



Philips  
LCD TV with Pixel Precise  
HD

132 cm (52")

Full HD 1080p  
digital TV

52PFL7404H



## Be part of the action.

With slim design and invisible sound

Featuring the stunning Pixel Precise HD and fantastic invisible sound, enjoy the pleasure of the movies in your living room. This full HD 1080p display combined with a super slim design, ensures you're always part of the action.

### See precise details in action

- Pixel Precise HD for extremely sharp and clear pictures
- Full HD LCD display, with a 1920 x 1080p resolution
- 100 Hz LCD, 3 ms performance for superb motion sharpness
- HD Natural Motion for ultra-smooth motion in Full HD movies
- Dynamic contrast 80000:1 for incredible rich black details

### Exciting and powerful sound

- 2 x 10 W with Incredible Surround

### Your window to the digital world

- USB for fantastic multimedia playback
- 4 HDMI inputs with Easylink for a full HD connection
- EasyLink: easy control of TV and connected device via HDMI CEC

### Ready for digital

- MPEG4 HDTV reception via DVB-T and DVB-C tuner with CI+\*



NL/22/001

# PHILIPS

# Highlights

## Pixel Precise HD

Pixel Precise HD builds on the award winning Pixel Plus foundation. It brings the picture quality to the next level with 4 trillion colours with HD Natural Motion making all your movies fluently moving and razor sharp. Thanks to Pixel Precise 100 Hz LCD, you are buying the fastest LCD TVs in the category with 3 ms response time delivering extreme motion sharpness for all your movies and sport.

## Full HD LCD display 1920 x 1080p

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 sources such as 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 colours.

## 100 Hz LCD (3 ms)

100 Hz 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 100 Hz 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 takes motion sharpness of LCD displays to an unprecedented level.

## HD Natural Motion

Philips invented HD Natural Motion to minimise 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.

## 2 x 10 W with Incredible Surround

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.

## USB (multimedia)

The USB connector allows access to jpeg photos, MP3 music and video files on most USB sticks (USB memory-class device). Plug

the USB into the slot on the side of the TV and access the multimedia content using the easy on-screen content browser. You can now view and share your videos, photos and music.

## 4 HDMI inputs with 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. HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. 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 set-top box, a Blu-ray player, and Game Console or Digital Camcorder.

## MPEG4 DVB-T/C tuner with CI+\*

HDTV allows you to watch TV with the best possible picture and sound quality, without an additional set-top box. Thanks to the built-in tuner that supports DVB-Terrestrial and DVB-Cable signals for both MPEG-2 and MPEG-4 formats, you receive high definition TV programmes in exceptional quality. Moreover, with Common Interface Plus (CI+) you benefit from premium high definition content direct to your TV.



### EU Eco Label

The Philips eco-design process aims to create products that are increasingly eco-friendly. Our efforts have been

recognised and Philips has been awarded the EU Eco Label (Eco flower) for the majority of its models because of their high energy efficiency, ultra low standby powers (up to 50% less than the required EU Eco Label level), absence of hazardous substances (e.g. lead) and design for easier recycling.

# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic screen contrast: 80000:1
- 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: 1920 x 1080p
- Picture enhancement: Pixel precise HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Digital Noise Reduction, Dynamic contrast enhancement, Luminance Transient Improver, Progressive scan, 2D/3D noise reduction, 100 Hz LCD, HD Natural Motion
- Screen enhancement: Anti-Reflection coated screen
- Colour processing: 4 trillion colours (14-bit RGB)
- Colour cabinet: High gloss black deco front with black cabinet

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60 Hz
800 x 600	60 Hz
1024 x 768	60 Hz
1280 x 1024	60 Hz
1360 x 768	60 Hz
1600 x 1200	60 Hz
1920 x 1080	60 Hz

### Video formats

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

## Sound

- Output power (RMS): 2 x 10 W
- Sound Enhancement: Incredible Surround, Treble and Bass Control
- Sound System: Nicam Stereo

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Sleep Timer
- Ease of Installation: Auto Programme Naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, PLL Digital Tuning, Plug and Play
- Ease of Use: Auto Volume Leveller (AVL), Delta Volume per preset, Programme List, Settings assistant Wizard, One-stop Home button, Favourite programme selection
- Electronic Programme Guide: Now + Next EPG, 8-day Electronic Programme Guide\*
- Remote Control: TV
- Remote control type: RC PF03E09B
- Screen Format Adjustments: Auto Format, Movie expand 16:9, Super Zoom, Widescreen, unscaled (1080p dot by dot)
- Teletext: 1000-page Smart Text
- Firmware upgradeable: Firmware auto upgrade wizard, Firmware upgradeable via USB
- Multimedia: USB media browser
- Smart mode: Game, Cinema, Personal, Standard, Vivid

## Multimedia Applications

- Multimedia connections: USB
- Playback Formats: MP3, LPCM, JPEG Still pictures, MPEG1, MPEG2, H.264/MPEG-4 AVC

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- TV system: DVB COFDM 2K/8K
- Video Playback: NTSC, SECAM, PAL
- Digital TV: DVB-T MPEG4\*, DVB-C MPEG4\*
- Tuner bands: Hyperband, S-Channel, UHF, VHF

## Connectivity

- Ext 1 Scart: Audio L/R, CVBS in, RGB
- Ext 2 Scart: Audio L/R, CVBS in, RGB
- Ext 3: YPbPr, Audio L/R in
- Front/Side connections: HDMI v1.3, S-video in, CVBS in, Audio L/R in, Headphones Out, USB
- Other connections: Analogue audio Left/Right out, PC Audio in, PC-In VGA, S/PDIF out (coaxial), Common Interface Plus (CI+), Common Interface
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3

- HDMI 3: HDMI v1.3
- EasyLink (HDMI-CEC): One touch play, Remote control pass-through, System audio control, System standby

## Power

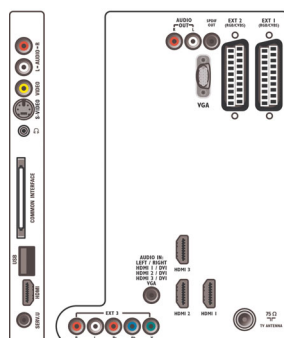
- Ambient temperature: 5°C to 35°C
- Mains power: 220 - 240 V, 50 Hz
- Power consumption (typical): 197 W
- Standby power consumption: 0.15 W

## Dimensions

- Set dimensions (W x H x D): 1256 x 766 x 119 mm
- Set dimensions with stand (W x H x D): 1256 x 816 x 309 mm
- Weight incl. Packaging: 38.7 kg
- Product weight: 27.7 kg
- Product weight (+stand): 32.0 kg
- Box dimensions (W x H x D): 1500 x 865 x 289 mm
- VESA wall mount compatible: 400 x 400 mm

## Accessories

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



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\* DVB-T, supported in selected countries only

\* DVB-C in selected countries and for selected operators only. Most up to date information is available on the type plate of the TV.