



Philips  
widescreen flat TV with  
Pixel Plus

**94 cm (37")**  
LCD  
integrated digital

**37PF7531D**



## Turn up your viewing experience

with Digital Tuner and Pixel Plus

Digital TV does not get much better! This Flat TV has Pixel Plus for breathtaking natural pictures, Active Control for optimum brightness, Electronic Program Guide for digital TV combined in a contemporary design.

### **Breathtaking natural pictures**

- HD LCD WXGA display, with a 1366 x 768p resolution
- Integrated Digital Tuner for DVB-T reception
- HD Ready for the highest quality display of HD signals
- Pixel Plus for detail, depth and clarity

### **Superb sound reproduction**

- Virtual Dolby Surround for a cinema-like audio experience

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

- Compact and slim design that fits in every room

### **Designed for your convenience**

- Watch analog TV while recording a digital program

### **For advanced performance**

- HDMI input for full digital HD connection in one cable

# PHILIPS

widescreen flat TV  
94 cm (37") LCD, integrated digital

37PF7531D/12

# Highlights

## LCD WXGA display, 1366 x 768p

This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. 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.

## Integrated Digital DVB-T tuner

The integrated Digital DVB-T tuner lets you receive digital terrestrial TV without an additional set top box. Enjoy quality TV clutter free.

## 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

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.

## Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional

rear speakers. You become totally immersed in your television experience.

## Watch analog, record digital

Watch analog TV while recording a digital program

## 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

- Aspect ratio: 16:9
- Brightness: 600 cd/m<sup>2</sup>
- Contrast ratio (typical): 800:1
- Dynamic screen contrast: 3200:1
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- Diagonal screen size: 37 inch / 94 cm
- Display screen type: LCD WXGA Active Matrix TFT
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Color Temperature Adjustment, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Progressive scan, Pulse Killer Chip, Sharpness Adjustment
- Color cabinet: Black Cabinet with Tempered Glass Deco Front
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
720 x 400	70Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz

### 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

- Equalizer: 5-bands
- Output power (RMS): 2 x 15W
- Sound Enhancement: Dynamic Bass Enhancement
- Sound System: Stereo, Virtual Dolby Surround

## Loudspeakers

- Built-in speakers: 4
- Loudspeaker types: Dome tweeter

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: PAL B/G, PAL D/K, SECAM B/G, SECAM D/K
- Digital TV: DVB Terrestrial \*
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- Number of Preset Channels: 100
- Tuner Display: PLL
- Video Playback: NTSC, PAL, SECAM

## Connectivity

- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, RGB out, S-video in
- Number of Scarts: 2
- Ext 4: YPbPr
- Ext 5: HDMI
- Ext 6: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in
- Other connections: S/PDIF out (coaxial), Common Interface

## Convenience

- Clock: Sleep Timer, Wake up Clock
- Ease of Installation: Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, Plug & Play, Program Name, Sorting
- Ease of Use: Auto Volume Leveller (AVL), Easy toggle Dig/Analog modes, Program List, Side Control, Smart Picture, Smart Sound, Watch analogue/record digital
- Picture in Picture: Picture in graphics
- Remote Control: TV, Aux, DVD
- Remote control type: RC4343/01
- Screen Format Adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen

- Teletext: 1000 page Smart Text
- Teletext enhancements: 4 favourite pages, Program information Line

## Accessories

- Included accessories: Table top stand, Power cord, Quick start guide, User Manual, Registration card, Warranty certificate, Remote Control, Batteries for remote control
- Optional accessories: Floor stand

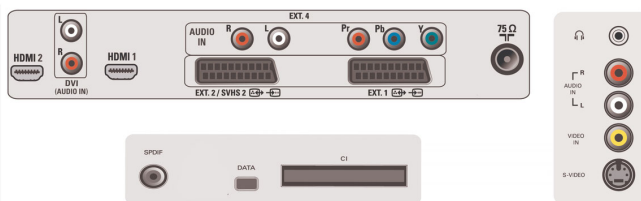
## Dimensions

- Set dimensions (W x H x D): 1114 x 618 x 120.5 mm
- Dimensions (with base) (H x D): 683 x 306 mm
- Weight incl. Packaging: 33 kg
- Product weight: 25.9 kg
- Box dimensions (W x H x D): 1191 x 830 x 330 mm
- Wall mount compatible: 800 x 400 mm

## Power

- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 220 - 240 V +/- 10%
- Power consumption: 186w W
- Power supply: AC 90-240
- Standby power consumption: < 2 W

Stereo system					Transmission system					
2CS DK	NICAM DK	2CS BG	NICAM I	NICAM LL	PAL BG	PAL D/K	PAL I	SECAM BG	SECAM DK	SECAM LL
•	•	•	•	•	•	•	•	•	•	•



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