

Philips  
flat HDTV

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

flat HDTV  
94 cm (37") LCD, integrated digital

# Specifications

## Picture/Display

- Aspect ratio: 16:9
- Response time (typical): 8 ms
- Diagonal screen size (inch): 37 inch
- 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
- Brightness: 550 cd/m<sup>2</sup>
- Dynamic screen contrast: 800:1
- Color cabinet: Black and Digital Silver
- Display screen type: LCD WXGA Active Matrix TFT
- Viewing angle: 176° (H) / 176° (V)
- Screen enhancement: Anti ageing circuit, Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60Hz, 800 x 600, 60Hz, 1024 x 768, 60Hz
- Video formats: 1080i, 60Hz, 720p, 60Hz, 480i, 60Hz, 480p, 60Hz

## Sound

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

## Loudspeakers

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

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: Smart Clock
- 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
- 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
- Ease of Installation: Auto Program Naming, Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug & Play
- Remote control type: RC4345/01
- Teletext: Closed Captioning Full Text
- VESA Mount: Vesa compliant
- Picture in Picture: HDMI-Component PIP

## Multimedia Applications

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

## Tuner/Reception/Transmission

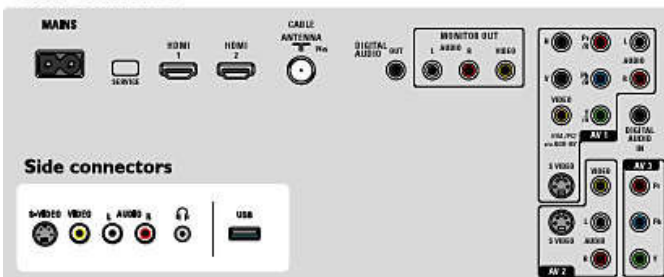
- Aerial Input: 75 ohm F-type
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Cable: Unscrambled Digital Cable QAM

## Connectivity

- Other connections: S/PDIF in (coaxial), S/PDIF out (coaxial)
- 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



## Rear connectors



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# Highlights

## Full WXGA display, 1366 x 768p

The WXGA Active Matrix TFT LCD screen technology gives you wide screen HD resolution of 1366 x 768 pixels. It provides a flicker-free progressive scan picture with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

- Set Height: 610 mm

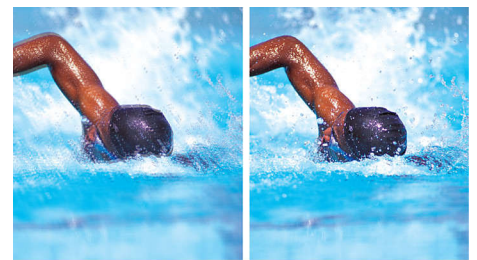
- Set Width: 1105 mm

HDTV delivers exceptional picture quality and real motion image by 666 lines. It makes television more dynamic than any other 600 or 400 lines before. It is the best and best picture signal available. It features picture quality 24 times that of traditional analog broadcasts. In order to effectively maximize the advantages, television must incorporate advanced signal processing technology. Table-top stand design cable

## 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.

## 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.