compatible: 400 x 400 mm

## Accessories

- Included accessories: Tabletop swivel stand, Power cord, Quick start guide, User Manual, Registration card, Warranty certificate, Remote Control, Batteries for remote control



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