

Philips  
widescreen flat TV

94 cm (37")  
LCD  
HD Ready

37PF7320



## 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.

### Leading interface for digital quality audio/video

- HDMI input for full digital HD connection in one cable

### Breathtaking natural pictures

- HD LCD WXGA display, with a 1366 x 768p resolution
- HDTV Monitor for the highest quality display of HDTV signals
- Pixel Plus for detail, depth and clarity
- Progressive Scan component video for optimized image quality
- Active Control with Light Sensor optimizes picture quality

### Exciting and lifelike sound

- Virtual Dolby Surround for a cinema-like audio experience

### One touch convenience

- View PC content in a second window on your TV

### Stylish design

- Matching stand with elegant design included

# 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.

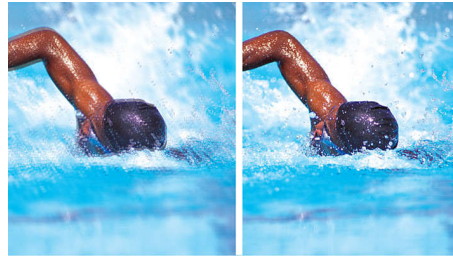
## HDTV Monitor

HDTV is the latest and best television signal available. It produces picture quality more than twice that of traditional analog broadcasts. In order to effectively maximize the HDTV signal, a television must incorporate advanced signal input connectivity

## 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.

## Progressive Scan



Progressive Scan doubles the vertical resolution of the image resulting in a noticeably sharper picture. Instead of sending a field comprising the odd lines to the screen first, followed by the field with the even lines, both fields are written at one time. A full image is created instantaneously, using the maximum resolution. At such a speed, your eye perceives a sharper picture with no line structure.

## Active Control + Light Sensor

Active Control is a unique and intelligent way of optimizing picture quality by measuring and analyzing the incoming signal to automatically adjust picture quality settings. Active Control with Light Sensor uses a sensor to adjust the picture brightness depending on the room light conditions.

## 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.

## Bypacked tabletop stand

A table-top stand with matching design is packed with the set.

## 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.

## 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.

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Color cabinet: Bicolour Black and Silver Frost
- Panel resolution: 1366 x 768p
- Brightness: 550 cd/m<sup>2</sup>
- Contrast ratio (typical): 800:1
- Picture enhancement: Pixel Plus, Progressive scan, Active Control + Light sensor, 3/2 - 2/2 motion pull down, 3D Combfilter, Contrast Plus, Digital Noise Reduction, Dynamic contrast, Jagged Line Suppression
- Display screen type: LCD WXGA Active Matrix TFT
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- 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, 1280 x 1024, 60Hz
- Video Formats: 640 x 480i - 1Fh, 640 x 480p - 2Fh, 720 x 576i - 1Fh, 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: NTSC, PAL, SECAM
- Number of Preset Channels: 100
- Video Playback: NTSC, PAL, SECAM
- Tuner Display: PLL

## Convenience

- Ease of Installation: Autostore, Plug & Play, Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Fine Tuning, Program Name, Sorting
- Ease of Use: Side Control, Smart Picture, Auto Volume Leveller (AVL), Program List, Smart Sound
- Clock: Sleep Timer
- Screen Format Adjustments: Auto Format, Subtitle and Heading Shift, 4:3, Subtitle Zoom, Super

- Zoom, Widescreen, Zoom 14:9, Zoom 16:9
- Remote Control: Amp, DVD, Multi-functional, TV
- Remote control type: RCFE05SPS00
- Teletext: 10 page Smart Text
- Picture in Picture: Picture in graphics, Twin page text

## Sound

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

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: Audio L/R in
- AV 2: Audio L/R in, CVBS, S-Video Y/C
- AV 3: VGA PC-in, HDMI compatible
- AV 4: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in

## Power

- Mains power: AC 220 - 240 V +/- 10%
- Ambient temperature: 5 °C to 40 °C
- Power consumption: 185 W
- Standby power consumption: < 2 W

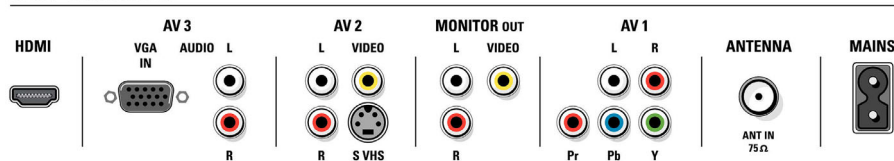
## Accessories

- Included accessories: Table top stand, Wall mounting bracket, DVI-I to VGA adapter, Power cord, Quick start guide, Registration card, Remote Control, RF antenna cable, User Manual, Warranty certificate, VGA to YPbPr-Cinch cable
- Optional accessories: Floor stand

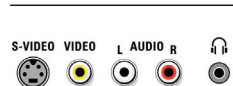
## Dimensions

- Set Width: 1105 mm
- Set Height: 610 mm
- Set Depth: 97 mm
- Product weight: 24 kg
- Weight incl. Packaging: 32 kg
- Wall mount compatible: 800 x 400 mm

## Rear connectors



## Side connectors



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