



Philips Cineos
digital widescreen flat TV
with Pixel Plus 3 HD and
Ambilight Surround

37"

LCD integrated digital

CINEOS

37PF9731D



Turn up your viewing experience with Pixel Plus 3 HD and Ambilight

Enjoy the ultimate viewing experience of this Philips Cineos Flat TV with Pixel Plus 3 HD, Ambilight Surround and Clear LCD technology. The Digital Media Reader with PC link gives you full access to multimedia content.

Immersive viewing experience

- LCD Full HD display, 1920x1080p
- Integrated Digital Tuner for DVB-T reception
- HD ready for the highest quality display of HDTV signals
- Pixel Plus 3 HD for the most vivid and sharp HDTV images
- Clear LCD for sharp, fast and vibrant images
- Ambilight Surround for an immersive viewing experience

True beauty lies in the details

- Matching design swivel stand included

Perfect picture quality from your digital photos

- Access your photos, music and movies via PC-link
- Wireless prepared for connection to your PC
- USB and Memory-Card slot for instantly playing multimedia

For advanced performance

- Dual HDMI input for full digital High Definition connection



PHILIPS

Technical specifications

Picture / Display

- **Aspect ratio:** 16:9
- **Brightness:** 550 cd/m²
- **Dynamic screen contrast:** 6000:1
- **Response time (typical):** (BEV equiv.) 3 ms
- **Viewing angle:** 176° (H) / 176° (V)
- **Diagonal screen size:** 37 inch / 94 cm
- **Display screen type:** LCD True HD W-UXGA Act. matrix
- **Panel resolution:** 1920x1080p
- **Picture enhancement:** Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D combfilter, Active Control & Light sensor, Clear LCD, Digital Natural Motion, Dynamic contrast enhancement, Jagged line suppression, Progressive scan, Pulse Killer Chip, Widescreen plus
- **Screen enhancement:** Anti reflection coated screen

Ambilight

- **Ambilight Features:** Ambilight Surround, Auto adaptive to video content, Efficient low energy lamp
- **Colour settings:** Full Multi-Colour
- **Dimming function:** Manual and via light sensor

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
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound

- **Output power (RMS):** 2x15W
- **Sound enhancement:** Digital signal processing, Dynamic bass enhancement, Graphic equaliser
- **Sound system:** Virtual Dolby Digital

Loudspeakers

- **Built-in speakers:** 4
- **Loudspeaker types:** Integrated woofers with wOOx, Dome tweeter

Multimedia Applications

- **Digital content management:** Digital Media Reader
- **Memory card types:** Compact Flash type I, Compact flash type II, Memory stick, Micro drive, Multi-Media Card (MMC), Secure Digital Card (SD), Smart Media Card
- **Multimedia connections:** Ethernet-UTP5, UPnP, WiFi (opt. Ethernet-bridge), 7-in-1 Memory Card Reader, USB (streaming video capable)
- **Playback formats:** MP3, Slideshow files (.alb), JPEG still pictures, DivX 3.1 I, DivX 5, MPEG1, MPEG2, MPEG4, XviD

Tuner / Reception / Transmission

- **Aerial input:** 75 ohm coaxial (IEC75)
- **TV system:** DVB COFDM 2K/8K, PAL, SECAM
- **Video playback:** NTSC, SECAM, PAL
- **DVB:** DVB Terrestrial *
- **Tuner bands:** Hyper band, S channel, UHF, VHF

Connectivity

- **Ext 1 Scart:** Audio L/R, CVBS in/out, RGB
- **Ext 2 Scart:** Audio L/R, CVBS in/out, RGB, Y/C
- **Ext 3:** YPbPr
- **Ext 4:** HDMI
- **Ext 5:** HDMI
- **Ext 6:** VGA PC-in, Audio L/R in
- **Front / Side connections:** Audio L/R in, CVBS in, Headphone out, S video in, 2 x USB, Multi-slot memory card reader
- **Other connections:** Analogue audio left / right out, Ethernet, S/PDIF in (coaxial), S/PDIF out (coaxial), Common Interface

Convenience

- **Child Protection:** Child lock & parental control
- **Clock:** Smart clock
- **Ease of installation:** Auto programme naming, Automatic Channel Install (ACI), Automatic Tuning System (ATS), Auto store, PLL digital tuning, Plug & Play
- **Ease of Use:** Auto volume leveller (AVL), Delta volume per preset, Graphical user interface, On screen display, Program list, Side Control

- **Electronic Programme Guide:** Now + Next EPG
- **Picture in Picture:** Full dual screen (2 tuners), Text dual screen
- **Remote control:** Amp, DVD, Sat, STB, VCR, Multi functional
- **Remote control type:** RC4401
- **Screen format adjustments:** 4:3, 6 widescreen modes, Auto format, Movie expand 14:9, Movie expand 16:9, Subtitle and heading shift, Super Zoom, Widescreen
- **Teletext:** 1200 page hypertext
- **Teletext enhancements:** Habit watch, Program information line
- **VESA Mount:** Vesa compliant

Accessories

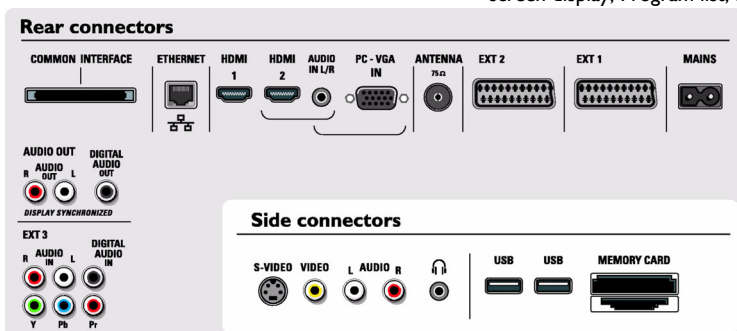
- **Included accessories:** Tabletop swivel stand, RF cable
- **Optional accessories:** Floor stand

Dimensions

- **Set dimensions (W x H x D):** 991 x 707 x 114 mm
- **Set dimensions with stand (H x D):** 767 x 255 mm
- **Weight incl. packaging:** 39 kg
- **Product weight:** 26 kg
- **Box dimensions (W x H x D):** 1160 x 923 x 290 mm
- **Colour cabinet:** High Gloss Black
- **VESA wall mount compatible:** 800,200 mm

Power

- **Ambient temperature:** 5 °C to 40 °C
- **Mains power:** AC 220 - 240 V +/- 10%
- **Power consumption:** 241 W
- **Standby power consumption:** 0.8 W



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Specifications are subject to change without notice.
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37" LCD integrated digital



37PF9731D/I0

Product highlights

LCD Full HD display 1920x1080p

This display has a resolution that is referred to as Full HD. With state-of-the-art LCD screen technology it has the full high-definition widescreen resolution of 1920 x 1080p. This is the highest resolution that HD broadcast can transmit. It allows the best possible picture quality from any format of HD input signal. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

Integrated Digital DVB-T tuner

The integrated DVB-T tuner lets you receive Digital Terrestrial TV to watch or record. This means you do not need an additional set top box and also the additional cables.

HD Ready

Enjoy the exceptional picture quality of a true High Definition TV signal and be fully prepared for HD sources like HDTV broadcast, Blu-ray DVD or HDVD. 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 a HD screen that displays the benefits of resolution and picture quality of a High Definition TV 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 60Hz.

Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colours and smooth natural motion on all qualities of HD, standard TV signals and multimedia content, for high definition displays. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artifacts and noise in all sources from multimedia to standard TV and also in highly compressed HD are detected and reduced ensuring that the picture is clean and razor sharp.

Clear LCD

Clear LCD gives you clear and vibrant images even with fast on-screen motion. The scanning backlight technology increases the sharpness of motion reproduction. This unique Philips technology uses high refresh rates to eliminate any field flicker and retains the superb quietness of LCD technology. It is combined with a new backlight module resulting in a high contrast with larger viewing angle. This provides you with the best display for the ultimate viewing experience.

Ambilight Surround

With lights surrounding the picture Ambilight 3 makes an impressive contribution to the overall viewing experience with ambient light on three sides to complement the colours and light intensity of the image on screen. It creates ambiance, stimulates more relaxed viewing and improves perceived picture detail, contrast and colour. Ambilight 3 automatically and independently adapts the colours of each screenside according to the changing content on the screen. With the third Ambilight the top of the picture is now fully surrounded, completely immersing you in the content.

Bypacked swivel stand

For maximum freedom of placement, this high-quality stand is designed specifically for this TV, and allows easy placement of your Flat TV without drilling holes in the wall. Enjoy the best viewing angle with the convenience of the 40 degrees of swivel (20 degrees each side). Invisible cable management is included in the back. This stand fits seamlessly on the matching accessory floorstand.



* DVB-T, supported in selected countries only