



Philips
widescreen flat TV with
Pixel Plus

37"

LCD HD Ready

37PF7321



Turn up your viewing experience with Pixel Plus

Experience the superior picture quality of this excellent Flat TV with the latest LCD technology and Pixel Plus. It's packed into a stunning design that will complement your interior.

Breathtaking natural pictures

- High-definition LCD WXGA display, 1366 x 768p
- HD ready for the highest quality display of HDTV signals
- Pixel Plus for better details, depth and clarity
- Dynamic contrast enhancer delivering rich black details
- 3D combfilter separates colors for a razor-sharp image

Superb sound reproduction

- Virtual Dolby Surround for a cinema-like audio experience

Slim, stylish design to complement your interior

- Compact and slim design that fits in every room

Designed for your convenience

- Turn your TV screen into a mosaic of different channels

For advanced performance

- HDMI for full digital High Definition connection



PHILIPS

Technical specifications

Picture/Display

- **Aspect ratio:** 16:9, Widescreen
- **Brightness:** 500 cd/m²
- **Diagonal screen size:** 37 inch / 94 cm
- **Display screen type:** LCD WXGA Active Matrix TFT
- **Picture enhancement:** Pixel Plus, Progressive Scan, 3/2 - 2/2 motion pull down, Contrast Plus, Digital Noise Reduction, 3D Combfilter, Jagged Line Suppression, Active Control, Luminance Transient Improver
- **Screen enhancement:** Anti-Reflection coated screen
- **Panel resolution:** 1366 x 768p
- **Response time (typical):** 8 ms
- **Viewing angle (H / V):** 176 / 176 degree
- **Dynamic screen contrast:** 2400:1

Supported Display Resolution

- **Computer formats**

Resolution	Refresh rate
640 x 480	60, 67, 72, 75Hz
800 x 600	56, 60, 72, 75Hz
1024 x 768	60, 70, 75Hz
- **Video Formats**

Resolution	Refresh rate
640 x 480p	2Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound

- **Sound Enhancement:** Dynamic Bass Enhancement, Auto Volume Leveller
- **Sound System:** Virtual Dolby Surround, Stereo
- **Output power (RMS):** 2 x 15W
- **Equalizer:** 5-bands

Loudspeakers

- **Built-in speakers:** 4
- **Loudspeaker types:** Dome tweeter

Convenience

- **Ease of Installation:** Autostore, Plug & Play, Auto Programme Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Fine Tuning, Program Name, Sorting
- **Ease of Use:** Side Control, Smart Picture Control, Smart Sound Control, Auto Volume Leveller (AVL), Program List
- **Remote control type:** RCFE06FRS00
- **Teletext:** 1000 page Smart Text
- **Remote Control:** DVD, Multi-functional, TV
- **Screen Format Adjustments:** 4:3, Subtitle Zoom, Super Zoom, Widescreen, Movie expand 14:9, Movie expand 16:9
- **Clock:** Sleep Timer, Wake up Clock
- **Teletext enhancements:** Program information Line, 4 favourite pages
- **VESA Mount:** 800 x 400 mm

Tuner/Reception/Transmission

- **Tuner bands:** Hyperband, S-Channel, UHF, VHF
- **TV system:** PAL, SECAM
- **Video Playback:** NTSC, PAL, SECAM
- **Aerial Input:** 75 ohm coaxial (IEC75)
- **Tuner Display:** PLL
- **Number of Preset Channels:** 100

Connectivity

- **Ext 1 Scart:** Audio L/R, CVBS in/out, RGB
- **Ext 2 Scart:** Audio L/R, CVBS in/out, S-video in
- **Front / Side connections:** Audio L/R in, CVBS in, Headphone out, S-Video in
- **Number of Scarts:** 2
- **Other connections:** Antenna IEC75
- **Ext 4:** YPbPr
- **Ext 5:** HDMI
- **Ext 6:** HDMI

Power

- **Power consumption:** 72 W Normal Operation W
- **Standby power consumption:** < 2 W
- **Mains power:** AC 220 - 240 V +/- 10%
- **Ambient temperature:** 5 °C to 40 °C

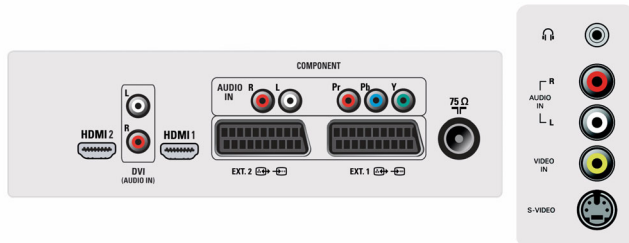
Dimensions

- **Product weight:** 25.9 kg
- **Weight incl. Packaging:** 33 kg
- **Color cabinet:** Silver Frost Bi-Color with Tempered Glass Deco Front
- **VESA wall mount compatible:** 0 mm
- **Box dimensions (W x H x D):** 1191 x 830 x 330 mm
- **Dimensions (with base) (W x H x D):** 1114 x 683 x 306 mm
- **Dimensions (without base) (W x H x D):** 1114 x 618 x 103 mm

Accessories

- **Included Accessories:** Table top stand, Power cord, Quick start guide, Registration card, Remote Control, User Manual, Warranty certificate, Batteries for remote control
- **Optional accessories:** Floor stand

Stereo system					Transmission system					
2CS DK	NICAM DK	2CS BG	NICAM I	NICAM LL'	PAL BG	PAL DK	PAL I	SECAM BG	SECAM DK	SECAM LL'
•	•	•	•	•	•	•	•	•	•	•



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Specifications are subject to change without notice.
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widescreen flat TV with Pixel Plus
37" LCD HD Ready



37PF7321/I2

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.

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 analog YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p, and 1080i signals at 50 and 60Hz.

Pixel Plus

This set uses the power of the Pixel Plus processor to increase the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

Dynamic contrast enhancer

You want the LCD flat display with the highest contrast and most vibrant images even at wide viewing angle. The Philips dynamic contrast enhancer uses video processing and unique dimming backlight technology. This delivers deep rich black levels with increased detail. The dimming backlight increases the contrast up to 5 times*, and at the same time improves the viewing angle. It gives a bright, lifelike picture with high contrast and vibrant colors, (* factor between 2 and 5, screen type and picture content dependant).

3D Combfilter

The 3D comb filter separates brightness and color signals better in 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure. The 3D digital comb filter performs field-by-field comparisons of the television image to accurately separate the color from the black-and-white information and remove both horizontally and vertically hanging dots, as well as dot crawl. The result is a razor sharp image.

Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It which create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

Compact and slim design

This design style emphasizes a slim, compact look that saves space and fits in anywhere.

Multiple PiP Modes

Multiple Picture-in-Picture modes allow you to simultaneously watch two video sources either picture-in-picture, side by side, or in a mosaic-view with still images.

HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection.

