



Philips Brilliance  
LCD monitor with LED  
with SmartImage

Moda  
21.5" (54.6 cm)

**Brilliance**



**228C3LSB**

## The Art of Elegance and Performance

With an elegant slim body and a stylish Aluminum base, the new Moda is a work of art.

### Art of elegance

- Sophisticated design that expresses your lifestyle
- Aluminum die-cast base embodies purity of form
- Superb two tone glossy finish
- Cool SmartTouch controls

### Art of performance

- LED technology for brilliant images
- SmartContrast 20000000:1 for incredible rich black details
- SmartImage optimized for ease of use
- 16:9 Full HD display for best viewing experience
- Fast response time up to 2ms
- SmartKolor for rich vibrant images
- SmartTxt for a optimized reading experience

### Greener everyday

- Mercury Free eco-friendly display



2012

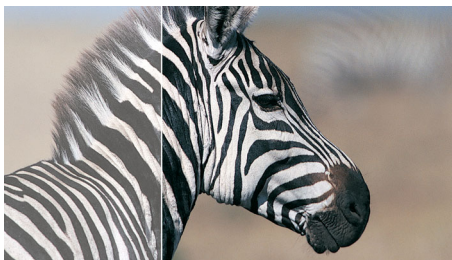
**PHILIPS**

# Highlights

## LED technology

White LED's are solid state devices which light up to full, consistent brightness faster saving startup time. LED's are free from mercury content which allows for eco-friendly recycling and disposal process. LED's allow for better dimming control of LCD backlight, resulting in super high contrast ratio. It also gives superior color reproduction thanks to consistent brightness across the screen.

## SmartContrast ratio 20000000:1



You want the LCD flat display with the highest contrast and most vibrant images. Philips advanced video processing combined with unique extreme dimming and backlight boosting technology results in vibrant images. SmartContrast will increase the contrast with excellent blacklevel and accurate rendition of dark shades and colors. It gives a bright, lifelike picture with high contrast and vibrant colors.

## SmartKolor

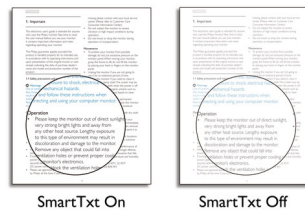


SmartKolor On

SmartKolor Off

SmartKolor is a sophisticated color extension technology that is able to enhance visual color range of the display. By boosting RGB gain level of the display, this feature enables you to have rich, vibrant images for experiencing outstanding photos and videos.

## SmartTxt



SmartTxt On

SmartTxt Off

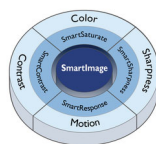
SmartTxt is a sophisticated algorithm that enhances reading of text based application such as PDF documents or ebooks which usually requires more focus and concentration.

## 16:9 Full HD



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 like 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 colors.

## SmartImage



With SmartImage

Without SmartImage

SmartImage is an exclusive leading edge Philips technology that analyzes the content displayed on your screen and gives you optimized display

performance. This user friendly interface allows you to select various modes like Office, Photo, Movie, Game, Economy etc., to fit the application in use. Based on the selection, SmartImage dynamically optimizes the contrast, color saturation and sharpness of images and videos for ultimate display performance. The Economy mode option offers you major power savings. All in real time with the press of a single button!

## 2ms GtG response time



2ms GtG response time > 2ms GtG response time

SmartResponse is a exclusive Philips overdrive technology that when turned on, automatically adjusts response times to specific application requirements like gaming and movies which require faster response times in order to produce judder, time-lag and ghost image free images

## SmartTouch controls

SmartTouch controls are intelligent, touch sensitive icons that replace protruding buttons. Responding to your lightest touch, SmartTouch controls, for example, power up your monitor or brighten and sharpen your display with SmartImage Lite. When activated, SmartTouch icons glow to indicate that your commands have been implemented.



product  
design award

2012

## iF Product Design Award

Excellent product design.  
The Art of Elegance and  
Performance. With their  
super-slender bodies and

their ultra-stable, sleek aluminium die-cast bases the new Philips Moda monitors exudes exquisite craftsmanship that underpins their tag line "Design and Performance perfected to an art"



# Specifications

## Picture/Display

- LCD panel type: TFT-LCD
- Backlight type: W-LED system
- Panel Size: 21.5 inch/54.6 cm
- Effective viewing area: 476.64 (H) x 268.11 (V)
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60 Hz
- SmartResponse (typical): 2 ms (Gray to Gray)
- Response time (typical): 5 ms
- Brightness: 250 cd/m<sup>2</sup>
- SmartContrast: 20,000,000:1
- Contrast ratio (typical): 1000:1
- Pixel pitch: 0.248 x 0.248 mm
- Viewing angle: 170° (H) / 160° (V), @ C/R > 10
- Picture enhancement: SmartImage
- Display colors: 16.7 M
- Scanning Frequency: 30 - 83 kHz (H) / 56 -75 Hz (V)
- sRGB

## Connectivity

- Signal Input: VGA (Analog ), DVI-D (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green

## Convenience

- User convenience: SmartImage, Input, Power On/Off, Turbo, Menu
- OSD Languages: English, French, German, Italian, Russian, Simplified Chinese, Spanish, Portuguese
- Other convenience: Kensington lock
- Plug & Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7

## Stand

- Tilt: -5/+20 degree

## Power

- On mode: 17.10 W (EnergyStar 5.0 test method)
- Standby mode: <0.3W
- Off mode: <0.3W
- Power LED indicator: Operation - White, Standby/sleep-white (blinking)
- Power supply: External, 100-240VAC, 50/60Hz

## Dimensions

- Product with stand (mm): 528 x 410 x 184 mm
- Product without stand (mm): 528 x 336 x 33 mm
- Packaging in mm (WxHxD): 594 x 471 x 99 mm

## Weight

- Product with stand (kg): 4.15 kg
- Product without stand (kg): 3.7 kg
- Product with packaging (kg): 5.40 kg

## Operating conditions

- Temperature range (operation): 0 to 40 °C
- Temperature range (storage): -20 to 60 °C
- Relative humidity: 20%-80 %
- MTBF: 30,000 hour(s)

## Sustainability

- Environmental and energy: RoHS, EPEAT Silver, EnergyStar 5.0, Mercury Free
- Recyclable packaging material: 100 %

## Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, FCC Class B, GOST, PSB, SASO, SEMKO, TCO Certified, TUV Ergo, TUV/GS, UL/cUL, WEEE

## Cabinet

- Color: Black(front bezel) / White(rear cover)
- Finish: Glossy



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