



Philips  
LCD TV

132 cm (52")  
Full HD 1080p

52PFL5403



## Be part of the action

Experience brilliant performance with a full HD 1080p display. Combined with a powerful Pixel Plus 2HD engine, HD Natural Motion and fantastic invisible sound, this Flat TV ensures you're always part of the action.

### Easy to connect and enjoy

- 3 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

### Hear pure and powerful sound

- Invisible speakers with incredible surround
- 30W RMS high audio power

### See smooth and sharp action

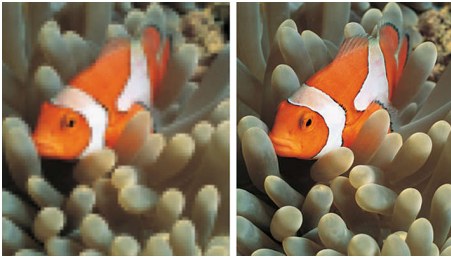
- Pixel Plus 2 HD for great details, depth and clarity
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 28.9 billion colors for brilliant natural images
- Dynamic contrast 33000:1 for incredible rich black details

# PHILIPS

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# Highlights

## Pixel Plus 2 HD



Pixel Plus 2 HD offers the unique combination of ultimate sharpness, natural detail, increased depth, vivid colors and smooth and natural motion from standard TV, High Definition signals and multimedia sources. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artifacts in compressed multimedia content are detected and reduced, ensuring that the picture is clean and razor sharp. Digital noise reduction ensures that the picture is perfectly smooth yet 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.

## 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.

## Dynamic contrast ratio 33000:1

You want the LCD flat display with the highest contrast and most vibrant images. Philips advanced video processing combined with unique extreme dimming and backlight boosting technology results in vibrant images. Dynamic Contrast will increase the contrast with excellent blacklevel and accurate rendition of dark shades and colors. It gives a bright, lifelike picture with high contrast and vibrant colors.

52PFL5403/98

## Invisible speakers

An invisible sound system that blends perfectly with the design of the cabinet. The Incredible Surround allows you to experience total surround with greater depth and width of sound. It gives a clear and spacious sound stage complementary to the rich viewing experience.

## 30W RMS high audio power

30W RMS high audio power

## 3 HDMI inputs

HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources and includes digital audio. HDMI uses HDCP copy protection. With 2 HDMI inputs on the back and 1 HDMI on the side 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. Your TV is fully prepared for the HD future.

## EasyLink



EasyLink uses the HDMI CEC industry standard protocol to share functionality between connected devices and the TV. With EasyLink only one remote control is needed to operate main functionalities on your TV and connected devices. EasyLink uses the standard HDMI cable to transfer system commands. It works between all electronic devices equipped with HDMI CEC.

## PC input (HDMI and VGA)

With PC input you can use your TV as a PC monitor either using a HDMI-DVI cable/converter (for digital signals) or VGA cable (for analog signals).

# Specifications

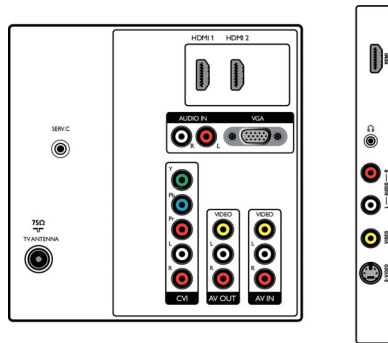
## Picture/Display

- 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 2 HD, 3D Combfilter, Active Control + Light sensor, Contrast Plus, Digital Noise Reduction, Jagged Line

- Suppression, Luminance Transient Improver, Progressive scan, HD Natural Motion
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Dynamic screen contrast: 33000:1
- Response time (typical): 6 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: PF02A08B
- 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: Audio L/R in, CVBS in, Headphone Out, S-video in, HDMI v1.3
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- Other connections: PC-in VGA + Audio L/R in

## 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

