

Philips Cineos  
Flat TV

**94 cm (37")**  
LCD  
HD Ready

**37PF9531**



## Turn up your viewing experience

with Pixel Plus 2 HD and Ambilight

Enjoy the ultimate viewing experience of this Philips Cineos Flat TV with Pixel Plus 2 HD, Ambilight 2, the latest LCD technology and table top stand. The Digital Media Reader via USB gives you full access to multimedia content.

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

- Matching stand with elegant design included

### **Designed for your convenience**

- USB Connector for easy, instant multimedia playing
- 1200 page Hypertext for instant fast access to teletext

### **Unrivalled audio performance**

- Virtual Dolby Digital for a true life audio experience

### **Be an eyewitness**

- HD LCD WXGA display, with a 1366 x 768p resolution
- HD Ready for the highest quality display of HD signals
- Pixel Plus 2 HD for great details, depth and clarity
- 2-channel active Ambilight enhances the viewing experience

### **For advanced performance**

- HDMI input for full digital HD connection in one cable

# PHILIPS

Flat TV  
94 cm (37") LCD, HD Ready

## Highlights

### LCD WXGA display, 1366 x 768p

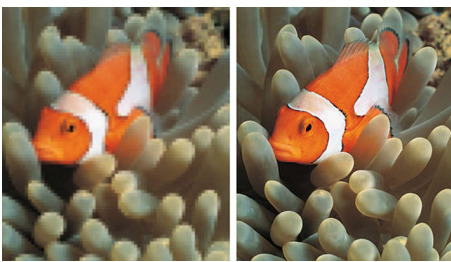
This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

### 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 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.

### Ambilight 2 channel



Ambilight makes an impressive contribution to the overall viewing experience by producing ambient light to complement the colors and light intensity of the on-screen image. It adds a new dimension to the viewing experience, completely immersing you into the content you are watching. It creates ambiance, stimulates more relaxed viewing, and improves perceived picture detail, contrast and color. Ambilight automatically and independently adapts its colors according to the changing content on the screen.

### Virtual Dolby Digital

Virtual Dolby Digital 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.

### Bypacked tabletop stand

A table-top stand with matching design is packed with the set.

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### USB Multimedia Connector



The USB connector allows access to multimedia jpg, mp3 and alb files of most USB-sticks and most digital cameras (USB 1.1 memory-class device). Plug the USB into the slot at the side of the TV and access your photos or music files. This makes you easily viewing and sharing your photos and music.

### 1200 page Hypertext

The teletext is a common system transmitted by most broadcasters. The 1200 page smart text feature gives you extremely fast access to information when changing pages.

### 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

## Ambilight

- Ambilight Features: Auto adaptive to video content, Full operation in stand-by, Ambilight 2 Channel, Efficient low energy lamp
- Color Settings: Full Multi Color
- Dimming Function: Manual and via Light Sensor
- Preset modes: 4 Active Adaptive modes

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Color cabinet: High Gloss Black
- Panel resolution: 1366 x 768p
- Brightness: 550 cd/m<sup>2</sup>
- Picture enhancement: Digital Crystal Clear, Progressive scan, 3D Combfilter, Active Control + Light sensor, Digital Natural Motion, Jagged Line Suppression, Widescreen Plus, Pixel Plus 2 HD, Dynamic contrast enhancement
- Display screen type: LCD WXGA Active Matrix TFT
- Dynamic screen contrast: 8000:1
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60Hz, 800 x 600, 60Hz, 1024 x 768, 60Hz
- Video Formats: 640 x 480i - 1Fh, 640 x 480p - 2Fh, 720 x 576i - 1Fh, 720 x 576p - 2Fh, 1280 x 720p - 3Fh, 1920 x 1080i - 2Fh

## Tuner/Reception/Transmission

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

## Multimedia Applications

- Digital Content Management: Digital Media Reader
- Multimedia connections: USB (streaming video capable)
- Playback Formats: JPEG Still pictures, MP3, MPEG2, Slideshow files (.alb)

## Convenience

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

## Sound

- Output power (RMS): 2x15W
- Sound System: Virtual Dolby Digital
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser

## Loudspeakers

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

## Connectivity

- AV 1: (1, 2, 3Fh autoranging), Audio L/R in, Component Video in, Y/C, YPbPr, RGB+H/V
- AV 2: Audio L/R in, CVBS, Y/C
- AV 3: YPbPr, S/PDIF digital coaxial
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in, USB
- Other connections: Monitor out, CVBS, L/R (cinch), S/PDIF out (coaxial)
- Ext 4: HDMI
- Ext 5: HDMI

## Power

- Mains power: AC 220 - 240 V +/- 10%
- Ambient temperature: 5 °C to 40 °C

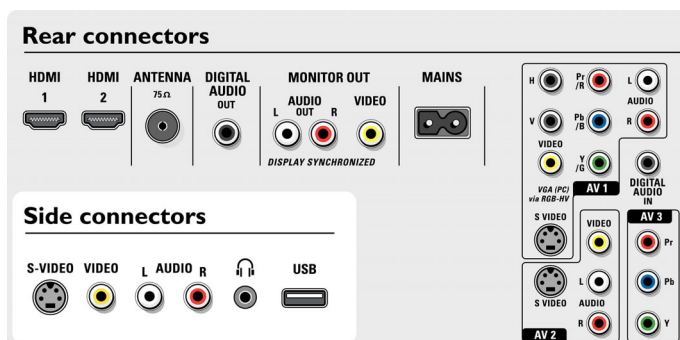
- Power consumption: 190 W
- Standby power consumption: 0.8W

## Accessories

- Included accessories: Table top stand, Wall mounting bracket, RF antenna cable
- Optional accessories: Floor stand

## Dimensions

- Set Width: 987 mm
- Set Height: 705 mm
- Set Depth: 114 mm
- Set height (with stand): 770 mm
- Set depth (with stand): 265 mm
- Weight incl. Packaging: 32 kg
- Wall mount compatible: 800 x 200 mm
- Product dimensions (WxDxH): 987x 705x 114mm



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