



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

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

**CINEOS**

**37PF9731D**



## 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 with PC link gives you full access to multimedia content.

### Immersive viewing experience

- Full HD LCD display, 1920 x 1080p
- Integrated Digital Tuner for DVB-T reception
- HD Ready for the highest quality display of HD signals
- Pixel Plus 3 HD for most sharp and clear pictures
- Clear LCD with 3 ms response for extreme motion sharpness
- Ambilight Surround for an immersive viewing experience

### True beauty lies in the details

- Matching design swivel stand included

### Perfect picture quality from your digital photos

- Access your photos, music and movies via PC-link
- Wireless prepared for connection to your PC
- USB and Memory Card slot for instantly playing multimedia

### For advanced performance

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



**PHILIPS**

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

37PF9731D/10

# Highlights

## Full HD LCD display 1920 x 1080p

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 colours. 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 set-top boxes and Blu-ray discs. 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 an HD screen that displays the benefits of the resolution and picture quality of a High Definition signal. It has a universal connection for both analogue YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60 Hz.

## Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colours 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. Artefacts 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 Blur-Edge-Width; BEW). It also 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 colours and light intensity of the image on screen. It creates ambience, stimulates more relaxed viewing and improves perceived picture detail, contrast and colour. Ambilight 3 automatically and independently adapts the colours of each screen side according to the changing content on the screen. With the third Ambilight the top of the picture is now fully surrounded, completely immersing you into the content.

## Swivel stand included

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 40 degrees swivel (20 degrees each side). Invisible cable management is included in the back. This stand fits seamlessly on the matching accessory floor stand.

## PC-link

The PC-link provides fun and easy access to your personal digital media files and multimedia content\*. The widely used Ethernet (LAN) and Wi-Fi open standards are used for wired and (optional) wireless\*\* connection and ensure interoperability. Browse your PC collection of digital photographs, multimedia videos and

music files via your home LAN network. The intuitive user interface of the TV and the Philips Multimedia Manager for your PC makes it available at the push of a button (\* see product for supported formats, PC-LAN functionality required \*\* Additional 'Ethernet-bridge' device required)

## Wireless PC link prepared

Wi-Fi is the leading standard for wireless broadband. With the wireless prepared function\* in the Philips TV you can share PC multimedia content anywhere in your house, without the hassle of wires. High Bandwidth means you can enjoy high quality multimedia pictures, music or video, over distances that can reach up to 100 metres\*\*. Access your Wi-Fi PC or your home Wi-Fi network (router). (\*requires optional, Wi-Fi Ethernet-bridge. \*\*may vary under local conditions)

## USB and Memory Card slot

Instantaneously view and share your movies, photos and music. The Memory Card slot will accept cards of the following types: 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 the slot at the side of the TV and access the multimedia files stored on the card. The USB connector allows access to multimedia files on 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 analogue 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 backwards-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 set-top 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: 1920 x 1080p
- 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, Pulse Killer Chip, Widescreen Plus
- Screen enhancement: Anti-Reflection coated screen
- Colour cabinet: High Gloss Black

## Ambilight

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

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60 Hz
800 x 600	60 Hz
1024 x 768	60 Hz

### 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): 2 x 15 W
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equalizer
- Sound System: Virtual Dolby Digital

## Loudspeakers

- Built-in speakers: 4
- Loudspeaker types: Integrated woofers with wOOx, Dome tweeter

## 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: Ethernet-UTP5, UPnP, Wi-Fi (opt. Ethernet-bridge), 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: DVB COFDM 2K/8K, PAL, SECAM
- Video Playback: NTSC, SECAM, PAL
- Digital TV: DVB Terrestrial\*
- 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, Headphones Out, S-video in, 2 x USB, Multi-slot memory card reader
- Other connections: Analogue audio Left/Right out, Ethernet, S/PDIF in (coaxial), S/PDIF out (coaxial), Common Interface

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Smart Clock
- Ease of Installation: Auto Programme Naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug and Play
- Ease of Use: Auto Volume Leveller (AVL), Delta Volume per preset, Graphical User Interface, On-Screen Display, Programme List, Side Control

- Electronic Programme Guide: Now + Next EPG
- 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, Programme information Line
- VESA Mount: Vesa compliant

## Accessories

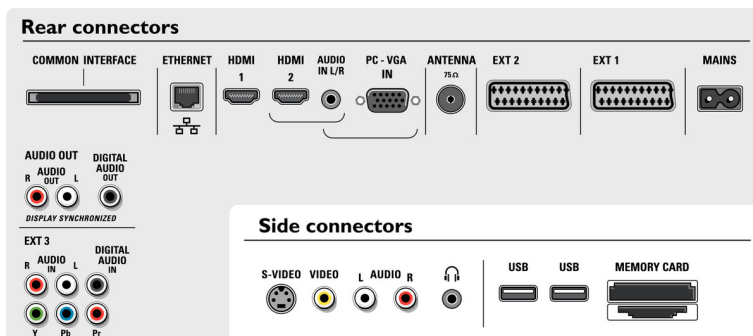
- Included accessories: Tabletop swivel stand, RF antenna cable
- Optional accessories: Floor stand

## Dimensions

- Set dimensions (W x H x D): 991 x 707 x 114 mm
- Set dimensions with stand (H x D): 767 x 255 mm
- Weight incl. Packaging: 39 kg
- Product weight: 26 kg
- Box dimensions (W x H x D): 1160 x 923 x 290 mm
- VESA wall mount compatible: 800 x 200 mm

## 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



Issue date 2019-06-25

Version: 7.0.13

12 NC: 8670 000 23437  
EAN: 87 10895 92451 1

© 2019 Koninklijke Philips N.V.  
All Rights reserved.

Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips N.V.  
or their respective owners.

[www.philips.com](http://www.philips.com)

\* DVB-T, supported in selected countries only