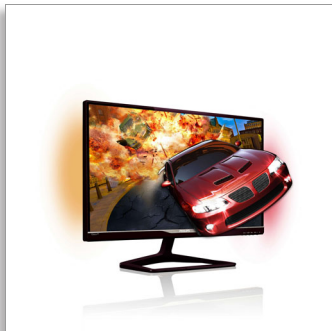




Philips Brilliance  
LCD monitor with  
Ambiglow

**Gioco**  
27" (68.6 cm)  
3D Ambiglow display



**278G4DHSD**

## Brilliant Ambiglow display

for immersive 3D gaming

Intensify your gaming with this iconic Philips Gioco 3D display with Ambiglow. By creating an image-matching halo of light on the rear wall, the innovative Ambiglow visually enlarges the screen and gives you a truly immersive 3D experience

### Iconic design reflects your lifestyle

- Iconic design with diamond-faceted back
- Minimalistic looks with Ultra-Narrow Bezel

### Brilliant Ambiglow performance

- Adjust ambience to your liking and reduce eye fatigue
- AH-IPS display for brilliant images with vivid colours
- Smart Bias 6500K lighting ensures optimum viewing experience
- Ambiglow intensifies your 3D experience with a halo of light
- USB 3.0 enables fast data transfers and smart phone charging
- Fast-charge your mobile device

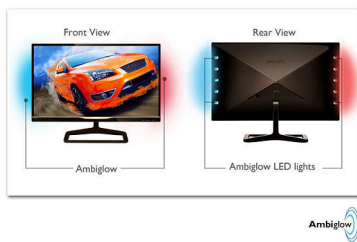
### Immersive 3D gaming

- Auto 3D with the latest Blu-ray and game consoles with HDMI
- SmartImage game mode optimised for gamers
- Play 3D games on your PC with bundled software
- Flicker-free 3D performance

# PHILIPS

# Highlights

## Ambiglow



Ambiglow adds a new dimension to your viewing experience. The innovative Ambiglow technology enlarges the screen by creating a halo of light on the surrounding wall from the rear of the monitor. Its fast processor analyses the incoming image content and continuously adapts the colour and brightness of the emitted light to match the image. User-friendly options allow you to adjust the ambience to your liking and also help reduce eye fatigue. Especially suitable for watching movies or sport or playing 2D or 3D games, Philips Ambiglow offers you a unique and immersive viewing experience.

## Smart Bias light

Smart Bias lighting mode enables you to enjoy optimum image quality with viewing comfort. In a dark room, your eyes dilate and constrict with the constantly changing images, which may lead to Computer Vision Syndrome. Smart Bias light creates a soft halo of static 6500k white light on the surrounding wall around the monitor. Especially suitable for people who spend extended periods of time looking at their display, it not only helps reduce eye strain and fatigue, but also eliminates reflections and glare from room lighting, enhancing perceived contrast ratio and picture details and preserving correct colour perception

## AH-IPS technology



This latest Philips display uses advanced AH-IPS panels, resulting in superior colour reproduction, response time and power consumption. Unlike standard TN panels, AH-IPS panels show consistent colour even at 178-degree wide angles and in pivot mode. With remarkable performance, AH-IPS is best suited for applications demanding colour accuracy and consistent brightness at all times, such as photo retouching, graphics applications and web browsing.

## Ultra-Narrow Bezel

Utilising the latest technology panels, the new Philips displays are designed with a minimalistic approach by limiting the outer bezel thickness to about 2.5 mm. Combined with an in-panel black matrix strip of around 9 mm, the overall bezel dimensions are reduced significantly, minimising distractions and maximising viewing size. Especially suited to multi-display or tiling setups like gaming, graphics design and professional applications, the Ultra-narrow bezel display gives you the feeling of using one large display.

## Flicker-free 3D

Flicker-free 3D ensures that you get long hours of comfortable entertainment. Its affordable, lightweight zero-flicker glasses do not require any batteries or cable connections. Now finally you can set yourself free from all the hassles and enjoy 3D performance with your family!

## Auto 3D with HDMI

With Blu-ray gaming and movie players with HDMI 1.4a compatible connection, the Philips 3D display will auto-switch to 3D mode and give you awesome images straight away. No more fussing with adjustments!

## SmartImage Game mode



The new Philips gaming display has quick-access OSD fine-tuned for gamers, offering you multiple options. "FPS" mode (First person shooting) improves dark themes in games, allowing you to see hidden objects in dark areas. "Racing" mode adapts the display with the fastest response time and high colour, along with image adjustments. "RTS" mode (Real-time strategy) has a special SmartFrame mode that enables highlighting of specific area and allows for size and image adjustments. Gamer 1 and Gamer 2 enable you to save personal customised settings based on different games, ensuring best performance.

## USB 3.0 super speed

Super-Speed USB 3.0 deploys a 5.0 gbit/s transfer rate, which is about 10 times faster than the USB 2.0 standard, significantly reducing data transfer time and saving you time and money. With more bandwidth, super-speed transfer rates, better power management and superior overall performance, USB 3.0 sets the latest global standard allowing you to use large-capacity storage devices. Sync-N-Go technology ensures you don't have to wait for bandwidth to be freed up any more. Your investment in USB 2.0 devices is protected as it is backwards-compatible.

## Fast mobile device charger

This new Philips display comes with a built-in USB 3.0 fast-charger. Employing a special circuit that boosts power output to 1.5 A, this display will fast-charge your mobile device while allowing for simultaneous super-speed data transfers, saving you time and money. You can charge any standard device using the USB charging method.



# Specifications

## Ambiglow

- Ambiglow features: Auto (on) Variable brightness control, Smart Bias Light

## Picture/Display

- Panel Size: 27 inch/68.6 cm
- Aspect ratio: 16:9
- LCD panel type: IPS LCD
- Backlight type: W-LED system
- Pixel pitch: 0.311 x 0.311 mm (0.012" x 0.012")
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 250 cd/m<sup>2</sup>
- Display colours: 16.7 M
- Contrast ratio (typical): 1000:1
- SmartContrast: 20,000,000:1
- Response time (typical): 14 ms
- Viewing angle: 178° (H)/178° (V), @ C/R &gt; 10
- Picture enhancement: SmartImage game
- SmartResponse: 7 ms in 2D mode
- Effective viewing area: 597.9 (H) x 336.3 (V) mm
- Scanning Frequency: 30 - 83 kHz (H) / 50 - 75 Hz (V)
- sRGB
- 3D Viewing angle: 60° @ 3D CT &lt; 10

## Connectivity

- Signal Input: HDMI x 3, VGA (Analogue)
- USB: USB 3.0 x 4
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): HDMI audio out

## Convenience

- Plug and Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7
- User convenience: 3D/Up, Ambiglow/Down, SmartImage game/Back, Menu/OK, Power On/Off
- OSD Languages: English, French, German, Italian, Portuguese, Russian, Simplified Chinese, Spanish
- Other convenience: Kensington lock

## Stand

- Tilt: -5/+20 degree

## Power

- Power supply: 100–240 VAC, 50–60 Hz, External

- Off mode: 0.3 W
- On mode: 25.94 W (typ.) (EnergyStar 5.0 test method)
- Standby mode: 0.5 W (typ.)
- Power LED indicator: Operation - White, Standby mode - White (flashing)

## Dimensions

- Product with stand (mm): 623 x 471 x 197 mm
- Packaging in mm (W x H x D): 685 x 527 x 142 mm
- Product without stand (mm): 623 x 376 x 44 mm

## Weight

- Product with packaging (kg): 9.25 kg
- Product with stand (kg): 5.44 kg
- Product without stand (kg): 5.00 kg

## Operating conditions

- Altitude: Operation: +12,000 ft (3658 m), Non-operation: +40,000 ft (12,192 m)
- Temperature range (operation): 0°C to 40°C °C
- MTBF: 30,000 hour(s)
- Relative humidity: 20%–80% %
- Temperature range (storage): -20°C to 60°C °C

## Sustainability

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

## Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, FCC Class B, GOST, SEMKO, TCO Certified, TUV/ISO9241-307, UL/cUL, WEEE

## Cabinet

- Colour: Black Cherry
- Finish: Glossy

## 3D Requirements

- Auto 3D: Requires HDMI 1.4a
- PC hardware: Requires AMD/nVidia VGA card\*, 2D to 3D: Support all VGA cards
- Software: Free Tridef 3D software bundle



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\* Avoid looking directly at the Ambiglow LEDs as they are very bright and may cause temporary blurred vision.

\* If you experience any discomfort such as dizziness, headache or disorientation, we recommend not watching 3D for extended periods of time.

\* Parents should monitor their children during 3D viewing and ensure they do not experience any discomfort as mentioned above. Watching 3D is not recommended for children under 6 years of age.

\* Please read the instruction manual carefully to learn more about 3D and health

\* For VGA card and other requirements for 3D operation, please visit [www.philips.com/support](http://www.philips.com/support) for further details.