



Philips 5000 series  
LCD TV with Pixel Plus 2  
HD

52"  
Full HD 1080p

52PFL5403



## Be part of the action

Experience brilliant performance with a full HD 1080p display. Combined with a powerful Pixel Plus 2HD engine, HD Natural Motion and fantastic invisible sound, this Flat TV ensures you're always part of the action.

### See smooth and sharp action

- Pixel Plus 2 HD for great details, depth and clarity
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 28.9 billion colors for brilliant natural images
- Dynamic contrast 33000:1 for incredible rich black details

### Hear pure and powerful sound

- Invisible speakers with incredible surround
- 30W RMS high audio power

### Easy to connect and enjoy

- 3 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

# Highlights

## Pixel Plus 2 HD

Pixel Plus 2 HD offers the unique combination of ultimate sharpness, natural detail, increased depth, vivid colors and smooth and natural motion from standard TV, High Definition signals and multimedia sources. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artifacts in compressed multimedia content are detected and reduced, ensuring that the picture is clean and razor sharp. Digital noise reduction ensures that the picture is perfectly smooth yet 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 eliminate juddering effects that are visible with movie based picture content. HD Natural Motion 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. HD Natural Motion removes judder from SD and HD pictures, including 1080p, for a motion performance that surpasses the cinema!

## 28.9 billion colors

Vibrant and natural images from most advanced color processing. The 3 color channels (RGB) are optimized using 10 bit resolution, a total processing power of 28.9 billion colors. It produces vibrant colors while retaining excellent sharpness. The advanced algorithms detect subtle color shades, skin tones and processes these to give most natural colors.

## Invisible speakers

An invisible sound system that blends perfectly with the design of the cabinet. The Incredible Surround allows you to experience total surround with greater depth and width of sound. It gives a clear and spacious sound stage complementary to the rich viewing experience.

## 3 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 2 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.

## Smart mode

The optimum picture and sound depends on various aspects like the video source, content type, surroundings of the room, type of display device etc. Smart Mode has predefined picture and sound settings conveniently preset by the way you use your TV. The 'Personal' setting, allows you to define the picture settings according to your preference, store it and gain easy access for future selection. All these conveniently built into your TV for optimal settings.



# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic screen contrast: 33000:1
- Response time (typical): 6 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 2 HD, 3D Combfiter, Active Control + Light sensor, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Progressive Scan, 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: PF02A08B
- 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
- EasyLink (HDMI-CEC): One touch play, System info (menu language), System standby
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in, HDMI v1.3
- 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

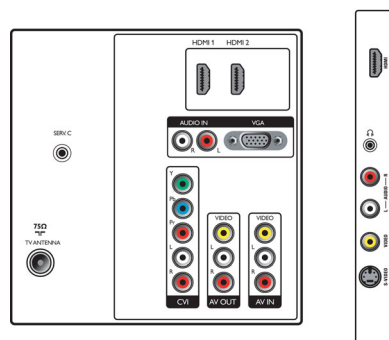
## Dimensions

- 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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