



Philips Cineos  
widescreen flat TV with  
Pixel Plus 3 HD and  
Ambilight Surround

**37"**  
LCD  
HD Ready

**CINEOS**

**37PF9731**



## Turn up your viewing experience

with Pixel Plus 3 HD and Ambilight

Enjoy the ultimate viewing experience of this Philips Cineos Flat TV with Pixel Plus 3 HD, Ambilight Surround, and Clear LCD technology. The Digital Media Reader gives you full access to multimedia content.

### **Immersive viewing experience**

- Full HD LCD display, 1920x1080p
- HD Ready for the highest quality display of HD signals
- Pixel Plus 3 HD for most sharp and clear pictures
- Clear LCD with 3ms response for extreme motion sharpness
- Ambilight Surround for an immersive viewing experience

### **Slim, stylish design to complement your interior**

- Matching design swivel stand included

### **Perfect picture quality from your digital photos**

- USB and Memory-Card slot for instantly playing multimedia

### **For advanced performance**

- 2 HDMI inputs for full digital HD connection in one cable

**PHILIPS**

# Highlights

## Full HD LCD display 1920x1080p

This display has a resolution that is referred to as Full HD. The state-of-the-art LCD screen technology has the full high-definition widescreen resolution of 1080 progressive lines, each with 1920 pixels. This allows the best possible picture quality for HD input signals with up to 1080 lines. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

## 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.

## 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.

## Clear LCD with 3 ms response

Clear LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The high refresh rates of the scanning backlight technology increases the sharpness of motion reproduction down to an effective response time of 3 milliseconds (measured in Perceived Blurr-Edge-Width; BEW). On top it creates a higher dynamic contrast and an increased viewing angle. The unique Philips technology brings motion sharpness of LCD displays to an unprecedented level, better than any other Flat display technology.

## Ambilight Surround

With lights surrounding the picture Ambilight 3 makes an impressive contribution to the overall viewing experience with ambient light on 3 sides to complement the colors and light intensity of the image on screen. It creates ambiance, stimulates more relaxed viewing, and improves perceived picture detail, contrast and color. Ambilight 3 automatically and independently adapts the colors of each screenside according to the changing content on the screen. With the 3rd Ambilight the top of the picture is now fully surrounded, completely immersing you into the content.

## Bypacked swivel stand

For maximum freedom of placement, this high-quality stand is designed specifically for this TV,

and allows easy placement of your Flat TV without drilling holes in the wall. Enjoy the best viewing angle with the convenience of the 40 degrees of swivel (20 degrees each side). Invisible cable management is included in the back. This stand fits seamlessly on the matching accessory floorstand.

## USB and Memory Card slot

Instantaneously view and share your movies, photos and music. The Memory Card slot will accept cards of type Compact Flash I and II, Memory Stick, SD Card / Mini SD Card, Smart Media, Micro Drive (up to 2 GB) and Multi Media Card. Simply plug the memory card into slot at the side of the TV, and access the multimedia files stored on the card. The USB connector allows access to multimedia files of most USB-sticks and most digital cameras (USB memory-class device).

## 2 HDMI inputs

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. With 2 HDMI inputs you can connect multiple HD sources, for instance an HD settop box, and a Blu-ray player. Your TV is fully prepared for the HD future.



# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Brightness: 550 cd/m<sup>2</sup>
- Dynamic screen contrast: 6000:1
- Response time (typical): (BEW equiv.) 3 ms
- Viewing angle: 176° (H) / 176° (V)
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Clear LCD, Digital Natural Motion, Dynamic contrast enhancement, Jagged Line Suppression, Progressive Scan, Widescreen Plus
- Screen enhancement: Anti-Reflection coated screen

## Ambilight

- Ambilight Features: Ambilight Surround, Auto adaptive to video content, Efficient low energy lamp
- Color Settings: Full Multi Color
- Dimming Function: Manual and via Light Sensor

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
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): 2x15W
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser
- Sound System: Virtual Dolby Digital

## Loudspeakers

- Built-in speakers: 4
- Loudspeaker types: Integrated woofers with

wOOx, Dome tweeter

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Smart Clock
- Ease of Installation: Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug & Play
- Ease of Use: Auto Volume Leveller (AVL), Delta Volume per preset, Graphical User Interface, On Screen Display, Program List, Side Control
- Picture in Picture: Full dual screen (2 tuners), Text dual screen
- Remote Control: Amp, DVD, Sat, STB (Set-Top Box), VCR, Multi-functional
- Remote control type: RC4401
- Screen Format Adjustments: 4:3, 6 Widescreen Modes, Auto Format, Movie expand 14:9, Movie expand 16:9, Subtitle and Heading Shift, Super Zoom, Widescreen
- Teletext: 1200 page Hypertext
- Teletext enhancements: Habit Watch, Program information Line
- VESA Mount: Vesa compliant

## Multimedia Applications

- Digital Content Management: Digital Media Reader
- Memory Card Types: Compact Flash type I, Compact Flash type II, Memory Stick, Microdrive, MultiMedia Card (MMC), Secure Digital Card (SD), Smart Media Card
- Multimedia connections: 7-in-1 Memory Card Reader, USB (streaming video capable)
- Playback Formats: MP3, Slideshow files (.alb), JPEG Still pictures, DivX 3.11, DivX 5, MPEG1, MPEG2, MPEG4, XviD

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: PAL, SECAM
- Video Playback: NTSC, SECAM, PAL
- Tuner bands: Hyperband, S-Channel, UHF, VHF

## Connectivity

- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, RGB, Y/C
- Ext 3: YPbPr
- Ext 4: HDMI

- Ext 5: HDMI
- Ext 6: VGA PC-in, Audio L/R in
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in, 2x USB, Multi-slot memory card reader
- Other connections: Analog audio Left/Right out, PC-in VGA + Audio L/R in, S/PDIF in (coaxial), S/PDIF out (coaxial)

## Power

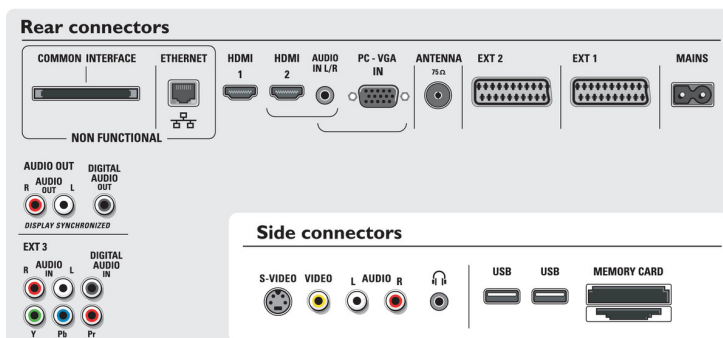
- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 220 - 240 V +/- 10%
- Power consumption: 241 W
- Standby power consumption: 0.8 W

## Dimensions

- Set dimensions (W x H x D): 991 x 707 x 114 mm
- Set dimensions with stand (H x D): 767 x 265 mm
- Weight incl. Packaging: 39 kg
- Product weight: 26 kg
- Box dimensions (W x H x D): 1160 x 923 x 290 mm
- Color cabinet: High Gloss Black
- VESA wall mount compatible: 800 x 200 mm

## Accessories

- Included Accessories: Tabletop swivel stand, Wall mounting bracket, RF antenna cable
- Optional accessories: Floor stand



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