

Philips  
commercial flat HDTV

94 cm (37")  
LCD

37HF7543



## Integrated Flat LCD HDTV for entertainment

and interactive services

Stylish Flat LCD TV with integrated ATSC/QAM tuner gives you HD picture quality with full commercial features. SmartPlug™ interface provides seamless pay-per-view connectivity and the ability to upgrade to new technology.

### **Vivid, natural and razor sharp images**

- Enjoy HDTV that's truer than anything you've seen before
- HD LCD WXGA display, with a 1366 x 768p resolution
- Pixel Plus for detail, depth and clarity
- Digital Crystal Clear provides vivid cinema-like images
- HDMI input for full digital HD connection in one cable

### **Interactive features**

- SmartPlug Xpress & Serial Xpress Control interfaces

### **Advanced commercial features**

- Security Menu Access
- Front Controls Locking
- Volume limitation
- Switch On Channel Programming

# PHILIPS

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94 cm (37") LCD

# Highlights

## HDTV

HDTV delivers exceptional picture quality and real movie-viewing experience that makes television more dynamic, truer than anything you've seen before. It is the latest and best television signal available. It features picture quality more than twice that of traditional analog broadcasts. In order to effectively maximize the HDTV signal, a television must incorporate advanced signal input connectivity and circuitry design.

## 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.

## Pixel Plus

Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

## Digital Crystal Clear

Digital Crystal Clear is a package of picture innovations that digitally adjusts and optimizes picture quality to optimal contrast, color and sharpness levels. It's like watching vivid cinema-like images.

## 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

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includes digital audio. HDMI uses HDCP copy protection.

## SmartPlug & Serial Xpress

The Smartplug interface permits OEM or 3rd party decoders and controllers to interface with the TV.

## Security Menu Access

Provides conditional access to installation and configuration settings via a special code or master remote control

## Front Controls Locking

Prevents unauthorised access to TV functions

## 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.

## 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.

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Panel resolution: 1366 x 768p
- Brightness: 1000 cd/m<sup>2</sup>
- Picture enhancement: Pixel Plus, Digital Crystal Clear, Progressive scan, Comb Filter Digital, Active Control + Light sensor, 3/2 - 2/2 motion pull down, Widescreen Plus
- Contrast ratio (typical): 500:1
- Display screen type: LCD WXGA Active Matrix TFT
- Response time (typical): 16 ms
- Viewing angle (horizontal): 176 degree
- Screen enhancement: Anti ageing circuit, 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: 480p, 60Hz, 480i, 60Hz, 720p, 60Hz, 1080i, 60Hz

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: ATSC, NTSC
- Cable: Digital Cable Ready CableCARD, Unscrambled Digital Cable QAM
- Video Playback: NTSC

## Multimedia Applications

- Digital Content Management: Digital Media Reader
- Multimedia connections: USB memory class device
- Playback Formats: JPEG Still pictures, MP3, MP3-pro, Slideshow files (.alb)

## Convenience

- Child Protection: Child Lock+Parental Control
- Ease of Installation: Auto Volume Leveler, Autostore, PLL Digital Tuning, Plug & Play
- Ease of Use: On Screen Display, Side Control, Smart Picture
- Clock: On main display
- Screen Format Adjustments: 7 Widescreen Modes, Auto Format, Subtitle and Heading Shift

- Electronic Program Guide: Gemstar
- Remote Control: Amp, CD, DVD-R, Multi-functional, Sat, TV, VCR
- Remote control type: RC4342/01
- Picture in Picture: 1 tuner PIP

## Sound

- Output power (RMS): 2 x 15W
- Sound System: Virtual Dolby Surround
- Sound Enhancement: Smart Sound

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: Audio L/R in, CVBS in, RGB+H/V, S-Video Y/C, YPbPr (1, 2, 3Fh)
- AV 2: Audio L/R in, CVBS, S-Video
- AV 3: S/PDIF digital coaxial, YPbPr
- AV 4: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in, USB 1.1
- AV 5: HDMI
- Other connections: Cable Card Interface, Monitor out

## Power

- Mains power: AC 108 - 132 V, 60 Hz
- Ambient temperature: 5 °C to 40 °C
- Power consumption: 135 W
- Standby power consumption: <math>2\text{ W}</math>

## Accessories

- Included accessories: Table top stand
- Optional accessories: Floor stand

## Dimensions

- Set Width: 1105 mm
- Set Height: 610 mm
- Set Depth: 97 mm
- Product weight: 30 kg
- Weight incl. Packaging: 35 kg
- Product weight (lb): 66.15 lb
- Product dimension (WxDxH) inch: 3.8x24x43.6 inch inch



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