

Philips
widescreen flat TV

37"
LCD
HD Ready

37PF7331



Turn up your viewing experience

with Pixel Plus

Experience the superior picture quality of this excellent Flat TV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior.

Superb sound reproduction

- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior

- Compact and slim design that fits in every room

Breathtaking natural pictures

- HD Ready for the highest quality display of HD signals
- HD LCD WXGA display, with a 1366 x 768p resolution
- Pixel Plus for detail, depth and clarity
- Dynamic contrast enhancer delivering rich black details
- 3D combfilter separates colours for a razor-sharp image

Designed for your convenience

- Turn your TV screen into a mosaic of different channels

For advanced performance

- HDMI input for full digital HD connection in one cable

PHILIPS

widescreen flat TV
37" LCD, HD Ready

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.

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

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 and from any source.

Dynamic contrast enhancer

You want the LCD flat display with the highest contrast and most vibrant images even at a wide viewing angle. The Philips dynamic contrast enhancer uses video processing and unique dimming backlight technology. This delivers deep rich black levels with increased detail. The dimming backlight increases the contrast up to 5 times* and at the same time improves the viewing angle. It gives a bright, lifelike picture with high contrast and vibrant colours (* factor between 2 and 5, depending on screen type and picture content).

3D Combfilter

The 3D combfilter separates brightness and colour signals better in 3D domain to eliminate cross-colour, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital combfilter performs field-by-field comparisons of the television image to accurately separate the colour from the black-and-white information and remove both horizontally and vertically hanging dots, as well as dot crawl. The result is a razor sharp image.

Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional

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rear speakers. You become totally immersed in your television experience.

Compact and slim design

This design style emphasises a slim, compact look that saves space and fits in anywhere.

Multiple PiP Modes

Multiple Picture-in-Picture modes allow you to simultaneously watch two video sources either picture-in-picture, side by side or in a mosaic view with still images.

HDMI input



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.

Specifications

Picture/Display

- Aspect ratio: 16:9, Widescreen
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m²
- Picture enhancement: Pixel Plus, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Progressive scan
- Display screen type: LCD WXGA Active Matrix TFT
- Dynamic screen contrast: 2400:1
- Response time (typical): 8 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, 60, 67, 72, 75 Hz, 800 x 600, 56, 60, 72, 75 Hz, 1024 x 768, 60, 70, 75 Hz
- Video Formats: 640 x 480p - 2Fh, 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: PAL B/G, PAL D/K, SECAM B/G, SECAM D/K, SECAM L/L'
- Number of Pre-set Channels: 100
- Video Playback: NTSC, SECAM, PAL
- Tuner Display: PLL

Convenience

- Ease of Installation: Auto Programme Naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, Plug and Play, Programme Name, Sorting
- Ease of Use: Auto Volume Leveller (AVL), Programme List, Side Control, Smart Picture, Smart Sound
- Clock: Sleep Timer, Wake-up Clock
- Screen Format Adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen
- Remote Control: TV, DVD, Multi-functional
- Remote control type: RCFE06FRS00
- Teletext: 1000-page Smart Text

- VESA Mount: 800 x 400 mm
- Teletext enhancements: 4 favourite pages, Programme information Line

Sound

- Equalizer: 5-bands
- Output power (RMS): 2 x 15 W
- Sound System: Stereo, Virtual Dolby Surround
- Sound Enhancement: Auto Volume Leveller, Dynamic Bass Enhancement

Loudspeakers

- Built-in speakers: 4
- Loudspeaker types: Dome tweeter

Connectivity

- Number of Scarts: 2
- Front/Side connections: Audio L/R in, CVBS in, Headphones Out, S-video in
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- Ext 2 Scart: Audio L/R, CVBS in/out, S-video in
- Ext 4: YPbPr
- Ext 5: HDMI
- Ext 6: HDMI

Power

- Mains power: AC 220-240 V +/- 10%
- Ambient temperature: 5°C to 40°C
- Power consumption: 180 W Normal Operation W
- Standby power consumption: ≤ 2 W

Accessories

- Included accessories: Tabletop stand, Power cord, Quick start guide, User Manual, Registration card, Warranty certificate, Remote Control, Batteries for remote control
- Optional accessories: Floor stand

Dimensions

- Set Width: 1114 mm
- Set Height: 618 mm
- Set Depth: 103 mm
- Product weight: 25.9 kg
- Box width: 1191 mm
- Box height: 830 mm
- Box depth: 330 mm
- Weight incl. Packaging: 33 kg
- Wall-mount compatible: 800 x 400 mm
- Width (with base): 1114 mm
- Height (with base): 683 mm
- Depth (with base): 306 mm

