



Philips  
flat HDTV with Pixel Plus

94 cm (37")

LCD integrated digital

37PF9431D



## Turn up your viewing experience

with Pixel Plus

Experience the superior picture quality of this excellent integrated HDTV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior. Share music and photos via the built-in USB.

### **Breathtaking natural pictures**

- HD LCD WXGA display, with a 1366 x 768p resolution
- Enjoy HDTV that's truer than anything you've seen before
- Pixel Plus for detail, depth and clarity
- Progressive Scan component video for optimized image quality

### **Stylish design**

- Matching stand with elegant design included

### **Perfect picture quality from your digital photos**

- USB Connector for easy, instant multimedia playing

# PHILIPS

sense and simplicity

# 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

HDTV delivers exceptional picture quality and real movie-viewing experience that makes television more dynamic, truer than anything you've seen before. It is the latest and best

television signal available. It features 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 and circuitry design.

## 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.

## Bypacked tabletop stand

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

## USB Multimedia Connector

The USB connector allows access to multimedia jpg, mp3 and alb files of most USB-sticks and most digital cameras (USB 1.1 memory-class device). Plug the USB into the slot at the side of the TV and access your photos or music files. This makes you easily viewing and sharing your photos and music.



# Specifications

## Picture/Display

- Color cabinet: Black and Digital Silver
- Aspect ratio: 16:9
- Brightness: 550 cd/m<sup>2</sup>
- Dynamic screen contrast: 800:1
- Response time (typical): 8 ms
- Viewing angle: 176° (H) / 176° (V)
- Diagonal screen size (inch): 37 inch
- Display screen type: LCD WXGA Active Matrix TFT
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Progressive scan, Widescreen Plus
- Screen enhancement: Anti ageing circuit, Anti-Reflection coated screen

## Supported Display Resolution

### Computer formats

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

### Video formats

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

## Sound

- Output power (RMS): 2 x 15W
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser
- Sound System: Virtual Dolby Digital

## Loudspeakers

- Built-in speakers: 2
- Loudspeaker types: Front Speakers

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Smart Clock
- Ease of Installation: Auto Program Naming, Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug & Play
- Ease of Use: Auto Volume Leveller (AVL), Channel list, Delta Volume per preset, Graphical User Interface, On Screen Display, Side Control, Smart

## Picture, Smart Sound

- Remote Control: Amp, DVD, STB (Set-Top Box), VCR, Multi-functional
- Remote control type: RC4345/01
- Screen Format Adjustments: 4:3, 6 Widescreen Modes, Auto Format, Movie expand 14:9, Movie expand 16:9, Subtitle and Heading Shift, Subtitle Zoom, Super Zoom, Widescreen
- Picture in Picture: HDMI-Component PIP
- Teletext: Closed Captioning Full Text
- VESA Mount: Vesa compliant

## Multimedia Applications

- Digital Content Management: Digital Media Reader
- Multimedia connections: USB
- Playback Formats: MP3, Slideshow files (.alb), JPEG Still pictures

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Cable: Unscrambled Digital Cable -QAM

## Connectivity

- AV 1: (1, 2, 3Fh autoranging), Audio L/R in, Component Video in, CVBS in, RGB+H/V, YPbPr, Y/C
- AV 2: Audio L/R in, CVBS, Y/C
- AV 3: (1, 2, 3Fh autoranging), S/PDIF digital coaxial, YPbPr
- AV 4: HDMI
- AV 5: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone Out, S-video in, USB
- Other connections: S/PDIF in (coaxial), S/PDIF out (coaxial)

## Power

- Ambient temperature: 5 °C to 40 °C
- Mains power: AC 110 - 120 V, 60 Hz
- Power consumption: 175 W
- Standby power consumption: 0.45W

## Dimensions

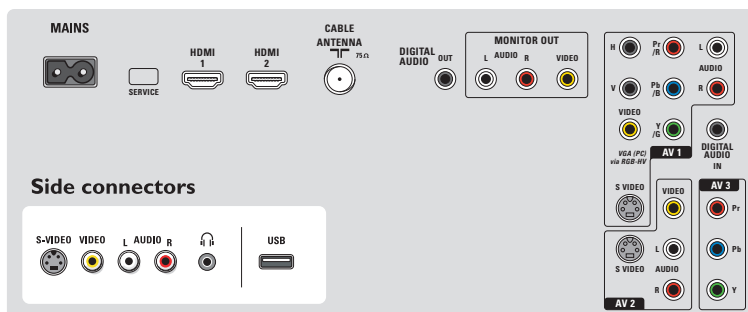
- Set dimensions (W x H x D): 1105 x 610 x 97 mm
- Product weight: 24 kg
- Product weight (lb): 66.15

- Weight incl. Packaging: 32 kg
- VESA wall mount compatible: 800 x 400 mm

## Accessories

- Included accessories: Table top stand, RF antenna cable

## Rear connectors



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