



Philips  
LCD TV

Full HD 1080p  
digital TV

52PFL7704D



## Be part of the action

Experience brilliant performance with a breathtaking full HD 1080p, 120Hz display. Combined with a powerful Perfect Pixel HD engine, Perfect Natural Motion and exciting invisible sound, this Flat TV ensures you're always part of the action.

### See every detail of the action

- Perfect Pixel HD Engine for unrivalled sharpness and clarity
- 120Hz Clear LCD, 2ms performance for superb motion sharpness
- Full HD LCD display, with a 1920x1080p resolution
- Perfect Natural Motion for ultra smooth Full HD movies
- Dynamic contrast 55000:1 for incredible rich black details

### Hear exciting and powerful sound

- Invisible speakers with incredible surround
- Dolby Digital output for connection to a home theatre system

### Ready for digital

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

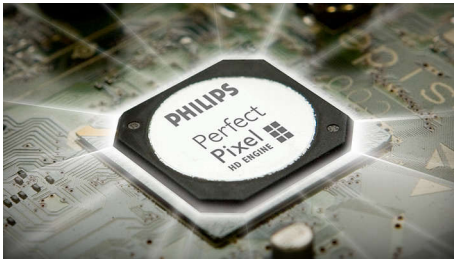
### Easy to connect and enjoy

- 4 HDMI inputs with Easylink for a full HD connection
- USB for fantastic multimedia playback
- Settings assistant for effortless personalized TV settings

# PHILIPS

# Highlights

## Perfect Pixel HD Engine



Experience unrivalled sharpness and clarity with Perfect Pixel HD Engine. Each pixel of the picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. The result is a unique combination of sharpness, natural detail, vivid colors superior contrast and smooth natural motion whatever you are watching. Clean and razor sharp images result from artifact and noise detection and reduction in all content sources - from multimedia to standard TV.

## Full HD LCD display 1920x1080p



The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future proof as it supports 1080p signals from all sources, including the most recent like Blu-ray and

advanced HD game consoles. The signal processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colors.

## Perfect Natural Motion



Enjoy the action without any judder. Perfect Natural Motion estimates motion in the picture and corrects juddering movements in both broadcast and pre-recorded movie material (including 1080p movies and 24p True Cinema on Blu-ray and DVD). The result is even smoother and quieter pictures with excellent sharpness. Enjoy motion performance that surpasses cinema quality!

## 120Hz Clear LCD (2ms)

120Hz Clear LCD creates extreme motion sharpness for clear and vibrant images even with fast on-screen motion. The Double Frame Rate Insertion works with a high 120Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a response time of 2 milliseconds (measured in Perceived Blur-Edge-Width; BEW). This unique Philips technology brings motion sharpness of LCD displays to an unprecedented level.

## USB (multimedia)



The USB connector allows access to jpeg photos, mp3 music and video files of most USB-sticks (USB memory-class device). Plug the USB into the slot at the side of the TV and access the multimedia content using the easy on screen content browser. You can now view and share your videos, photos and music.

## 4 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 3 HDMI inputs 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.

## Dolby Digital output

Dolby Digital output for connection to a home theatre system

# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Response time (typical): 2 ms
- Diagonal screen size (inch): 52 inch
- Diagonal screen size (metric): 132 cm
- Panel resolution: 1920x1080p
- Picture enhancement: Perfect Pixel HD Engine, Perfect Natural Motion, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Dynamic contrast enhancement, Progressive scan, 120Hz LCD
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic screen contrast: 55000:1
- Visible screen diagonal (inch): 52.04 inch
- Viewing angle: 170° (H) / 170° (V)

## Supported Display Resolution

- Computer formats: 640 x 480, 60Hz, 800 x 600, 60Hz, 1024 x 768, 60Hz, 1280 x 768, 60Hz, 1280 x 1024, 60Hz, 1360 x 768, 60Hz, 1920 x 1080, 60Hz
- Video formats: 480i, 60Hz, 480p, 60Hz, 720p, 60Hz, 1080i, 60Hz, 1080p, 60Hz

## Sound

- Equalizer: 5-bands
- Sound System: Dolby Digital (AC-3), Stereo, SAP
- Sound Enhancement: Incredible Surround

## Loudspeakers

- Built-in speakers: 2

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: On main display, Sleep Timer
- Ease of Use: 4 favorite lists, Auto Volume Leveller (AVL), Channel list, Settings assistant Wizard, Side Control
- Remote Control: TV
- Screen Format Adjustments: 4:3, Auto Format, Movie expand 14:9, Movie expand 16:9, Super Zoom, Widescreen, unscaled (1080p dot by dot)
- Ease of Installation: Autostore

## Multimedia Applications

- Multimedia connections: USB memory class device
- Playback Formats: MP3, JPEG Still pictures, DivX 3.11, DivX 5, MPEG2, XviD, H.264/MPEG-4 AVC

## 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

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

## Power

- Mains power: 110-240V, 50-60Hz
- Power consumption: 350 W
- Standby power consumption: < 0.15 W
- Ambient temperature: 0°C to 35°C (32°F to 95°F)

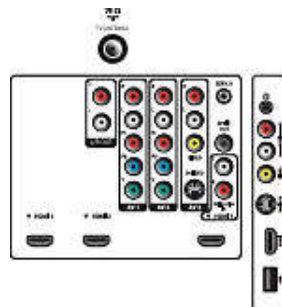
## Dimensions

- Product weight (lb): 83.78 lb
- Box height (inch): 37.56 inch
- Box width (inch): 55.71 inch
- Box depth (inch): 15.79 inch
- Wall mount compatible: 400 x 400 mm
- Set Width (inch): 51.26 inch
- Set Height (inch): 31.40 inch
- Set Depth (inch): 4.55 inch
- Set width (with stand) (inch): 51.26 inch
- Set depth (with stand) (inch): 12.80 inch
- Set height (with stand) (inch): 34.17 inch

- Product weight (+stand) (lb): 95.9 lb
- Weight incl. Packaging (lb): 116.84

## Accessories

- Included accessories: Tabletop swivel stand, Power cord, Quick start guide, User Manual, Registration card, Remote Control



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UPC: 6 09585 16277 8

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