

Philips  
LCD monitor with  
SoftBlue Technology

**E Line**  
27" (68.6 cm)  
Full HD (1920 x 1080)



**277E6EDAD**

## SoftBlue Technology

developed for the wellbeing of your eyes

Designed for you: The elegant new Philips E-line monitor features new SoftBlue Technology for easy-on-the-eyes, brilliantly coloured images.

### **Elegant Design**

- Elegant, slim design complements your home decor
- Modern Touch controls complement the design
- Superb glossy finish enhances your home decoration

### **Superb Picture Quality**

- SmartControl Lite: For quick and easy display tuning
- SmartImage Lite for easy optimised image settings
- SmartContrast for deep black level details
- 16:9 Full HD display for crisp, detailed images
- IPS-ADS wide-view technology for image and colour accuracy
- SoftBlue Technology is easy on the eyes and maintains colour

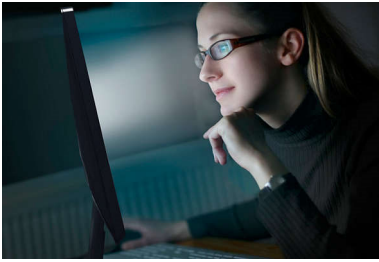
### **Experience immersive multimedia**

- MHL technology for enjoying mobile content on a big screen
- Built-in stereo speakers for multimedia

# PHILIPS

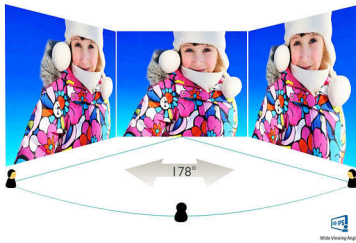
# Highlights

## SoftBlue Technology



SoftBlue LED technology uses smart technology to reduce harmful shortwave blue light without affecting the colour or image of the display. SoftBlue LED technology is certified by international testing organisation TUV Rheinland to reduce harmful blue light.

## IPS-ADS technology



IPS-ADS displays use an advanced technology which gives you extra-wide viewing angles of 178/178 degrees, making it possible to view the display from almost any angle. Unlike standard TN panels, IPS-ADS displays give you remarkably crisp images with vivid colours, making them ideal not only for photos, movies and web browsing, but also for professional applications which demand colour accuracy and consistent brightness at all times.

## 16:9 Full HD display



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 sources such as 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 colours.

## SmartImage Lite

SmartImage Lite is an exclusive, leading edge Philips technology that analyses the content displayed on your screen. Based on a scenario you select, SmartImage Lite dynamically enhances the contrast, colour saturation and sharpness of images and videos for ultimate display performance - all in real time with the press of a single button.

## SmartControl Lite

SmartControl Lite is the next generation 3D icon-based GUI monitor control software. This allows the user to fine-tune most parameters of the monitor like Colour, Brightness, screen calibration, Multimedia, ID management etc. with the mouse.

## SmartContrast



SmartContrast is a Philips technology that analyses the contents you are displaying, automatically adjusting colours 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.

## Modern Touch controls



Touch controls are intelligent, touch-sensitive icons that replace protruding buttons so the user can adjust the monitor to their requirements. Responding to your lightest touch, touch controls give the monitor a modern feel.

## MHL technology



Mobile High Definition Link (MHL) is a mobile audio/video interface for directly connecting mobile phones and other portable devices to high-definition displays. An optional MHL cable allows you to simply connect your MHL capable mobile device to this large Philips MHL display, and watch your HD videos come to life with full digital sound. Now not only you can enjoy your mobile games, photos, movies or other apps on its big screen, you can simultaneously charge your mobile device so you never run out of power halfway.



# Specifications

## Connectivity

- Signal Input: VGA (Analogue), DVI-D (digital, HDCP), MHL-HDMI (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): PC audio-in, Headphone out

## Picture/Display

- Panel Size: 27 inch/68.6 cm
- Aspect ratio: 16:9
- LCD panel type: IPS-ADS LCD
- Backlight type: W-LED system
- Pixel pitch: 0.311 x 0.311 mm
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Brightness: 300 cd/m<sup>2</sup>
- Display colours: 16.7 M
- Contrast ratio (typical): 1000:1
- SmartContrast: 20,000,000:1
- Response time (typical): 5 ms (Grey to Grey)\*
- Viewing angle: 178° (H)/178° (V), @ C/R &gt; 10
- Picture enhancement: SmartImage Lite
- Effective viewing area: 597.89 (H) x 336.31 (V)
- Scanning Frequency: 30–83 kHz (H)/56–75 Hz (V)
- sRGB
- MHL: 1080P @ 60 Hz
- SoftBlue

## Convenience

- Built-in Speakers: 3 W x 2
- Plug and Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7, Windows 8
- User convenience: Power On/Off, Menu, Volume, Input, SmartImage Lite
- OSD Languages: Brazil Portuguese, Czech, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Traditional Chinese, Turkish, Ukrainian
- Other convenience: Kensington lock

## Stand

- Tilt: -5/20 degree

## Power

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

- Off mode: 0.3 W (typ.)
- On mode: 18.44 W (typ.) (EnergyStar 6.0 test method)
- Standby mode: 0.5 W (typ.)
- Power LED indicator: Operation - White, Standby mode - White (flashing)

## Dimensions

- Product with stand (mm): 640 x 478 x 235 mm
- Packaging in mm (W x H x D): 682 x 542 x 109 mm
- Product without stand (mm): 640 x 394 x 48 mm

## Weight

- Product with packaging (kg): 6.86 kg
- Product with stand (kg): 5.42 kg
- Product without stand (kg): 5.17 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 6.0, RoHS, Mercury Free
- Recyclable packaging material: 100 %

## Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, cETLus, FCC Class B, GOST, PSB, SASO, SEMKO, TUV/ISO9241-307, WEEE

## Cabinet

- Colour: Black Cherry
- Finish: Glossy

## What's in the box?

- Cables: VGA, DVI, HDMI, Audio, Power
- Monitor with stand
- User Documentation



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[www.philips.com](http://www.philips.com)

\* This Philips display is MHL-certified. However, if your MHL device does not connect or work correctly, check with your MHL device FAQ or vendor directly for instructions. The policy of your device manufacturer may require you to purchase its brand-specific MHL cable or adapter in order for it to work

\* Requires optional MHL-certified mobile device and MHL cable (not included). Please check with your MHL device vendor for compatibility.

\* Standby/Off energy saving of ErP is not applicable for the MHL charging functionality

\* For a complete list of MHL-enabled products, refer to [www.mhlconsortium.org](http://www.mhlconsortium.org)

\* "IPS" word mark / trademark and related patents on technologies belong to their respective owners.

\* Response time value equal to SmartResponse