

Philips 3000 series  
LED TV

61 cm (24")  
HD Ready

24PFL3538



## The green choice

### Slim LED

Philips brings to you the green revolution. This TV with its sleek design and superior LED technology not only adds to the beauty of your room but also contributes to the environment.

#### Save a little everyday

- "LED TVs up to 40% more energy efficient than normal LCD TVs

#### See brilliant picture quality

- 120Hz Perfect Motion Rate (PMR) for superb motion sharpness
- HD LCD Display 1366x768p
- Digital Crystal Clear Plus for enhanced clarity

#### Hear crisp and clear sound

- Incredible Surround for enhanced audio enjoyment
- Feel the atmosphere with 2x3w RMS

#### Easy to connect and enjoy

- Seamless connectivity with 2 HDMI inputs
- Fantastic video, photo and music playback via USB

# PHILIPS

LED TV  
61 cm (24") HD Ready

24PFL3538/V7

# Highlights

## Digital Crystal Clear Plus

Digital Crystal Clear Plus is a package of picture innovations that digitally adjusts and optimizes picture quality to optimal contrast, color and sharpness levels. It's like watching vivid cinema-like images. The result is extremely clear pictures from any source..

## 120Hz Perfect Motion Rate



Combining the refresh rate of the panel and unique image processing, Perfect Motion Rate (PMR) creates extreme motion sharpness for clear and vibrant images even with the fastest on-screen motion.

## Incredible Surround

# Incredible Surround

"Incredible Surround is an audio technology from Philips that dramatically magnifies the sound field to immerse you in the audio. Using state-of-the-art electronic phase shifting, Incredible Surround mixes sounds from left and right in such a way that it expands the virtual distance between the two speakers. This wider spread greatly enhances the stereo effect and creates a more natural sound dimension. Incredible Surround allows you to experience total surround with greater depth and width of sound, without the use of additional speakers.."

## 2 HDMI inputs

# HDMI™ x2

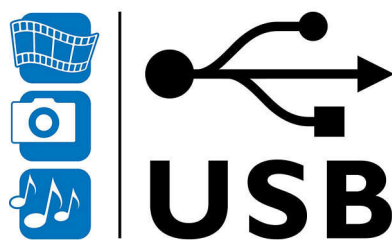
"HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI uses HDCP copy protection. With 2 HDMI inputs on the back of the TV you can connect multiple HD sources, for instance an HD settop box, a Blu-ray player, and Game Console or Digital Camcorder."

## Rich & clear sound experience



"Feel the power of the music beat and the atmosphere of the movies. The powerful 6 W RMS (2 x 3W RMS) amplifiers create a lifelike soundstage. It gives a clear and spacious sound stage complementary to the rich viewing experience.."

## USB with Video Playback



The USB connector allows access to jpeg photos, mp3 music and video files through USB

drives. Plug the USB into the slot at the side of the TV and access multimedia content using the easy on screen content browser. Now view your videos, photos and music effortlessly in your TV!

## Eco mode



"Up to 40% more energy efficient than conventional flat TVs. Using the latest LED backlight technology, LED-backlit TVs are considered a more sustainable choice, with a longer life and far lower energy consumption than plasmas and conventional LCD TVs. Unlike CCFL backlights, LEDs do not use mercury in their manufacture. In addition, Philips TV designs have improved generation after generation resulting in an increase in material efficiency and a reduction in energy usage without compromising on safety and wellbeing. That's good news for you today - your children tomorrow..."

## HD LCD Display 1366x768p

# HD ready

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..



# Specifications

## Picture/Display

- Diagonal screen size (inch): 24 inch
- Panel resolution: 1366 x 768p
- Picture enhancement: Digital Crystal Clear Plus, 3/2 - 2/2 motion pull down, 3D Combfilter, Digital Noise Reduction

## Supported Display Resolution

- Computer formats: 1024 x 768, 60, 70, 75Hz, 1280 x 1024, 60, 70, 75Hz, 640 x 480, 60, 72, 75Hz, 720 x 400, 70Hz, 800 x 600, 56, 60Hz, Via HDMI/DVI input,
- Video formats: 1080i, 50, 60Hz, 1080p, 50Hz, 1080p, 60Hz, 480i, 60Hz, 480p, 60Hz, 576i, 50Hz, 576p, 50Hz, 720p, 50, 60Hz

## Tuner/Reception/Transmission

- Tuner bands: UHF
- TV system: NTSC M, PAL M, PAL N
- Video Playback: NTSC, PAL (all versions)

## Multimedia Applications

- Playback Formats: AVI, JPEG Still pictures, MPEG1, MPEG2, MPEG4, WMA v2 up to v9.2
- Music Playback Formats: MP3, WMA (v2 up to v9.2)
- Picture Playback Formats: JPEG

## Convenience

- Ease of Installation: Autostore, Fine Tuning
- Ease of Use: Graphical User Interface, On Screen Display, Touch control buttons
- On-Screen Display languages: English

## USB - File Extension

- Video: \*.avi, \*.mkv, \*.mov, \*.mp4, \*.mpeg, \*.mpg, \*.wmv

## USB - Container

- Video: ASF, AVI, MKV, MP4, PS

## USB - Video Decoder

- Compression Format: H.264, MPEG 1, MPEG 2,

MPEG 4, VC-1

## Sound

- Output power (RMS): 6W
- Sound System: Stereo
- Sound Enhancement: Auto Volume Leveler, Incredible Surround

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: AV In, CVBS in, YPbPr
- USB: USB
- AV 2: AV in
- HDMI 1: HDMI
- HDMI 2: HDMI
- Other connections: Antenna F-type, Component Video (YPbPr) input, PC-in VGA + Audio L/R in, Analog audio Left/Right out

## Power

- Power supply: 100-240VAC, 50/60Hz
- Mains power: 110-240 V 50/60 Hz
- Power consumption: 40 W
- Standby power consumption: Less than 1 watt

## Accessories

- Included accessories: 2 x AAA Batteries, Remote Control, User Manual, Warranty certificate, Power cord, Safety/legal instructions, Table top stand, Wall mounting bracket
- User Manual: English

## Dimensions

- Set Width: 562 mm
- Set Height: 347 mm
- Set Depth: 43 mm
- Product weight: 3.4 kg
- Set width (with stand): 562 mm
- Set height (with stand): 388 mm
- Set depth (with stand): 160 mm
- Product weight (+stand): 3.9 kg



Issue date 2023-08-07

Version: 2.0.1

EAN: 87 12581 68881 3

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