

Philips  
LCD TV

132 cm (52")  
Full HD 1080p

52PFL7403



## Be part of the action

Experience brilliant performance with a breathtaking full HD 1080p, 100Hz display. Combined with a powerful Pixel Plus 3HD engine, HD Natural Motion and exciting invisible sound, this Flat TV ensures you're always part of the action.

### Easy to connect and enjoy

- 4 HDMI inputs for full digital HD connection in one cable
- EasyLink: easy control of TV & connected device via HDMI CEC
- PC-input allows you to use your TV as a PC monitor
- Smart mode selects a perfect mode for what you are watching
- Swivel stand for the optimal viewing angle

### Hear exciting and powerful sound

- Superb audio enjoyment from unique invisible speakers
- Incredible Surround for enhanced audio enjoyment
- 30W RMS high audio power

### See every detail of the action

- Pixel Plus 3 HD for most sharp and clear pictures
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 100Hz LCD, 3ms performance for superb motion sharpness

# PHILIPS

# Highlights

## Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colors 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. Artifacts 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.

## Full HD LCD display 1920x1080p



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 like 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 colors.

## HD Natural Motion



Philips invented HD Natural Motion to minimize juddering effects that are visible with

movie based picture content. The award winning algorithm estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD and Blu-ray Disc). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

## 100Hz LCD (3ms)



100Hz LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The Double Frame Rate Insertion works with a high 100Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a performance with a response time of 3 milliseconds (measured in Perceived Blur-Edge-Width; BEW). This unique Philips technology brings motion sharpness of LCD displays to an unprecedented level.

## 28.9 billion colors



Vibrant and natural images from the most advanced color processing. The 3 color channels (RGB) are optimized for a total processing power of 28.9 billion colors. The advanced algorithms detect even the subtlest shades and skin tones, creating the best color possible.

## Invisible speakers



An invisible sound system that blends perfectly with the design of the cabinet. It gives a clear and spacious sound stage complementary to the rich viewing experience.

## 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.

## 30W RMS high audio power

30W RMS high audio power

# Specifications

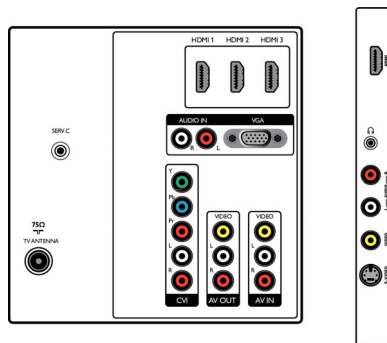
## Picture/Display

- Aspect ratio: Widescreen
- Diagonal screen size (inch): 52 inch
- Diagonal screen size (metric): 132 cm
- Panel resolution: 1920x1080p
- Brightness: 500 cd/m<sup>2</sup>
- Picture enhancement: Pixel Plus 3 HD, 3D Combfilter, Active Control + Light sensor, Contrast Plus, Digital Noise Reduction, Jagged Line

- Suppression, Luminance Transient Improver, Progressive scan, 100Hz LCD, HD Natural Motion
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Dynamic screen contrast: 33000:1
- Response time (typical): 3 ms
- Viewing angle: 176° (H) / 176° (V)
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 72, 75, 85Hz, 720 x 400, 70Hz, 800 x 600, 60, 72, 75, 85Hz, 1024 x 768, 60, 70, 75, 85Hz, 1280 x 768, 60Hz, 1280 x 1024, 60Hz, 1360 x 768, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 576i, 50Hz, 576p, 50Hz, 720p, 50, 60Hz, 1080i, 50, 60Hz, 1080p, 24, 50, 60Hz, 1080p, 24, 25, 30Hz



# Specifications

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: PAL I, PAL B/G, PAL D/K, SECAM B/G, SECAM D/K
- Number of Preset Channels: 99
- Video Playback: NTSC, SECAM, PAL
- Tuner Display: PLL

## Convenience

- Child Protection: Child Lock+Parental Control
- Ease of Installation: Autostore, Fine Tuning, Program Name, Sorting
- Ease of Use: 8 channel smart surf list, Auto Volume Leveller (AVL), Program List, Side Control
- Clock: On main display, Sleep Timer, Wake Up Timer
- Connection Enhancement: Easy link
- Screen Format Adjustments: 4:3, Movie expand 14:9, Movie expand 16:9, Subtitle Zoom, Super Zoom, Widescreen
- Remote Control: TV
- Remote control type: PF04A08B
- Signal strength indication
- Teletext: 1000 page Smart Text
- On-Screen Display languages: English, Simplified Chinese, Arabic, Thai, Vietnamese
- Smart mode: Game, Movie, Personal, Power saver, Standard, Vivid

## Sound

- Equalizer: 7-bands
- Output power (RMS): 30W
- Sound System: Mono, Stereo, BBE
- Sound Enhancement: Auto Volume Leveler, Graphic Equaliser, Incredible Surround

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, CVBS in
- EasyLink (HDMI-CEC): One touch play, System info (menu language), System standby
- Front / Side connections: HDMI v1.3, S-video in, CVBS in, Audio L/R in, Headphone Out
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- Other connections: PC-in VGA + Audio L/R in
- HDMI 3: HDMI v1.3

## Power

- Mains power: 100-240V, 50/60Hz
- Ambient temperature: 5 °C to 40 °C
- Power consumption: 330 W
- Standby power consumption: (typical) <0.15W

## Accessories

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

## Dimensions

- Set Width: 1302 mm
- Set Height: 798 mm
- Set Depth: 116 mm
- Product weight: 38 kg
- Set width (with stand): 1302 mm
- Set height (with stand): 875 mm
- Set depth (with stand): 325 mm
- Product weight (+stand): 46 kg
- Box width: 1415 mm
- Box height: 954 mm
- Box depth: 401 mm
- Weight incl. Packaging: 53 kg
- Wall mount compatible: 400 x 400 mm



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