

**TOSHIBA**  
Leading Innovation >>>

## 37AV502R

720p HD LCD TV  
with CineSpeed™



37AV502R 37.0" diagonal 720p HD LCD TV with CineSpeed™

## ADVANTAGE

---

- 720p HD CineSpeed™ Display
- DynaLight™ Dynamic Backlight Control for Deep Black Levels
- Gaming Mode for Fast Game Controller Response
- ATSC / QAM Digital Tuner for Over-the-Air and Cable-in-the-Clear Digital Tuning
- 2 HDMI™ Digital Inputs
- PC Input (15 Pin, D-sub)
- New High-Gloss Black Cabinet

LEADING THE WAY IN  
HOME ENTERTAINMENT  
INNOVATION



**PRELIMINARY**

# 37AV502R

By combining an HD CineSpeed™ LCD Display with DynaLight™ dynamic backlight control, the AV502 Series can bring rich, detailed HD images to any room in your home.

**DynaLight™ Dynamic Backlight** – Utilizes advanced histogram image processing to monitor the brightness level of each video frame and automatically adjusts the backlight intensity based on the image content. This precise signal analysis allows for 256 levels of backlight control and can create a Dynamic Contrast that is 7 to 10 times that of the original panel contrast. The result is a powerful picture with deep blacks for increased detail and incredible depth.

**CineSpeed™ Display** – Has an LCD Response Time of 8ms or less to ensure that the display is also fast enough for high quality home theater.

**Gaming Mode** – Enhances the gaming experience by reducing game controller delay. The Gaming Mode allows the video signal to bypass select picture circuitry to shorten the overall signal to screen time. This provides an approximate 33 millisecond response improvement for 60Hz models and 48 millisecond response improvement for 120 Hz models virtually eliminating controller delay.



<sup>1</sup>Viewing 24 frames per second requires content created in 480p / 24 frames/second.

<sup>2</sup>Compatibility with other HDMI™-CEC products will vary by manufacturer. Some products will not be compatible at all or may only allow for limited functions.

<sup>3</sup>In some cases, the universal remote may not operate additional devices or certain features of such devices, in which case, it is suggested that you use the original remote control for the applicable device.

<sup>4</sup>If you decide to wall mount your Toshiba television, always use a UL Listed wall bracket appropriate for the size and weight of the television.

<http://www.tacp.toshiba.com> Customer Solutions: 800.631.3811

© Toshiba America Consumer Products, L.L.C.

82 Totowa Road, Wayne, NJ 07470 (2009). All Rights Reserved (8/08.11)

ColorStream and TheaterWide are registered trademarks of Toshiba America Consumer Products, L.L.C. Channel Browser, CineSpeed, DynaLight, and Native Mode are trademarks of Toshiba America Consumer Products, L.L.C. Dolby and the double-D symbol are registered trademarks of Dolby Laboratories. ENERGY STAR is a registered mark owned by the U.S. Government. HDMI, the HDMI logo and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC. VESA is a registered trademark of Video Electronics Standards Association.

Product design and specifications subject to change or modification without notice.

Cabinet	High-Gloss Black
Screen Size (measured diagonally)	37.0"

#### LCD PANEL:

Resolution	720p
Dynamic Backlight Control	DynaLight™
Response Time	CineSpeed™

#### VIDEO:

Video Processor	10 Bit
Video Scan Rate	60Hz
Cinema Mode 24fps <sup>1</sup>	3:2 Pull-Down
TheaterWide® Modes	•
Color Temperature Control	•
Native Mode™	•

#### AUDIO:

Speaker System	Thin-Line
Mute/Half Mute	•

#### CONVENIENCE:

Built-in TV Tuning	NTSC/ATSC/QAM
Auto Aspect Control	•
Sleep Timer	•
HDMI™-CEC <sup>2</sup>	•
Gaming Mode	•
Channel Browser™	•
Channel Labeling	•
Input Labeling	•
ENERGY STAR® Compliant	•

#### JACK PACK:

HDMI™ v1.3a Digital Inputs	2
ColorStream® Component Video Inputs	2
Front A/V / Rear A/V / Rear S-Video	1 / 1 / 1
PC Input (15 Pin, D-sub)	1
Analog Audio Out	Variable
Dolby® Digital Optical Out	•

#### REMOTE CONTROL:

Type	4 Item Universal <sup>3</sup>
------	-------------------------------

#### PRODUCT & PACKAGING:

VESA® Mounting Pattern <sup>4</sup>	200 x 200
Unit Dimensions (WHD) in. (with stand)	36.3 x 25.6 x 10.9
Unit Dimensions (WHD) in. (without stand)	36.3 x 23.7 x 3.5
Carton Dimensions (WHD) in.	45.2 x 28.6 x 8.6
Unit Weight	34.2 lbs
Carton Weight	44.5 lbs
UPC Code	022265002612