



Philips  
Full HD LCD monitor

### V Line

25 (24.5" / 62.2 cm diag.)  
1920 x 1080 (Full HD)

253V7LDSB



## Vivid, crisp images, from edge-to-edge

A perfect all around display with stunning images that stretch from edge-to edge, made easy on the eyes, in a compact slim design.

#### **Vivid pictures every time**

- Narrow border display for a seamless appearance
- LED technology for brilliant colors and energy efficiency
- 16:9 Full HD display for crisp detailed images
- SmartContrast for rich black details
- SmartImage presets for easy optimized image settings

#### **Easy on the eyes**

- Less eye fatigue with Flicker-free technology
- LowBlue Mode for easy on-the-eyes productivity
- EasyRead mode for a paper-like reading experience

#### **Experience true multimedia**

- HDMI-ready for Full HD entertainment

#### **Perfectly designed for your space**

- Compact design saves space
- VESA mount allows for flexibility

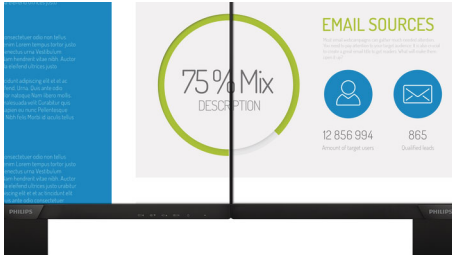
# PHILIPS

Full HD LCD monitor  
V Line 25 (24.5" / 62.2 cm diag.), 1920 x 1080 (Full HD)

253V7LDSB/01

# Highlights

## UltraNarrow Border



The new Philips displays feature ultra-narrow borders which allow for minimal distractions and maximum viewing size. Especially suited for multi-display or tiling setup like gaming, graphic design and professional applications, the ultra-narrow border display gives you the feeling of using one large display.

## 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.

## 16:9 Full HD display



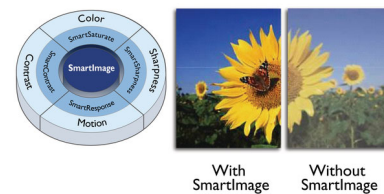
Picture quality matters. Regular displays deliver quality, but you expect more. This display features enhanced Full HD 1920 x 1080 resolution. With Full HD for crisp detail paired with high brightness, incredible contrast and realistic colors expect a true to life picture.

## SmartContrast



SmartContrast is a Philips technology that analyzes the contents you are displaying, automatically adjusting colors and controlling backlight intensity to dynamically enhance contrast for the best digital images and videos or when playing games where dark hues are displayed. When Economy mode is selected, contrast is adjusted and backlighting fine-tuned for just-right display of everyday office applications and lower power consumption.

## SmartImage



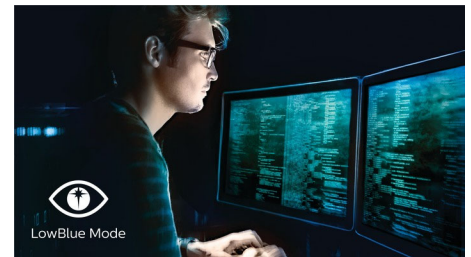
SmartImage is an exclusive leading edge Philips technology that analyzes the content displayed on your screen and gives you optimized display performance. This user friendly interface allows you to select various modes like Office, Photo, Movie, Game, Economy etc., to fit the application in use. Based 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!

## Flicker-free technology



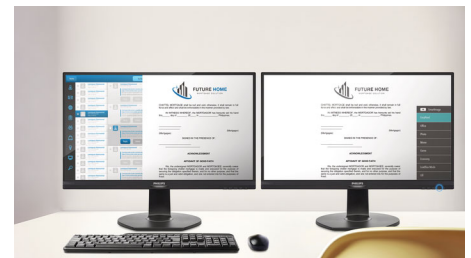
Due to the way brightness is controlled on LED-backlit screens, some users experience flicker on their screen which causes eye fatigue. Philips Flicker-free Technology applies a new solution to regulate brightness and reduce flicker for more comfortable viewing.

## LowBlue Mode



Studies have shown that just as ultra-violet rays can cause eye damage, shortwave length blue light rays from LED displays can cause eye damage and affect vision over time. Developed for wellbeing, Philips LowBlue Mode setting uses a smart software technology to reduce harmful shortwave blue light.

## EasyRead mode



EasyRead mode for a paper-like reading experience



# Specifications

## Picture/Display

- LCD panel type: TFT-LCD (TN)
- Adaptive sync
- Backlight type: W-LED system
- Panel Size: 24.5 inch / 62.2 cm
- Effective viewing area: 543.75 (H) x 302.62 (V)
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Pixel Density: 90 PPI
- Response time (typical): 1 ms (GtG)\*
- Brightness: 250 cd/m<sup>2</sup>
- SmartContrast: 10,000,000:1
- Contrast ratio (typical): 1000:1
- Pixel pitch: 0.280 x 0.280 mm
- Viewing angle: 170° (H) / 160° (V), @ C/R > 10
- Flicker-free
- Display colors: 16.7 M
- Scanning Frequency: 30 - 83 kHz (H) / 50 - 76 Hz (V)
- LowBlue Mode
- EasyRead
- sRGB

## Connectivity

- Signal Input: VGA (Analog), DVI-D (digital, HDCP), HDMI (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): HDMI audio out

## Convenience

- User convenience: Power On/Off, Menu/OK, Brightness/UP, Input/Down, SmartImage/Back
- OSD Languages: Brazil Portuguese, Czech, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Simplified Chinese, Swedish, Turkish, Traditional Chinese, Ukrainian
- Other convenience: Kensington lock, VESA mount (100x100mm)
- Plug & Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 10 / 8.1 / 8 / 7

## Stand

- Tilt: -5/20 degree

## Power

- On mode: 13.38 W (typ.) (EnergyStar test method)
- Standby mode: 0.5 W (typ.)
- Off mode: 0.3 W (typ.)
- Power LED indicator: Operation - White, Standby mode- White (blinking)
- Power supply: Built-in, 100-240VAC, 50-60Hz

## Dimensions

- Product with stand (mm): 557 x 421 x 227 mm
- Product without stand (mm): 557 x 331 x 41 mm
- Packaging in mm (WxHxD): 605 x 490 x 115 mm

## Weight

- Product with stand (kg): 4.04 kg
- Product without stand (kg): 3.54 kg
- Product with packaging (kg): 5.81 kg

## Operating conditions

- Temperature range (operation): 0°C to 40°C °C
- Temperature range (storage): -20°C to 60°C °C
- Relative humidity: 20%-80 %
- Altitude: Operation: +12,000ft (3,658m), Non-operation: +40,000ft (12,192m)
- MTBF: 50,000 (Excluded backlight) hour(s)

## Sustainability

- Environmental and energy: EnergyStar 8.0, RoHS, Mercury Free
- Recyclable packaging material: 100 %

## Compliance and standards

- Regulatory Approvals: CU, SEMKO, cETLus, TUV/ISO9241-307, WEEE, TCO Certified, CE Mark, FCC Class B, ICES-003, RCM, UKRAINIAN, CECP, CCC, BSMI, TUV Cert. - blue light cut-off

## Cabinet

- Color: Black
- Finish: Textured

## What's in the box?

- Monitor with stand
- Cables: D-Sub cable, Power cable
- User Documentation



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\* Response time value equal to SmartResponse