

**TOSHIBA**  
Leading Innovation >>>

## 37AV52U

720p HD LCD TV  
with CineSpeed™

LEADING THE WAY IN  
HOME ENTERTAINMENT  
INNOVATION



37AV52U 37.0" diagonal 720p HD LCD TV with CineSpeed™

## ADVANTAGE

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- 720p HD CineSpeed™ Display
- DynaLight™ Dynamic Backlight Control for Deep Black Levels
- Native Mode™ Eliminates Unnecessary Over-Scanning and Restores Picture Size
- 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

**PRELIMINARY**

# 37AV52U

The 37AV52U combines quality, style, and value. It features DynaLight™ for a deeper picture, Native Mode™ and Gaming Mode for a better gaming experience, 2 HDMI™ digital inputs for improved connectivity, and ENERGY STAR® compliance. All of this comes in a new thinner high-gloss black cabinet that will blend into any room.

**DynaLight™ Backlight Control** utilizes advanced image processing to monitor the brightness of each video frame, and adjust the backlight intensity accordingly. This precision creates seamless transitions with deep blacks for increased detail and depth analysis.

**CineSpeed™** LCD panels have the 8ms or faster response speed necessary for cleaner high-action home theater images. A wide viewing angle ensures that you'll have the best seat in the house.

**Gaming Mode** enhances the gaming experience by reducing the amount of time it takes for the signal to travel from the game controller to the TV.

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	•
Gaming Mode	•
Channel Browser™	•
Channel Labeling	•
Input Labeling	•
ENERGY STAR® Compliant	•

#### JACK PACK:

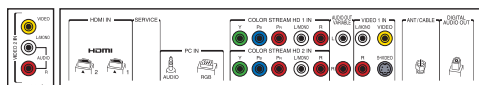
HDMI™ v1.3a Digital Inputs	2
ColorStream® Component Video Inputs	2
Front A/V / Rear A/V / Rear S-Video	1 / 1 / 1
PC Input (15 Pin, D-sub)	1
Analog Audio Out	Variable
Dolby® Digital Optical Out	•

#### REMOTE CONTROL:

Type	4 Item Universal <sup>2</sup>
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#### PRODUCT & PACKAGING:

VESA® Mounting Pattern <sup>3</sup>	300 x 500 mm
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 4.1
Carton Dimensions (WHD) in.	45.2 x 29.1 x 8.6
Unit Weight	39.7 lbs
Carton Weight	47.4 lbs
UPC Code	022265001943



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

<sup>2</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>3</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

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