



Philips  
Professional LCD TV

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

**37HFL3330**



# The Versatile Hospitality TV

## Philips HD LCD TV for Hospitality

This professional TV offers advance hotel mode, great picture quality and system control capability specially designed to ensure reliable operation and maximum guest comfort.

### **Best total cost of ownership**

- Set-top box compatible
- SmartLoader for fast cloning

### **System ready and future proof**

- Installation menu locking
- Serial Xpress Protocol for interactive systems

### **Sustainable and safe**

- Eco-friendly design & flame retardant housing

### **Differentiating guest experience**

- Volume limitation
- Philips Connectivity Panel compatible to enjoy guest devices

### **Advanced hotel features and future proof**

- Switch On Channel Programming
- Welcome message on screen display

# PHILIPS

# Specifications

## Picture/Display

- Aspect ratio: 16:9, Widescreen
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Color cabinet: Black
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m<sup>2</sup>
- Picture enhancement: Progressive scan, 3/2 - 2/2 motion pull down, 3D Combfilter, Digital Crystal Clear, Dynamic contrast
- Display screen type: LCD WXGA Active Matrix TFT
- Dynamic screen contrast: 24000:1
- Response time (typical): 5 ms
- Viewing angle: 178° (H) / 178° (V)
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60Hz, 800 x 600, 60Hz, 1024 x 768, 60Hz, 1280 x 720, 60Hz, 1280 x 768, 60Hz, 1280 x 1024, 60Hz, 1360 x 768, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 576i, 50Hz, 576p, 50Hz, 720p, 50, 60Hz, 1080i, 50, 60Hz, 1080p, 24, 50, 60Hz

## Tuner/Reception/Transmission

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

## Convenience

- Ease of Installation: PLL Digital Tuning, Cloning of TV settings, Advanced Hotel Mode, Fine Tuning, Installation menu locking, Keyboard lock-out, Program Name, Security menu access
- Ease of Use: Auto Volume Leveller (AVL)
- Comfort: Hotel Guest features, Sleep timer, Switch on channel, Volume limitation, Welcome message
- Screen Format Adjustments: 4:3, Movie expand 16:9, Widescreen, Movie expand 14:9, Subtitle Zoom, Super Zoom
- Remote Control: TV
- Remote control type: PF03A08B
- Teletext: 100 page Smart Text
- Smart mode: Movie, Personal, Power saver, Standard, Vivid

## Sound

- Output power (RMS): 2 x 10 W
- Sound System: Mono, Stereo
- Sound Enhancement: Incredible Surround, Auto Volume Leveler

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, YPbPr
- 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 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- Other connections: PC Audio in, PC-In VGA, Analog audio Left/Right out, IR out, Serial Express

## Power

- Mains power: 100-240V, 50-60Hz
- Ambient temperature: 5 °C to 40 °C
- Power consumption: 180 W
- Standby power consumption: <math>0.3\text{ W}</math>

## Green Specifications

- Safety: Flame retardant housing

## Accessories

- Included accessories: User Manual, Remote Control, Power cord, Warranty Leaflet, Batteries for remote control, Table top stand
- Optional accessories: Set up Remote RC2573GR

## Dimensions

- Set Width: 929 mm
- Set Height: 611 mm
- Set Depth: 99 mm
- Product weight: 14.8 kg
- Set width (with stand): 929 mm
- Set height (with stand): 666 mm
- Set depth (with stand): 262 mm
- Product weight (+stand): 19.3 kg
- Box width: 266 mm
- Box height: 739 mm
- Box depth: 1156 mm
- Weight incl. Packaging: 22.6 kg
- Wall mount compatible: 200 x 200 mm

# Highlights

## SmartLoader

Provides the ability to copy TV settings and analog channel programming from one TV set to other TV sets in less than a minute. The feature ensures uniformity between TV sets and significantly reduces installation time and costs.

## Serial Xpress Protocol (SXP)

The TV can be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Protocol (SXP).

## Connectivity Panel compatible

This TV work seamlessly with Philips Connectivity Panels. The guest can easily connect and enjoy media from a PC, MP3 player, DVD player, camcorder and various other devices. With autosensing the Connectivity Panel and the TV will automatically switch to display the content from the connected guest device.

## Set-top box compatible

This hotel TV can be connected to a set-top box offering power on scart and the Serial Express Lite protocol.

## Volume limitation

This feature predefines the volume range with which the TV set is allowed to operate, preventing excessive volume adjustments and avoiding disturbance of next door guests.

## Welcome message

A welcome greeting is displayed each time the TV set is switched on.

## Eco-friendly design

Sustainability is integral to the way Philips does business. Philips TVs are designed and produced according to our EcoDesign principles aimed at minimizing overall environmental impact, through lower power consumption, removal of hazardous substances, lower weight, more efficient packaging and better recyclability. Philips TVs also have a special housing of flame retardant material. Independent tests carried out by emergency fire services have shown that whereas TVs can sometimes intensify fires caused by external sources, Philips TVs will not contribute to the fire.

## Installation menu locking

Prevents unauthorized access to installation and configuration settings, to ensure maximum guest convenience and avoid unnecessary reprogramming costs.

## Switch On Channel Programming

Perfect for in-house advertising or information channels as it allows to show a predefined channel when the TV is turned on.

