



Philips  
Flat TV with Perfect Pixel  
HD Engine

**52"**  
LCD Full HD 1080p

**52PFL7403D**



## Be part of the action

Experience brilliant performance with a breathtaking full HD 1080p, 120Hz display. Combined with a powerful Perfect Pixel HD engine, HD 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
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 120Hz Clear LCD, 2ms performance for superb motion sharpness

### Hear exciting and powerful sound

- Invisible speakers with incredible surround
- 30 watt with BBE for powerful sound and great voice clarity
- Dolby Digital output for connection to a home theatre system

### Easy to connect and enjoy

- 4 HDMI inputs for full digital HD connection in one cable
- EasyLink: easy control of TV & connected device via HDMI CEC
- Settings assistant for effortless personalized TV settings

### Ready for digital

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



**PHILIPS**  
sense and simplicity

## Specifications

### Picture/Display

- **Aspect ratio:** Widescreen
- **Brightness:** 500 cd/m<sup>2</sup>
- **Dynamic screen contrast:** 33000:1
- **Response time (typical):** 2 ms
- **Viewing angle:** 160° (H) / 160° (V)
- **Diagonal screen size:** 52 inch / 132 cm
- **Visible screen diagonal (inch):** 52.04 inch
- **Panel resolution:** 1920x1080p
- **Picture enhancement:** Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Dynamic contrast enhancement, Progressive Scan, 120Hz LCD, HD Natural Motion

### Supported Display Resolution

- **Computer formats**

| Resolution   | Refresh rate |
|--------------|--------------|
| 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 1080i | 60Hz         |
| 1920 x 1080p | 60Hz         |
- **Video formats**

| Resolution | Refresh rate |
|------------|--------------|
| 480i       | 60Hz         |
| 480p       | 60Hz         |
| 720p       | 60Hz         |
| 1080i      | 60Hz         |
| 1080p      | 60Hz         |

### Sound

- **Equalizer:** 5-bands
- **Output power (RMS):** 30W
- **Sound Enhancement:** Incredible Surround
- **Sound System:** Dolby Digital (AC-3), BBE

### Loudspeakers

- **Built-in speakers:** 4

### Convenience

- **Child Protection:** Child Lock+Parental Control
- **Clock:** On main display, Sleep Timer
- **Ease of Installation:** Autostore
- **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)

### Multimedia Applications

- **Multimedia connections:** USB memory class device
- **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
- **Tuner bands:** Hyperband, S-Channel, UHF, VHF

### Connectivity

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

### Power

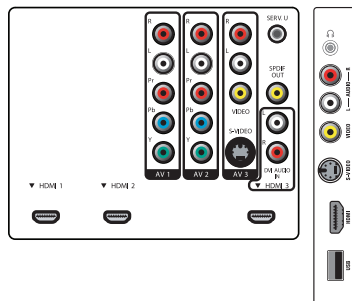
- **Ambient temperature:** 5 °C to 40 °C
- **Mains power:** 110-240V, 50-60Hz
- **Power consumption:** 350 W
- **Standby power consumption:** < 1 W

### Dimensions

- **Set dimensions in inch (W x H x D):** 51.2 x 31.4 x 4.7 inch
- **Set dimensions with stand in inch (W x H x D):** 51.2 x 34.5 x 12.8 inch
- **Weight incl. Packaging (lb):** 112.83
- **Product weight (lb):** 101.4 (with stand), 83.8 (without stand)
- **Box dimensions in inch (W x H x D):** 55.7 x 37.6 x 15.8 inch

### Accessories

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



Flat TV with Perfect Pixel HD Engine  
52" LCD Full HD 1080p



52PFL7403D/27

## Product highlights

### Perfect Pixel HD Engine

Perfect Pixel HD Engine 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 content are detected and reduced ensuring that the picture is clean and razor sharp.

### 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.

### HD Natural Motion

Philips invented HD Natural Motion to eliminate juddering effects that are visible with movie based picture content. HD Natural Motion estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD and Blu-ray Disc). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level. HD Natural Motion removes judder from SD and HD pictures, including 1080p, for a motion performance that surpasses the cinema!

### 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.

### 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. EasyLink uses the standard HDMI cable to transfer system commands. It works between all electronic devices equipped with HDMI CEC.



Issue date 2008-07-22

Version: 2.0.6

12 NC: 8670 000 34373  
UPC: 6 09585 14530 6

© 2008 Koninklijke Philips Electronics N.V.  
All Rights reserved.

Specifications are subject to change without notice.  
Trademarks are the property of Koninklijke Philips  
Electronics N.V. or their respective owners.

[www.philips.com](http://www.philips.com)