

Philips  
Professional LCD TV

132 cm (52")

LCD  
Pro:Idiom™ with MPEG-4

52HFL5580D



## The Optimal Hospitality TV

Full HD, SmartPlug, and MPEG-4

Top performance for guests and bottom line savings for you. SmartPower<sup>2</sup> and Five Star Service increase your bottom line and SmartPlug allows integration with all major PPV providers. MPEG-4 compatibility with the latest satellite systems.

### Best total cost of ownership

- SmartPower<sup>2</sup> and ESP for energy savings
- Five Star Service - two-year advanced exchange warranty
- On-shore 24/7 help desk

### Sustainable and safe

- Lead-free/RoHS compliant with flame retardant housing

### Designed for hotel use

- SmartClone for substantial time savings
- MPEG-4 for the latest HD signals
- HD content protection with Pro:Idiom™ Plus
- VTrack™ forensic watermark

### Differentiating guest experience

- Full HD LCD display 1920x1080p
- USB media autoplay
- SmartWindow for simultaneous TV viewing and PC use

# PHILIPS

# Highlights

## SmartClone

Philips remains on the forefront of making installation as simple as possible. SmartClone offers USB cloning, or on select models, revolutionary RF cloning, which allows all TV's on property to be programmed in as little as five minutes. Additional hardware is required to take advantage of RF cloning.

## Pro:Idiom™ Plus

Pro:Idiom™ was created for the hospitality industry to protect first run movies and other HD premium content from piracy. Philips Pro:Idiom™ Plus televisions offer secure HD content protection not only for PPV hotels, but now also for stand alone properties. (Additional fees may apply for stand alone use) (Pro:Idiom™ is a trademark of the Zenith Corp.)

## VTrack™ forensic watermark

Philips VTrack™ watermarking embeds an invisible forensic watermark in the signal, which can be detected via software to trace pirated content back to the source of recording. Philips VTrack™ is the first solution that protects first run movies and other premium content from optical piracy, helping preserve the early release window that hotels have always enjoyed.

## MPEG-4 for HD

MPEG-4 (Moving Picture Experts Group H.264) compression technology allows more HD content to be delivered than ever before. Satellite providers are already using MPEG-4 to

offer the choice of up to 150 national HD channels and 1,500 local broadcast HD and digital channels. Cable, broadcast, and telecommunications providers are expected to also migrate to the format, but with these Philips TVs you are ready today!

## Five Star Service

Philips offers unmatched commitment to keeping your guest rooms in working order. Our products are so reliable that we offer a two-year advanced exchange warranty. In the event that something does go wrong, we guarantee to ship a replacement set to you, within 72 hours during the first year.

## SmartPower<sup>2</sup> and ESP

Our second generation power saving technology allows the backlight intensity to be dynamically adjusted by the system to reduce the power consumption by up to 60%, saving substantially on energy costs. In addition, Philips' Energy Savings Programmability (ESP) allows the set to turn itself off when not in use to save even more energy when guests or maids leave televisions on for long periods while the room is vacant.

## On-shore 24/7 help desk

Your hotel never closes, and neither do we. We offer a 24/7 Help Desk staffed by knowledgeable and friendly personnel to help you with any aspect of your Philips TV install or use.

## RoHS & Flame retardant housing

In addition to being lead-free and RoHS compliant, Philips TVs have a special housing of eco-friendly, non-brominated flame-retardant materials. 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.

## USB media autoplay

Philips TVs feature a USB connector that allows the guest to connect USB memory sticks to play music or photos right on the TV.

## SmartWindow

SmartWindow allows your guests the added convenience of working on their laptop PC's on one half of the screen while enjoying the TV content of their choice on the other half. The perfect balance of work and leisure.

## Full HD LCD 1920x1080p (PB)

This display has a resolution that is referred to as Full HD. With state-of-the-art LCD screen technology it has the full high-definition widescreen resolution of 1920 x 1080p. This is the highest resolution that HD broadcast can transmit. It allows the best possible picture quality from any format of HD input signal. It produces brilliant flickerfree progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide guests with an enhanced viewing experience.

# Specifications

## Picture/Display

- Aspect ratio: 16:9, Widescreen
- Diagonal screen size (inch): 52 inch
- Diagonal screen size (metric): 132 cm
- Color cabinet: Black w/gloss black bezel
- Panel resolution: 1920x1080p
- Brightness: 500 cd/m<sup>2</sup>
- Picture enhancement: Pixel Plus 3 HD, Progressive scan, 3/2 - 2/2 motion pull down, Active Control, 3D Combfilter, Dynamic contrast enhancement, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Color Transient Improvement, Automatic skin tone correction, Color Enhancement, Motion adaptive de-interlacing, Picture in Picture, 1080p 24/25/30Hz processing
- Contrast ratio (typical): 2000:1
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Dynamic screen contrast: 16000:1
- Response time (typical): 4 ms
- Viewing angle (horizontal): 176 degree
- Viewing angle (vertical): 176 degree
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60Hz, 800 x 600, 60Hz, 1024 x 768, 60Hz, 1366 x 768, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 720p, 60Hz, 1080i, 60Hz, 1080p, 24, 25, 30Hz, 1080p, 24, 50, 60Hz

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: ATSC, NTSC
- Cable: Unscrambled Digital Cable QAM
- Number of Preset Channels: 250
- Video Playback: NTSC, PAL
- Terrestrial: ATSC (8VSB)

## Multimedia Applications

- Multimedia connections: USB
- Playback Formats: JPEG Still pictures, MP3, Slideshow files (.alb)

## Convenience

- Ease of Installation: Fine Tuning, PLL Digital Tuning, Program Name, Advanced Hotel Mode, Cloning of TV settings via USB, Keyboard lock-out, Security menu access
- Ease of Use: Auto Volume Leveller (AVL), Smart Picture, Smart Sound
- User convenience: Closed captioning (digital), Vchip and parental lock
- Comfort: Hotel Guest features, Sleep timer, Switch on channel, Volume limitation, Welcome message
- Screen Format Adjustments: 4:3, 7 Widescreen Modes

- Interactive hotel features: Smoovie Pay TV
- Other convenience: Kensington lock

## Sound

- Output power (RMS): 2 x 10W
- Sound System: Stereo, Dolby Digital (AC-3)
- Sound Enhancement: Auto Volume Leveller, Incredible Surround

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: AV In, S-Video Y/C
- Connectivity Enhancements: HM-Link, Extra Power supply 12V/1W, External Loudspeaker connector, USB2.0, RJ12 SmartPlug connector
- AV 2: Audio L/R in, YPbPr
- Audio Output - Digital: Coaxial (cinch)
- AV 3: VGA PC-in, Audio-in mini jack 3.5mm
- AV 4: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in, USB
- AV 5: HDMI
- Other connections: Antenna F-type, RS232 Serial

## Power

- Mains power: 120V, 60Hz
- Ambient temperature: 5 °C to 40 °C
- Standby power consumption: 1.12 W
- Power use SmartPower<sup>2</sup> = off: &lt; 310 W
- Power use SmartPower<sup>2</sup> = high: &lt; 184 W

## Green Specifications

- Safety: Flame retardant housing
- Eco Designed
- SmartPower<sup>2</sup>

## Accessories

- Included accessories: Warranty Leaflet, Quick start guide, Table top stand, Power cord (2m)
- Optional accessories: Set up Remote RC2573GR, Mounting brackets/ stands, Guest remote control

## Dimensions

- Wall mount compatible: 600 x 400 mm
- Set Width (inch): 50.7 inch
- Set Height (inch): 32.8 inch
- Set Depth (inch): 4.9 inch
- Product weight (lb): 87.1 (with stand), 62.8 (without stand) lb
- Set width (with stand) (inch): 50.7 inch
- Set depth (with stand) (inch): 14.2 inch
- Set height (with stand) (inch): 35.1 inch
- Box depth (inch): 10.9 inch
- Weight incl. Packaging (lb): 125
- Box height (inch): 36.5 inch
- Box width (inch): 54.4 inch



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\* Five Star Advanced Exchange warranty is valid in the United States only. Local warranties govern sales in other countries.