Philips
flat HDTV with Pixel Plus 3
HD and Ambilight
Surround

50"

plasma digital cable ready

50PF9731D

Turn up your viewing experience

with Pixel Plus 3 HD and Ambilight

Enjoy the ultimate viewing experience with this Philips integrated HDTV with Pixel Plus 3 HD, Ambilight Surround and latest HD Plasma technology. Enjoy your multimedia content with the built in USB and Memory Card reader

Immersive viewing experience

• High Definition plasma WXGA display, 1366 x 768p
• Integrated HDTV and CableCARD for unrivalled picture quality
• Pixel Plus 3 HD for most vivid and sharp HDTV 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

• USB and Memory-Card slot for instantly playing multimedia

For advanced performance

• HDMI for full digital High Definition connection

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Technical specifications

Picture/Display
- Aspect ratio: 16:9
- Brightness: 1500 cd/m²
- Contrast ratio (typical): 10000:1
- Viewing angle: 160° (H) / 160° (V)
- Diagonal screen size (inch): 50 inch
- Display screen type: HD Plasma panel
- Panel resolution: 1366 x 768p
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Jagged Line Suppression, Progressive Scan, Widescreen Plus
- Screen enhancement: Anti ageing circuit, Anti-Reflection coated screen

Ambilight
- Ambilight Features: Ambilight Surround, 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): 2x15W
- Sound Enhancement: Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser
- Sound System: Virtual Dolby Digital

Loudspeakers
- Built-in speakers: 4
- Loudspeaker types: Front Speakers, 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, Microdrive, MultiMedia Card (MMC), Secure Digital Card (SD), Smart Media Card
- Multimedia connections: USB, 7-in-1 Memory Card Reader
- 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, Digital Cable Ready CableCARD

Connectivity
- AV 1: (1, 2, 3Fh autoranging), Audio L/R in, Component Video in, CVBS in, RGB+H/V, Y/C, YPbPr
- AV 2: Audio L/R in, CVBS, Y/C
- AV 3: (1, 2, 3Fh autoranging), S/PDIF digital coaxial, YPbPr
- AV 4: HDMI
- AV 5: HDMI
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in, 2x USB, Multi-slot memory card reader
- Other connections: Monitor out, CVBS, L/R (cinch), S/PDIF in (coaxial), S/PDIF out (coaxial), Cable Card Interface

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
- Picture in Picture: HDMI-Component PIP
- Remote Control: Amp, DVD, STB, VCR, Multi-functional
- Remote control type: RC4403
- 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
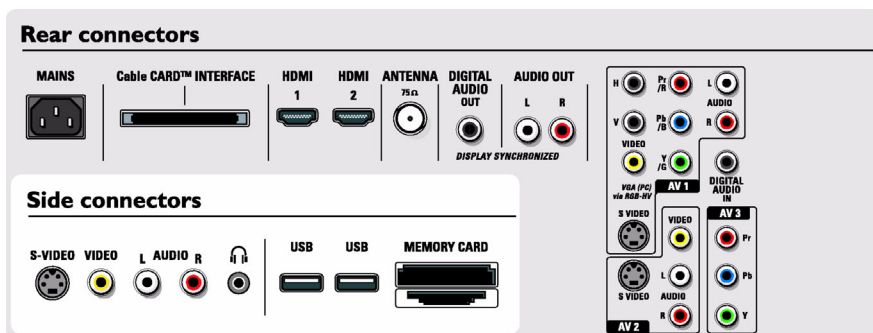- VESA Mount: Vesa compliant

Accessories
- Included Accessories: Tabletop swivel stand, RF cable

Dimensions
- Set dimensions in inch (W x H x D): 52.3 x 35.7 x 4.5 inch
- Set dimensions with stand in inch (H x D): 38.3 x 12.6 inch
- Weight incl. Packaging (lb): 183.9 lb
- Product weight (lb): 125.2 lb
- Box dimensions in inch (W x H x D): 55.6 x 48.1 x 13.9 inch
- Color cabinet: High Gloss Black
- VESA wall mount compatible: 600,200 mm

Power
- Ambient temperature: +5 -/+ 40 C
- Mains power: AC 110 - 240 V +/- 10%
- Power consumption: 400 W
- Standby power consumption: 0.7W

Rear connectors / Side connectors

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Product highlights

Plasma WXGA panel, 1366 x 768p

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

Digital Cable Ready

The CableCARD is a removable card distributed by the cable providers that is inserted in the TV. This enables the "Plug-and-Play DTV" functionality as agreed between cable operators and consumer electronics manufacturers. It allows the decoding of encrypted or scrambled content delivered from the cable system. CableCARD functionality includes conditional access and copy protection. A CableCARD-enabled television without a CableCARD inserted receives high-definition standard TV broadcasts. When a CableCARD is inserted, the television receives high-value high-definition, cable programming.

Pixel Plus 3 HD

Pixel Plus 3 HD offers the unique combination of ultimate sharpness, natural detail, vivid colors 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.

Ambilight Surround

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

USB and Memory Card slot

Instantaneously view and share your movies, photos and music. The Memory Card slot will accept cards of type Compact Flash I and II, Memory Stick, SD Card / Mini SD Card, Smart Media, Micro Drive (up to 2 GB) and Multi Media Card. Simply plug the memory card into slot at the side of the TV, and access the multimedia files stored on the card. The USB connector allows access to multimedia files of most USB-sticks and most digital cameras (USB memory-class device).

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.

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