



Philips Cineos  
widescreen TV with Pixel  
Plus

28"

real flat 100Hz digital scan

CINEOS

28PW955 I



## Turn up your viewing experience

with Pixel Plus and HD prepared

This Philips Cineos Widescreen TV elevates picture quality to new heights with Pixel Plus and providing High Definition sharpness, increased depth impression, true natural details, brilliant and vivid colors every time from any HD source.

### Be an eyewitness

- Real Flat picture tube technology brings you lifelike images
- High Definition TV prepared for 480p,576p,720p,1080i format
- Pixel Plus for detail, depth and clarity
- 100Hz Digital Scan produces a stable, more relaxing picture
- Active Control with Light Sensor optimizes picture quality

### Superb sound reproduction

- Virtual Dolby Surround for a cinema-like audio experience

### Designed for your convenience

- Text Dualscreen to view teletext and TV simultaneously.
- 1200 page Smart Text

### For advanced performance

- HDMI input for full digital HD connection in one cable
- Component Video Input for top quality playback



**PHILIPS**

sense and simplicity

## Specifications

### Picture/Display

- **Aspect ratio:** 16:9
- **Diagonal screen size:** 28 inch / 70 cm
- **Visible diagonal screen size:** 66 cm
- **Display screen type:** Real Flat picture tube
- **Picture enhancement:** Digital Crystal Clear, Active Control + Light sensor, Dynamic Noise Reduction, Picture Freeze, 3D Combfilter, Progressive Scan, Sharpness Adjustment, Pixel Plus, Edge smoothing, Scavem, LTI
- **Screen enhancement:** Anti-Reflection
- **Picture processing:** 100 Hz Digital Scan

### Supported Display Resolution

Resolution	Refresh rate
1080i	50, 60Hz
480p	60Hz
576p	50Hz
720p	50, 60Hz

### Sound

- **Output power (RMS):** 2 x 10W
- **Music Power:** 20 W
- **Sound Enhancement:** Digital Sound Processing, Graphic Equaliser
- **Sound System:** Nicam Stereo, Virtual Dolby Surround

### Loudspeakers

- **Built-in speakers:** 2

### Convenience

- **Ease of Installation:** Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, Fine Tuning, PLL Digital Tuning, Plug & Play, Sorting
- **Ease of Use:** Graphical User Interface, Top Controls, Auto Volume Leveller (AVL), Smart Picture Control, Smart Sound Control, Picture Freeze
- **Remote control type:** RCTE05SLS05
- **Remote Control:** TV, Multi-functional

- **Teletext:** 1200 page Smart Text
- **Teletext enhancements:** Program information Line, 4 favourite pages
- **Screen Format Adjustments:** 4:3, Superwide, Widescreen Signalling Bit, Zoom 14:9, Zoom 16:9, Widescreen, Subtitle Zoom
- **Clock:** Sleep Timer, Smart Clock

### Tuner/Reception/Transmission

- **Tuner bands:** Hyperband, S-Channel, UHF, VHF
- **TV system:** PAL B/G, PAL D/K, PAL I, SECAM B/G, SECAM D/K, SECAM L/L'
- **Video Playback:** NTSC
- **Aerial Input:** 75 ohm coaxial (IEC75)
- **Number of Preset Channels:** 100

### Connectivity

- **Number of Scarts:** 2
- **Ext 1 Scart:** CVBS in/out, RGB, Audio in/out
- **Ext 2 Scart:** CVBS in/out, S-video in, Audio in/out
- **Ext 4:** YPbPr, Audio L/R in
- **Ext 5:** HDMI, Audio L/R in
- **Other connections:** Stereo constant level out
- **Side:** S-Video Y/C, CVBS in, Audio L/R in, Headphones out

### Power

- **Power consumption:** 110 W
- **Standby power consumption:** <1w
- **Mains power:** AC 220 - 240 V +/- 10%

### Dimensions

- **Set dimensions (W x H x D):** 766 x 503 x 487 mm
- **Product weight:** 37 kg
- **Weight incl. Packaging:** 42 kg
- **Box dimensions (W x H x D):** 854 x 590 x 618 mm
- **Color cabinet:** Silver Frost (11027)

### Related Products

- **Complementary Products:** Optional matching TV stand type - ST289520/ZF

## Product highlights

### Real Flat picture tube

The flatter tube provides a wider viewing angle while minimizing reflections for the best picture possible.

### HD prepared

HD prepared TV offers you more detailed and sharper picture than current TV sets. The picture are shown in such a realistic and vivid brilliance that you will feel that you are watching live. This TV is equipped to receive high definition TV signal and is fully prepared for HD sources like HDTV broadcast. This set can also handle all HD connectivity like HDMI (HDCP), YPbPr and DVI audio.

### Pixel Plus

Pixel Plus is a digital picture processing technology that increases the number of lines and the number of pixels. The result is razor sharp pictures with incredible detail and depth, every time from any source.

### 100Hz Digital Scan

A conventional TV shows a picture by scanning 50 times per second (50Hz). This frequency can be detected by the human eye in the form of a flickering picture. 100Hz sets show a picture by scanning 100 times per second eliminating the field flickering. Philips' digital scan doubles the rate of line flicker, making it undetectable. The result is a more stable picture that is relaxing for your eye.

### Active Control + Light Sensor

Active Control is a unique and intelligent way of optimizing picture quality by measuring and analyzing the incoming signal to automatically adjust picture quality settings. Active Control with Light Sensor uses a sensor to adjust the picture brightness depending on the room light conditions.

### Virtual Dolby Surround

Virtual Dolby Surround is a processing technology for enhancing surround sound effects. It will create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

### Video and teletext dual screen

Video and teletext dual screen provides you with the capability to show video and teletext pages from the same channel side by side on one screen.

### 1200 page Smart Text

The teletext is a common system transmitted by most broadcasters. 1200 page smart text gives you fast access to information when changing pages.

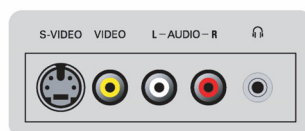
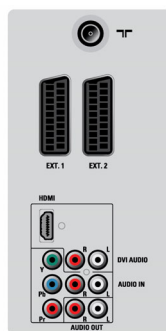
### HDMI input

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.

### Component Video Input (YPbPr)

Component Video is the highest quality interconnection standard for analog video. It is sharper than S-video and composite video.

stereo system					transmission system					
2CS	NICAM	2CS	NICAM	NICAM	PAL	PAL	PAL	SECAM	SECAM	SECAM
DK	DK	BG	I	LL'	BG	DK	I	BG	DK	LL'
o	o	o	o	o	o	o	o	o	o	o



Issue date 2008-06-16

Version: 2.0.16

12 NC: 8670 000 23761  
EAN: 87 10895 93538 8

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