



Philips  
flat HDTV with Pixel Plus 2  
HD and Ambilight 2  
channel

37"

LCD integrated digital

37PF963ID



## Turn up your viewing experience

with Pixel Plus 2 HD and Ambilight 2

Enjoy the ultimate viewing experience with this Philips integrated HDTV with Pixel Plus 2 HD, Ambilight 2 and latest LCD technology. Enjoy your multimedia content with the built in USB connector.



### Immersive viewing experience

- High-definition LCD WXGA display, 1366 x 768p
- Enjoy HDTV that's truer than anything you've seen before
- Pixel Plus 2 HD improves details in standard TV and HDTV
- Dynamic contrast enhancer delivering rich black details
- 2-channel active Ambilight enhances the viewing experience

### True beauty lies in the details

- Matching TV stand included

### Perfect picture quality from your digital photos

- USB Connector for easy, instant multimedia playing

### For advanced performance

- HDMI for full digital High Definition connection

**PHILIPS**  
sense and simplicity

## Specifications

### Picture/Display

- **Aspect ratio:** 16:9
- **Brightness:** 500 cd/m<sup>2</sup>
- **Dynamic screen contrast:** 6000:1
- **Response time (typical):** 6 ms
- **Viewing angle:** 176° (H) / 176° (V)
- **Diagonal screen size (inch):** 37 inch
- **Display screen type:** LCD WXGA Active Matrix TFT
- **Panel resolution:** 1366 x 768p
- **Picture enhancement:** Pixel Plus 2 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Digital Crystal Clear, Dynamic contrast enhancement, Jagged Line Suppression, Progressive Scan, Widescreen Plus
- **Screen enhancement:** Anti ageing circuit, Anti-Reflection coated screen

### Ambilight

- **Ambilight Features:** Ambilight 2 Channel, Auto adaptive to video content, Efficient low energy lamp
- **Color Settings:** Full Multi Color
- **Dimming Function:** Manual and via Light Sensor
- **Preset modes:** 4 Active Adaptive modes

### 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
480i	60Hz
480p	60Hz
720p	60Hz
1080i	60Hz

### Sound

- **Output power (RMS):** 2x8W

- **Sound Enhancement:** Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser
- **Sound System:** Virtual Dolby Digital

### Loudspeakers

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

### Convenience

- **Child Protection:** Child Lock+Parental Control
- **Clock:** Smart Clock
- **Ease of Installation:** Auto Programme Naming, Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug & Play
- **Ease of Use:** Auto Volume Leveller (AVL), Channel list, Delta Volume per preset, Graphical User Interface, On Screen Display, Side Control, Smart Picture Control, Smart Sound Control
- **Remote Control:** Amp, DVD, STB, VCR, Multi-functional
- **Remote control type:** RC4348
- **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
- **Teletext:** Closed Captioning Full Text
- **VESA Mount:** Vesa compliant

### Multimedia Applications

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

### Tuner/Reception/Transmission

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

### Connectivity

- **AV 1:** Audio L/R in, CVBS in, YPbPr

- **AV 2:** Audio L/R in, CVBS, YPbPr
- **AV 3:** Audio L/R in, CVBS in, S-Video Y/C
- **Front / Side connections:** Audio L/R in, CVBS in, Headphone out, S-video in, USB
- **Audio Output - Digital:** Coaxial (cinch)
- **Other connections:** HDMI

### Power

- **Ambient temperature:** 5 °C to 40 °C
- **Mains power:** AC 110 - 120 V +/- 10%
- **Power consumption:** 175 W
- **Standby power consumption:** 0.45W

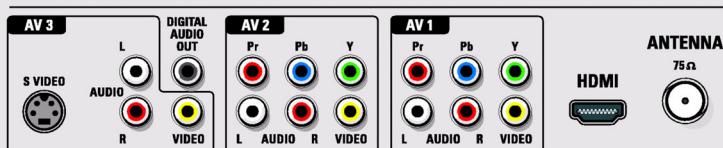
### Dimensions

- **Set dimensions in inch (W x H x D):** 43.9 x 24.3 x 4.1 inch
- **Weight incl. Packaging (lb):** 33
- **Product weight (lb):** 24
- **Box dimensions in inch (W x H x D):** 46.88 x 32.48 x 12.99 inch
- **Color cabinet:** Black
- **VESA wall mount compatible:** 800 x 400 mm

### Accessories

- **Included Accessories:** Table top stand, RF cable

### Rear connectors



### Side connectors



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37PF9631D/37



## Product highlights

### LCD WXGA display, 1366 x 768p

This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

### HDTV

HDTV delivers exceptional picture quality and real movie-viewing experience that makes television more dynamic, truer than anything you've seen before. It is the latest and best television signal available. It features picture quality more than twice that of traditional analog broadcasts. In order to effectively maximize the HDTV signal, a television must incorporate advanced signal input connectivity and circuitry design.

### Pixel Plus 2 HD

Pixel Plus 2 HD offers the unique combination of ultimate sharpness, natural detail, increased depth, vivid colors and smooth and natural motion from standard TV, High Definition signals and multimedia sources. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artefacts in compressed multimedia content are detected and reduced, ensuring that the picture is clean and razor sharp. Digital noise reduction ensures that the picture is perfectly smooth yet razor sharp.

### Ambilight 2 channel

Ambilight makes an impressive contribution to the overall viewing experience by producing ambient light to complement the colors and light intensity of the on-screen image. It adds a new dimension to the viewing experience, completely immersing you into the content you are watching. It creates ambiance, stimulates more relaxed viewing, and improves perceived picture detail, contrast and color. Ambilight automatically and independently adapts its colors according to the changing content on the screen.

### 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.

