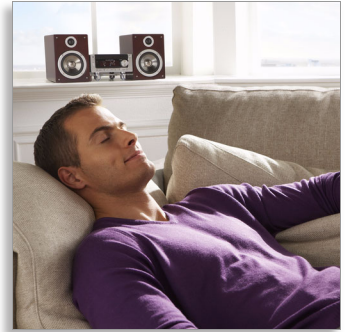


Philips Heritage Audio  
Component Hi-Fi system

- Silk dome tweeter
- 60W



MCM770

# Obsessed with sound

## Enjoy high fidelity music

Immerse yourself in audiophile quality sound with the Philips component hi-fi system that features a silk dome tweeter. Plus, elegant wooden speakers and an aluminum cabinet enhance the sound quality, while ensuring precision and control.

### Enrich your sound experience

- Silk dome tweeter for crystal clear sound
- Gold-plated speaker connector for finest signal transmission
- Wooden speakers for great natural sound
- Digital Sound Control for optimized music style settings
- Dynamic Bass Boost for deep and dramatic sound
- Loudness for bass and treble enhancement
- 60W RMS total output power

### Enjoy your music from multiple sources

- Play MP3/WMA-CD, CD and CD-RW
- USB Direct for MP3/WMA music playback

### Design that blends into your interior

- Aluminum cabinet for quality look and feel
- High-end component design with stand



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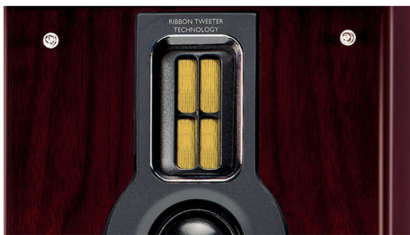


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# PHILIPS

# Highlights

## Silk dome tweeter



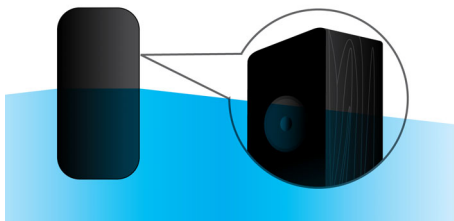
A silk dome tweeter holds a diaphragm made with silk - a material superior to the others that is used in ordinary tweeters. The silk material used in the diaphragm has superior sound damping characteristics and its soft texture ensures minimal acoustic breakup. As a result, the sound produced by a silk dome tweeter is smooth, warm and has a wide range.

## Gold-plated speaker connector



The Gold-plated speaker connector ensures better audio signal transmission compared to traditional click-fit connections. It also minimizes the electrical signal loss from the amplifier to the speaker box, resulting in sound reproduction that's as close to reality as possible.

## Wooden speakers



Nature provides us with the best. Not least of all is wood. Wood is found to possess acoustic

characteristics that makes it uniquely perfect for use in sound equipment and instruments. Fine musical instruments such as pianos and violins are made of wood for good reason - the same reason these speakers are also encased in wood. Bask in a rich and realistic listening experience delivered by these wooden speakers.

## Digital Sound Control



Digital Sound Control offers you a choice of pre-set Jazz, Rock, Pop and Classic controls you can use to optimise the frequency ranges for different musical styles. Each mode uses graphic equalizing technology to automatically adjust the sound balance and enhance the most important sound frequencies in your chosen music style. Ultimately, Digital Sound Control makes it easy for you get the most out of your music by precisely adjusting the sound balance to match the type of music you are playing.

## Dynamic Bass Boost



Dynamic Bass Boost maximizes your music enjoyment by emphasizing the bass content of the music throughout the range of volume settings - from low to high - at the touch of a button! Bottom-end bass frequencies usually get lost when the volume is set at a low level. To counteract this, Dynamic Bass Boost can be switched on to boost bass levels, so you can

enjoy consistent sound even when you turn down the volume.

## Loudness

In the sound spectrum, high and low frequencies are relatively less audible to human ears - especially at low volumes. By activating the Loudness feature, the bass and treble will be amplified so you can savor a more balanced sound perception overall.

## Play MP3/WMA-CD, CD and CD-RW



Audio compression technology allows large digital music files to be reduced up to 10 times in size without radically degrading their audio quality. MP3 or WMA are two of the compression formats that let you enjoy a world of digital music on your Philips player. Download MP3 or WMA songs from authorized music sites on the Internet or create your own MP3 or WMA music files by ripping your audio CDs and transferring them onto your player.



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## Philips Green Logo

Philips Green Products can reduce costs, energy consumption and CO2 emissions. How? They offer a significant environmental improvement in one or more of the Philips Green Focal Areas - Energy efficiency, Packaging, Hazardous substances, Weight, Recycling and disposal and Lifetime reliability.



# Specifications

## Sound

- Output power: 2 x 30 W RMS / 2 x 60 W music power
- Sound enhancement: loudness, digital sound control 4 modes, Dynamic Bass Boost

## Loudspeakers

- Speaker drivers: 3.5" woofer, cone dome tweeter
- Loudspeaker enhancement: 2-way, gold-plate speaker connectors, speaker grilles detachable

## Audio playback

- Playback media: WMA-CD, MP3-CD, CD-RW, CD-R, CD
- Disc playback modes: repeat/shuffle/program
- USB Direct playback modes: fast backward/fast forward, play/pause, previous/next, program play, repeat, shuffle, stop

## Tuner/Reception/Transmission

- Station presets: 20
- Tuner bands: FM stereo
- Antenna: FM antenna
- RDS: radio text, RDS clock set, station name
- Tuner enhancement: auto digital tuning, auto scan

## Connectivity

- Audio/Video output: 2xRCA (Audio)
- USB: USB host
- Aux in: 2xRCA (Audio)

## Convenience

- Alarms: CD alarm, radio alarm, USB alarm
- Clock: on main display, sleep timer
- Loader type: motorised, tray
- Display enhancements: DIM mode
- Display type: VFD display

## Accessories

- Remote control: 40-key with lithium battery
- Others: FM antenna, Quick start guide
- User Manual: multi-languages
- Warranty: World Wide Guarantee booklet

## Dimensions

- Gross weight: 7.5 kg
- Main speaker dimensions (W x D): 130 x 215 mm
- Main speaker height: 180 mm
- Main unit depth: 280 mm
- Packaging width: 375 mm
- Main unit height: 75 mm
- Packaging height: 350 mm
- Main unit width: 160 mm
- Packaging depth: 250 mm

## Power

- Power supply: 50 Hz
- Power supply: 220 - 240 V

## Green

- Eco Power standby: 1 W



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