



Philips  
LCD TV with Pixel Plus  
HD

81cm/32"

digital TV

32PFL3504D



## Clearly the smart choice

Designed for ease of use, this Flat TV features modern design, 3 HDMI connections, a powerful 720p, 60Hz display and brilliant Pixel Plus HD engine. Making the smart choice in total picture quality has never been easier.

### See brilliant picture quality

- Dynamic contrast for incredible rich black details
- HD LCD display, with a 1366 x 768p resolution
- Pixel Plus HD for better details, depth and clarity

### Hear crisp and clear sound

- 2x10W RMS audio power
- Dolby Digital output for connection to a home theatre system
- Virtual Surround Sound for enhanced sound

### Easy to connect and enjoy

- Settings assistant for effortless personalized TV settings
- 3 HDMI inputs with Easylink for HD connection

### Ready for digital

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

**PHILIPS**  
sense and simplicity

# Highlights

## Pixel Plus HD

Pixel Plus HD is a picture processing technology that enables viewers to watch content that is vivid, natural, and real. The result means superbly life-like pictures with incredible details and depth from any HD source.

## LCD 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.

## Dynamic contrast

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.

## Virtual surround sound

Virtual surround sound creates additional audio channels for a theater-like audio experience.

## 3 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 2 HDMI input 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.

## Settings assistant

Settings assistant for effortless personalized TV settings. The new settings assistant personalisation wizard guides you to personalised settings with unparalleled ease. It includes not only picture, but the complete viewing experience, including sound and Ambilight settings. The wizard shows a few screens with easy to choose options to select the essential settings. The TV performance is set to the your personal preference without difficult terms or settings, and this very quickly.

## Built-in ATSC & QAM tuner

Built-in ATSC & QAM tuner for reception of over-the-air and unscrambled HD cable programs

# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Brightness: 360 cd/m<sup>2</sup>
- Contrast ratio (typical): 2500:1
- Dynamic screen contrast: 10000:1
- Response time (typical): 8 ms
- Viewing angle: 170° (H) / 170° (V)
- Diagonal screen size: 32 inch / 81 cm
- Visible screen diagonal (inch): 31.5 inch
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Digital Noise Reduction, Dynamic contrast enhancement, Progressive scan

## Supported Display Resolution

### Computer formats

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

### Video formats

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

## Sound

- Equalizer: 5-bands
- Output power (RMS): 2 x 10W
- Sound Enhancement: Virtual Surround Sound
- Sound System: Dolby Digital (AC-3), Stereo, SAP

## Loudspeakers

- Built-in speakers: 2

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Sleep Timer
- Ease of Installation: Autostore, PLL Digital Tuning
- Ease of Use: Auto Volume Leveller (AVL), AutoPicture, AutoSound, Settings assistant

Wizard, Side Control

- Remote Control: TV
- Screen Format Adjustments: 4:3, Movie expand 16:9, Widescreen

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

## Power

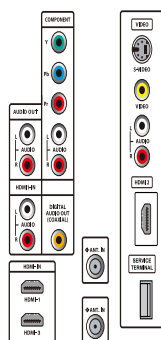
- Ambient temperature: 5 °C to 35 °C
- Mains power: 120V/60Hz
- Power consumption: 155 W
- Standby power consumption: < 0.5 W

## Dimensions

- Set dimensions in inch (W x H x D): 30.8 x 20.3 x 3.8 inch
- Set dimensions with stand in inch (W x H x D): 30.8 x 22.5 x 8.7 inch
- Weight incl. Packaging (lb): 26.1
- Product weight (lb): 19.2
- Product weight (+stand) (lb): 20.8 lb
- Box dimensions in inch (W x H x D): 35.9 x 24.8 x 9.0 inch
- VESA wall mount compatible: 200 x 200 mm

## Accessories

- Included accessories: Table top stand, Power cord, Quick start guide, User Manual, Registration card, Remote Control, Batteries for remote control



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