



## 6 DWIDE movie modes!

DWIDE format ensures that nothing is missing from your movies and with Incredible Surround™ sound and 10 watt audio power be ready for an immersing home cinema experience.

### **Images optimized for real life pictures**

- Active Control™ optimizes picture quality
- 6 DWIDE display modes plus 'nudge'

### **Immersive surround sound**

- Incredible Surround™ sound immerses and creates a realistic viewing experience

### **Features for your convenience**

- Child Lock & Channel Name
- Energy Saving Mode
- Signal Strength Indicator

### **Great pictures from any source**

- Side stereo AV and headphone jacks for quick and easy connectivity
- Rear stereo AV in/out with S-video and CVI connectivity for DVD, digital cable and other high resolution sources



**PHILIPS**

# DWIDE Television

## Technical specifications

### Picture

- Screen size : 28" (71 cm)
- Viewing area : 66 cm (NBR 5258)
- Picture tube : SuperFlat 16:9
- Dynamic Noise Reduction (DNR)
- ActiveControl™
- Contrast Plus

### Sound Quality

- Sound Power : 2 x 5 Watts RMS
- Stereo and SAP
- Dynamic Ultra Bass
- IncredibleSurround™ Sound
- Auto Volume Leveler

### Features

- Demo mode
- Closed Caption
- Channel Name
- Energy Saving
- Signal Strength Indicator
- DWIDE Zoom : 4:3, Zoom 14:9, Zoom 16:9, Subtitle Zoom, Superwide and Widescreen

### Ease of Use

- Cursor User Interface
- Smart Picture (5 modes)
- Smart Sound (4 modes)
- Portuguese, Spanish & English OSD and menu control
- On/Off Event Timer/Clock
- Sleep timer
- Child Lock

### Connections

#### Side Connections

- Headphone
- 1 AV In Stereo

#### Rear Connections

- AV1 : 1 AV In Stereo or CVI
- AV2 : 1 AV In Stereo or S-Video

- AV out

### Reception

- Tuning System : PLL
- Color transmission system off-air : - Trinorma + PAL-BG Playback
- Stereo sound transmission system off-air : - BTSC

### Miscellaneous

- Mains : 100-250 V, 50/60 Hz
- Power Consumption : 66 W (Normal Operation)  
1 W Standby
- Net Weight : 33 Kg
- Gross Weight : 38 Kg
- Set Dimensions : 785 x 504 x 522 mm (W x H x D mm)
- Box Dimensions : 878 x 576 x 636 mm (W x H x D mm)
- Container loading : 228 (Truck)  
176 (40' DC)
- Cabinet Color : Silver Frost

# 28PW644I

## Product highlights

### ActiveControl™

Noise, sharpness, brightness, contrast and color are analyzed and picture settings are optimized to give you the best picture possible.

### DWIDE Zoom

Whether you are watching a DVD or broadcast programs, the DWIDE Zoom allows you to choose from 6 different TV formats, so you can enjoy a full screen picture with less distortion of the image.

### Dynamic Noise Reduction

Reduces picture graininess caused by weak signals to produce a clearer picture and enhance the viewing experience.

### IncredibleSurround™

Widens and deepens the soundstage for more immersing home entertainment experience.

### Energy Saving Feature

When energy-saving feature is effected, then Picture & Sound settings will be "reduced" to a "Soft" mode & energy 'counter' goes to low mode. Viewing & listening experience is not compromised particularly when Energy Saving feature is set during the night (less need for high light output & dynamic sound).

### Signal Strength Indicator

Displays signal strength when channel is changed and feature continuously tracks and updates the incoming Signal strength.

### Component Video Input

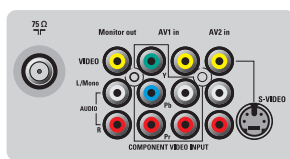
The best possible input for high resolution sources such as DVD, STBs and game consoles for superb color purity, detail and reduced color noise, surpassing even S-Video.

Predecessor : 28PW643I

Chassis : L04



Side AV + Headphone



Rear AV Input/Outputs



For more information consult the website  
[www.philips.com](http://www.philips.com)

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