

Philips Cineos  
digital widescreen flat TV

**32"**  
LCD  
integrated digital

**32PF9731D**



## Turn up your viewing experience

with Pixel Plus 3 HD and Ambilight

Enjoy the ultimate viewing experience of this Philips Cineos Flat TV with Pixel Plus 3 HD, Ambilight 2 Channel and Clear LCD technology. The Digital Media Reader gives you full access to multimedia content.

### **True beauty lies in the details**

- Matching design swivel stand included

### **Immersive viewing experience**

- HD LCD WXGA display, with a 1366 x 768p resolution
- Integrated Digital Tuner for DVB-T reception
- HD Ready for the highest quality display of HD signals
- Pixel Plus 3 HD for most sharp and clear pictures
- Clear LCD with 3 ms response for extreme motion sharpness
- 2-channel active Ambilight enhances the viewing experience

### **For advanced performance**

- 2 HDMI inputs for full digital HD connection in one cable

### **Perfect picture quality from your digital photos**

- USB Connector for easy, instant multimedia playing

# PHILIPS

digital widescreen flat TV  
32" LCD, integrated digital

# Highlights

## 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 colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

## Integrated Digital DVB-T tuner

The integrated Digital DVB-T tuner lets you receive digital terrestrial TV without an additional set top box. Enjoy quality TV clutter free.

## HD Ready



Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV set-top boxes and Blu-ray discs. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer an HD screen that displays the benefits of the resolution and picture quality of a High Definition signal. It has a universal connection for both analogue YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60 Hz.

## Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colours and smooth natural motion on all qualities of HD, standard TV signals and multimedia content for high definition displays.

Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artefacts and noise in all sources from multimedia to standard TV and also in highly compressed HD are detected and reduced, ensuring that the picture is clean and razor sharp.

## Clear LCD with 3 ms response

Clear LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The high refresh rates of the scanning backlight technology increases the sharpness of motion reproduction down to an effective response time of 3 milliseconds (measured in Perceived Blur-Edge-Width; BEW). It also creates a higher dynamic contrast and an increased viewing angle. The unique Philips technology brings motion sharpness of LCD displays to an unprecedented level, better than any other Flat display technology.

## Ambilight 2 channel



Ambilight makes an impressive contribution to the overall viewing experience by producing ambient light to complement the colours and light intensity of the on-screen image. It adds a new dimension to the viewing experience, completely immersing you into the content you are watching. It creates ambience, stimulates more relaxed viewing and improves perceived picture detail, contrast and colour. Ambilight automatically and independently adapts its colours according to the changing content on the screen.

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## Swivel stand included

For maximum freedom of placement, this high-quality stand is designed specifically for this TV and allows easy placement of your Flat TV without drilling holes in the wall. Enjoy the best viewing angle with the convenience of 40 degrees swivel (20 degrees each side). Invisible cable management is included in the back. This stand fits seamlessly on the matching accessory floor stand.

## USB Multimedia Connector



The USB connector allows access to multimedia jpg, mp3 and alb files of most USB sticks and most digital cameras (USB 1.1 memory-class device). Plug the USB into the slot at the side of the TV and access your photos or music files. This makes it easy to view and share your photos and music.

## 2 HDMI inputs

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analogue 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 backwards-compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection. With 2 HDMI inputs you can connect multiple HD sources, for instance an HD set-top box and a Blu-ray player. Your TV is fully prepared for the HD future.



# Specifications

## Ambilight

- Ambilight Features: Ambilight 2 Channel, Auto adaptive to video content, Efficient low energy lamp
- Colour Settings: Full Multi-Colour
- Dimming Function: Manual and via Light Sensor

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 32 inch
- Diagonal screen size (metric): 80 cm
- Panel resolution: 1366 x 768p
- Brightness: 550 cd/m<sup>2</sup>
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Clear LCD, Digital Natural Motion, Dynamic contrast enhancement, Jagged Line Suppression, Progressive scan, Pulse Killer Chip, Widescreen Plus
- Display screen type: LCD WXGA Active Matrix TFT
- Dynamic screen contrast: 7000:1
- Response time (typical): (BEW equiv.) 3 ms
- Viewing angle: 176° (H)/176° (V)
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60 Hz, 800 x 600, 60 Hz, 1024 x 768, 60 Hz
- Video Formats: 640 x 480i - 1Fh, 640 x 480p - 2Fh, 720 x 576i - 1Fh, 720 x 576p - 2Fh, 1280 x 720p - 3Fh, 1920 x 1080i - 2Fh

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: DVB COFDM 2K/8K, PAL, SECAM
- Digital TV: DVB Terrestrial\*
- Video Playback: NTSC, SECAM, PAL

## Multimedia Applications

- Digital Content Management: Digital Media Reader
- Multimedia connections: USB (streaming video capable)
- Playback Formats: MP3, Slideshow files (.alb), JPEG Still pictures, DivX 3.11, DivX 5, MPEG1, MPEG2, MPEG4, XviD

## Convenience

- Child Protection: Child Lock+Parental Control
- Ease of Installation: Auto Programme Naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug and Play
- Ease of Use: Auto Volume Leveller (AVL), Delta Volume per preset, Graphical User Interface, On-Screen Display, Programme List, Side Control
- Clock: Smart Clock
- Screen Format Adjustments: 4:3, 6 Widescreen Modes, Auto Format, Movie expand 14:9, Movie expand 16:9, Subtitle and Heading Shift, Super Zoom, Widescreen
- Electronic Programme Guide: Now + Next EPG
- Remote Control: Amp, DVD, Sat, STB (Set-Top Box), VCR, Multi-functional
- Remote control type: RC4401
- Teletext: 1200-page Hypertext
- VESA Mount: Vesa compliant
- Picture in Picture: Text dual screen
- Teletext enhancements: Habit Watch, Programme information Line

## Sound

- Output power (RMS): 2 x 15 W
- Sound System: Virtual Dolby Digital
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equalizer

## Loudspeakers

- Built-in speakers: 4
- Loudspeaker types: Integrated woofers with wOOx, Dome tweeter

## Connectivity

- Front/Side connections: Audio L/R in, CVBS in, Headphones Out, S-video in, USB
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, RGB, Y/C
- Other connections: Analogue audio Left/Right out, PC-in VGA + Audio L/R in, S/PDIF in (coaxial), S/PDIF out (coaxial), Common Interface
- Ext 3: YPbPr
- Ext 4: HDMI
- Ext 5: HDMI
- Ext 6: VGA PC-in, Audio L/R in

## Power

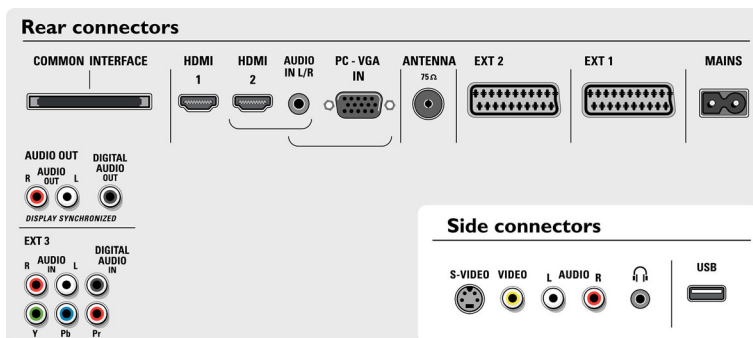
- Mains power: AC 220-240 V +/- 10%
- Ambient temperature: 5°C to 40°C
- Power consumption: 163 W
- Standby power consumption: 0.8 W

## Accessories

- Included accessories: Tabletop swivel stand, RF antenna cable
- Optional accessories: Floor stand

## Dimensions

- Set Width: 869 mm
- Set Height: 625 mm
- Set Depth: 114 mm
- Product weight: 20.4 kg
- Set height (with stand): 685 mm
- Set depth (with stand): 230 mm
- Box width: 1052 mm
- Box height: 878 mm
- Box depth: 263 mm
- Weight incl. Packaging: 32 kg
- Wall-mount compatible: 600 x 200 mm



Issue date 2023-07-13

Version: 5.0.16

EAN: 87 10895 92047 6

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\* DVB-T, supported in selected countries only