

Philips  
widescreen flat TV

**94 cm (37")**  
LCD  
HD Ready

**37PF7321**



## 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 colors for a razor-sharp image

### **Designed for your convenience**

- View PC content in a second window on your TV

### **For advanced performance**

- HDMI input for full digital HD connection in one cable

# PHILIPS

widescreen flat TV  
94 cm (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 colors. 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 settop box or Blu-ray disc. 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 a HD screen that displays the benefits of resolution and picture quality of a High Definition signal. It has a universal connection for both analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

## 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.

## Dynamic contrast enhancer

You want the LCD flat display with the highest contrast and most vibrant images even at 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 colors, (\* factor between 2 and 5, screen type and picture content dependant).

## 3D Combfilter

The 3D comb filter separates brightness and color signals better in 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital comb filter performs field-by-field comparisons of the television image to accurately separate the color 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 emphasizes a slim, compact look that saves space and fits in anywhere.

## Picture in Graphics

Picture-in-Graphics is a small window in the main picture, allowing to watch data/graphics in your main TV screen. It provides the ability to simultaneously watch data/graphics and the TV.

## 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 includes digital audio. HDMI uses HDCP copy protection.

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Color cabinet: Silver Frost Bi-Color with Tempered Glass Deco Front
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m<sup>2</sup>
- Picture enhancement: Progressive scan, 3/2 - 2/2 motion pull down, 3D Combfilter, Contrast Plus, Digital Noise Reduction, Dynamic contrast, Jagged Line Suppression, Active Control, Pixel Plus, Luminance Transient Improver
- 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, 75Hz, 800 x 600, 56, 60, 72, 75Hz, 1024 x 768, 60, 70, 75Hz
- 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, SECAM
- Number of Preset Channels: 100
- Video Playback: NTSC, PAL, SECAM
- Tuner Display: PLL

## Convenience

- Child Protection: Child Lock
- Ease of Installation: Autostore, Auto Program Naming, Fine Tuning, Program Name, Sorting
- Ease of Use: Side Control, Smart Picture, Program List, Smart Sound
- Clock: Sleep Timer, Wake up Clock
- Screen Format Adjustments: 4:3, Subtitle Zoom, Super Zoom, Widescreen, Movie expand 14:9, Movie expand 16:9
- Remote Control: DVD, Multi-functional, TV
- Remote control type: RCFE06FRS00

- Teletext: 10 page Smart Text
- VESA Mount: 800 x 400 mm
- Picture in Picture: Picture in graphics, Twin page text
- Teletext enhancements: Program information Line

## Sound

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

## Loudspeakers

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

## Connectivity

- AV 1: Audio L/R in, YPbPr (2fh)
- Number of AV connections: 5
- AV 2: Audio L/R in, CVBS
- AV 3: VGA PC-in, YPbPr (2Fh), Audio L/R in
- AV 4: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in
- AV 5: HDMI
- Other connections: Antenna IEC75

## Power

- Mains power: AC 220 - 240 V +/- 10%
- Ambient temperature: 5 °C to 40 °C
- Power consumption: 110 W Normal Operation W
- Standby power consumption: < 1 W

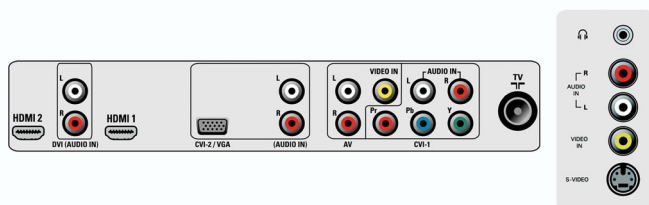
## Accessories

- Included accessories: Table top stand, Wall mounting bracket, Power cord, Quick start guide, Remote Control, User Manual, Warranty certificate, 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

- Width (with base): 1114 mm
- Height (with base): 657 mm
- Depth (with base): 306 mm



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