



Philips
LCD TV with Pixel Plus 3
HD

Full HD 1080p
digital TV

52PFL5704D



Brilliant design, powerful performance

Save energy with this Eco TV™

Panache and performance meet in one stylish experience. Combining a full HD 1080p display, Pixel Plus 3HD engine and fantastic invisible sound, this Flat TV ensures brilliant design and powerful performance for years to come.

See vivid and razor sharp pictures

- 120Hz Clear LCD, 2ms performance for superb motion sharpness
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- Pixel Plus 3 HD for most sharp and clear pictures

Hear pure and powerful sound

- 30W RMS high audio power
- Dolby Digital output for connection to a home theatre system
- Invisible speakers with incredible surround

Easy to connect and enjoy

- Enjoy photo and music playback via USB
- 4 HDMI inputs with Easylink for a full HD connection
- Settings assistant for effortless personalized TV settings

Ready for digital

- ATSC & QAM tuner receives over the air and unscrambled cable

PHILIPS
sense and simplicity

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.

120Hz Clear LCD (2ms)

120Hz Clear 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 120Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a response time of 2 milliseconds (measured in Perceived Blur-Edge-Width; BEW). This unique Philips technology brings motion sharpness of LCD displays to an unprecedented level.

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.

USB for photo & music playback

The USB connector allows access to jpeg photos and mp3 music of most USB-sticks (USB memory-class device). Plug the USB into

the slot at the side of the TV and access the multimedia content using the easy on screen content browser. You can now view and share your photos and music.

4 HDMI inputs with 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. HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI uses HDCP copy protection. With 3 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.

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.



Specifications

Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m²
- Dynamic screen contrast: 33000:1
- Response time (typical): 2 ms
- Viewing angle: 170° (H) / 170° (V)
- Diagonal screen size: 52 inch / 132 cm
- Visible screen diagonal (inch): 52.04 inch
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Dynamic contrast enhancement, Progressive scan, 120Hz LCD, HD Natural Motion

Supported Display Resolution

Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1920 x 1080	60Hz

Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
720p	60Hz
1080i	60Hz
1080p	60Hz

Sound

- Equalizer: 5-bands
- Output power (RMS): 30W
- Sound Enhancement: Incredible Surround
- Sound System: Dolby Digital (AC-3), Stereo, SAP

Loudspeakers

- Built-in speakers: 4

Convenience

- Child Protection: Child Lock+Parental Control
- Clock: On main display, Sleep Timer
- Ease of Installation: Autostore
- Ease of Use: 4 favorite lists, Auto Volume Leveller (AVL), Channel list, Settings assistant Wizard, Side Control

- Remote Control: TV
- Screen Format Adjustments: 4:3, Auto Format, Movie expand 14:9, Movie expand 16:9, Super Zoom, Widescreen, unscaled (1080p dot by dot)

Multimedia Applications

- Multimedia connections: USB memory class device
- Playback Formats: MP3, JPEG Still pictures

Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Cable: Unscrambled Digital Cable -QAM
- Tuner bands: Hyperband, S-Channel, UHF, VHF

Connectivity

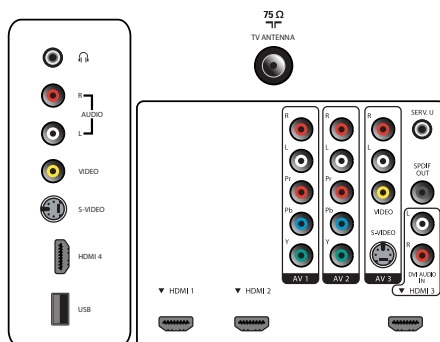
- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, YPbPr
- AV 3: CVBS in, S-Video in
- Front / Side connections: HDMI v1.3, S-video in, CVBS in, Audio L/R in, Headphone Out, USB
- Audio Output - Digital: Coaxial (cinch)
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- HDMI 3: HDMI v1.3, Analog audio L/R in
- EasyLink (HDMI-CEC): One touch play, Power status, System info (menu language), System audio control, System standby

Power

- Ambient temperature: 5 °C to 40 °C
- Mains power: 110-240V, 50-60Hz
- Power consumption: 345 W
- Standby power consumption: < 0.15 W

Dimensions

- Set dimensions in inch (W x H x D): 51.26 x 31.40 x 4.55 inch
- Set dimensions with stand in inch (W x H x D): 51.26 x 34.17 x 12.80 inch
- Weight incl. Packaging (lb): 116.84
- Product weight (lb): 83.78
- Product weight (+stand) (lb): 95.9 lb
- Box dimensions in inch (W x H x D): 55.71 x 37.56 x 15.79 inch
- VESA wall mount compatible: 400 x 400 mm



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Accessories

- Included accessories: Tabletop swivel stand, Power cord, Quick start guide, User Manual, Registration card, Remote Control