

Philips  
professional flat TV

37"  
LCD  
HD Ready

37HF7444



## System Prepared Flat TV

with the latest high definition LCD display

The TV set that upgrades every hotel room. Fully featured for hospitality applications. Combined with the optional SmartCard Xpress unit this TV is fully prepared for interactive services and in-room entertainment.

### **Best total cost of ownership**

- Wireless SmartLoader for fast cloning
- External loudspeaker connector
- Front/Side controls locking
- ESP™ (Energy Savings Programmability)
- Battery Low Detection for Remote Control

### **System ready and future-proof**

- SmartCard Xpress Box compatible for interactive systems
- Serial Xpress™ Control interface

### **Maximum guest comfort**

- Volume limitation
- Welcome message on screen display

### **Great viewing experience and guest comfort**

- HD Ready for the highest quality display of HD signals

# PHILIPS

# Highlights

## Wireless SmartLoader

Provides the ability to copy all programming settings from one TV set to other TV sets easily and wirelessly in less than a minute. The feature ensures uniformity between TV sets and significantly reduces installation time and costs.

## External loudspeaker connector

Amplified audio connector for easy installation of external speakers (for bathrooms, for example), eliminating the need for investments in external equipment

## Front/Side controls locking

Selecting the option in the setup menu to lock or unlock access to the front and side controls of the TV prevents unauthorised access to the TV menu, saving the hotelier the time and effort of re-installing.

## Battery Low Detection

This feature informs you of the need to replace the remote control batteries, preventing nuisance calls and unnecessary replacement of batteries.

## ESP™

This feature can be selected in the set-up menu. The TV can be switched off automatically after a specified period of use,

thereby saving energy and providing extended product life time. The selectable range is from 0 to 99 hours.

## SmartCard Xpress Box

The optional SmartCard Xpress Box can be mounted at the back of the TV set and allows third-party decoders and application cards to interface with the TV, adding new functionality to the TV. The TV can also be connected to external decoders and set-top boxes of all major interactive system providers through the Serial Xpress Control Interface (supporting UART and RS232 protocols) and the SmartPlug Control interface.

## Serial Xpress™ Control

The Serial Xpress™ Control interface is compatible with all major premium entertainment services. The protocols enable the TV to be connected with external decoders, set-top boxes and PC based solutions. Supports UART and RS232 protocols.

## Volume limitation

This feature predefines the volume range within which the TV set is allowed to operate, preventing excessive volume adjustments and disturbance of neighbouring guests.

## Welcome message

A welcome greeting is displayed each time the TV set is switched on.

## HD Ready



Enjoy the exceptional picture quality of High Definition pictures and be fully prepared for HD sources like HDTV set-top boxes and Blu-ray discs. HD Ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer an HD screen that displays the benefits of the resolution and picture quality of a High Definition signal. It has a universal connection for both analogue YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60 Hz.

# Specifications

## Picture/Display

- Aspect ratio: 16:9, Widescreen
- Diagonal screen size (inch): 37 inch
- Diagonal screen size (metric): 94 cm
- Panel resolution: 1366 x 768p
- Brightness: 500 cd/m<sup>2</sup>
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control, Contrast Plus, Digital Crystal Clear, Digital Noise Reduction, Jagged Line Suppression, Progressive scan, Sharpness Adjustment
- Contrast ratio (typical): 1200:1 (dynamic)
- Display screen type: LCD WXGA Active Matrix TFT
- Response time (typical): 8 ms
- Viewing angle (horizontal): 178 degree
- Viewing angle (vertical): 178 degree
- Screen enhancement: Anti-Reflection coated screen

## Supported Display Resolution

- Computer formats: 640 x 480, 60, 67, 72, 75 Hz, 800 x 600, 56, 60, 72, 75 Hz, 1024 x 768, 60, 70, 75 Hz
- Video Formats: 640 x 480p - 2Fh, 720 x 576p - 2Fh, 1280 x 720p - 3Fh, 1920 x 1080i - 2Fh

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm coaxial (IEC75)
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: PAL, PAL I, PAL B/G, PAL D/K, SECAM, SECAM B/G, SECAM D/K, SECAM L/L'
- Number of Pre-set Channels: 125
- Video Playback: NTSC, PAL, SECAM
- Tuner Display: PLL

## Convenience

- Ease of Installation: Advanced Hotel Mode, Fine Tuning, PLL Digital Tuning, Programme Name, Wireless Smart Loading
- Ease of Use: Auto Volume Leveller (AVL), Side Control, Smart Picture, Smart Sound
- Comfort: Hotel Guest features, Sleep timer
- Screen Format Adjustments: 7 Widescreen Modes, Auto Format
- Remote Control: TV
- Remote control type: RC2886
- OSD Languages: English, French, German
- Teletext: 10-page Smart Text
- Other convenience: Kensington lock

- VESA Mount: 800 x 400 mm
- Picture in Picture: Picture in graphics
- Teletext enhancements: Fast text

## Sound

- Output power (RMS): 2 x 15 W
- Sound System: Nicam Stereo, Virtual Dolby Surround
- Sound Enhancement: Auto Volume Leveller, Dynamic Bass Enhancement

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- Connectivity Enhancements: RJ12 connector, RJ45 connector, External Loudspeaker connector, HM-Link, Extra Power supply 12 V/1 W, SmartCard Xpress box ready
- Number of Scarts: 2
- AV 3: YPbPr
- AV 4: HDMI
- Front/Side connections: Audio in, S-video in
- Ext 1 Scart: Audio L/R, CVBS in/out, RGB
- AV 5: HDMI
- Ext 2 Scart: Audio L/R, CVBS in/out, S-video in
- Other connections: Antenna IEC75

## Power

- Mains power: 110 - 240 V, 50/60 Hz
- Ambient temperature: 5°C to 40°C
- Power consumption: 180W Normal operation W

## Accessories

- Included accessories: Batteries for remote control, Power cord, Remote Control, User Manual, Wall mounting bracket
- Optional accessories: Set up Remote RC2573GR, Wireless SmartLoader 22AV1120

## Dimensions

- Set Width: 1100 mm
- Set Height: 609 mm
- Set Depth: 97 mm
- Product weight: 25.1 kg
- Box width: 1167 mm
- Box height: 821 mm
- Box depth: 330 mm
- Weight incl. Packaging: 31.5 kg



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