



Philips Cineos
digital widescreen flat TV
with Pixel Plus 2 HD and
Ambilight 2 channel

37"

LCD integrated digital

CINEOS

37PF963 ID



Turn up your viewing experience

with Pixel Plus 2 HD and Ambilight 2

Enjoy the ultimate viewing experience of this Philips Cineos Flat TV with Pixel Plus 2 HD, Ambilight 2, the latest LCD technology and tabletop stand. The Digital Media Reader via USB gives you full access to multi-media content.

Immersive viewing experience

- HD LCD WXGA display, with a 1366 x 768p resolution
- Integrated Digital Tuner for DVB-T reception
- HD ready for the highest quality display of HDTV signals
- Pixel Plus 2 HD for great details, depth and clarity
- Dynamic contrast enhancer delivering rich black details
- 2-channel active Ambilight enhances the viewing experience

True beauty lies in the details

- Matching stand with elegant design included

Perfect picture quality from your digital photos

- USB Connector for easy, instant multimedia playing

For advanced performance

- 2 HDMI inputs for full digital HD connection in one cable



PHILIPS

sense and simplicity

Specifications

Picture/Display

- **Aspect ratio:** 16:9
- **Brightness:** 550 cd/m²
- **Dynamic screen contrast:** 6000:1
- **Response time (typical):** 6 ms
- **Viewing angle:** 176° (H) / 176° (V)
- **Diagonal screen size:** 37 inch / 94 cm
- **Display screen type:** LCD WXGA Active Matrix TFT
- **Panel resolution:** 1366 x 768p
- **Picture enhancement:** Pixel Plus 2 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Digital Natural Motion, Dynamic contrast enhancement, Jagged Line Suppression, Progressive Scan, Pulse Killer Chip, Widescreen Plus
- **Screen enhancement:** Anti-Reflection coated screen

Ambilight

- **Ambilight Features:** Ambilight 2 Channel, Auto adaptive to video content, Efficient low energy lamp
- **Colour Settings:** Full Multi Colour
- **Dimming Function:** Manual and via Light Sensor

Supported Display Resolution

- **Computer formats**

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
- **Video Formats**

Resolution	Refresh rate
640 x 480i	1Fh
640 x 480p	2Fh
720 x 576i	1Fh
720 x 576p	2Fh
1280 x 720p	3Fh
1920 x 1080i	2Fh

Sound

- **Output power (RMS):** 2x15W
- **Sound Enhancement:** Digital Signal Processing, Dynamic Bass Enhancement, Graphic Equaliser
- **Sound System:** Virtual Dolby Digital

Loudspeakers

- **Built-in speakers:** 4
- **Loudspeaker types:** Integrated woofers with wOOx, Dome tweeter

Multimedia Applications

- **Digital Content Management:** Digital Media Reader
- **Multimedia connections:** USB (streaming video capable)
- **Playback Formats:** MP3, Slideshow files (.alb), JPEG Still pictures, MPEG1, MPEG2

Tuner/Reception/Transmission

- **Aerial Input:** 75 ohm coaxial (IEC75)

- **TV system:** DVB COFDM 2K/8K, PAL, SECAM
- **Video Playback:** NTSC, SECAM, PAL
- **DVB:** DVB Terrestrial *
- **Tuner bands:** Hyperband, S-Channel, UHF, VHF

Connectivity

- **Ext 1 Scart:** Audio L/R, CVBS in/out, RGB
- **Ext 2 Scart:** Audio L/R, CVBS in/out, RGB, Y/C
- **Ext 3:** YPbPr
- **Ext 4:** HDMI
- **Ext 5:** HDMI
- **Front / Side connections:** Audio L/R in, CVBS in, Headphone out, S-video in, USB
- **Other connections:** Analogue audio Left/Right out, PC-In VGA, S/PDIF in (coaxial), S/PDIF out (coaxial), Common Interface

Convenience

- **Child Protection:** Child Lock+Parental Control
- **Clock:** Smart Clock
- **Ease of Installation:** Auto Program Naming, Automatic Channel Install(ACI), Automatic Tuning System (ATS), Autostore, PLL Digital Tuning, Plug & Play
- **Ease of Use:** 4 favourite lists, Auto Volume Leveller (AVL), Delta Volume per preset, Graphical User Interface, On Screen Display, Program List, Side Control
- **Electronic Program Guide:** Now + Next EPG
- **Picture in Picture:** Text dual screen
- **Remote Control:** Amp, DVD, Sat, STB (Set-Top Box), VCR, Multi-functional
- **Remote control type:** RC4401
- **Screen Format Adjustments:** 4:3, 6 Widescreen Modes, Auto Format, Movie expand 14:9, Movie expand 16:9, Subtitle and Heading Shift, Super Zoom, Widescreen
- **Teletext:** 1200 page Hypertext
- **Teletext enhancements:** Habit Watch, Program information Line
- **VESA Mount:** Vesa compliant

Accessories

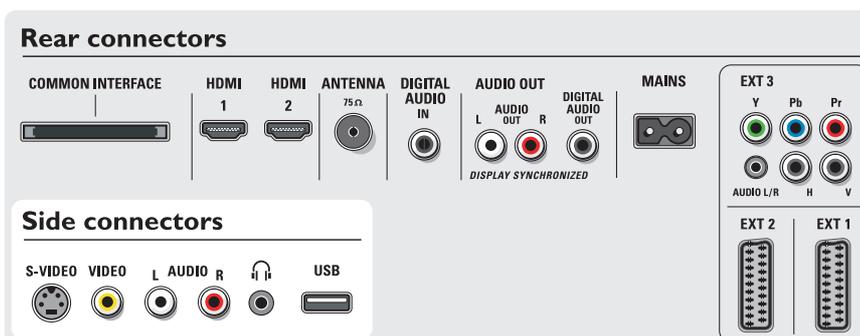
- **Included Accessories:** Table top stand, RF antenna cable
- **Optional accessories:** Floor stand

Dimensions

- **Set dimensions (W x H x D):** 991 x 707 x 114 mm
- **Set dimensions with stand (H x D):** 767 x 255 mm
- **Weight incl. Packaging:** 39 kg
- **Product weight:** 26 kg
- **Box dimensions (W x H x D):** 1160 x 923 x 290 mm
- **Colour cabinet:** High Gloss Black
- **VESA wall mount compatible:** 800,200 mm

Power

- **Ambient temperature:** 5 °C to 40 °C
- **Mains power:** AC 220 - 240 V +/- 10%
- **Power consumption:** 163 W
- **Standby power consumption:** 1.4W





Product highlights

LCD WXGA display, 1366 x 768p

This WXGA display with state-of-the-art LCD screen technology gives you widescreen HD resolution of 1366 x 768p pixels. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colours. This vibrant and sharp image will provide you with an enhanced viewing experience.

Integrated Digital DVB-T tuner

The integrated DVB-T tuner lets you receive Digital Terrestrial TV to watch or record. This means you do not need an additional set top box and also the additional cables.

HD Ready

Enjoy the exceptional picture quality of a true High Definition TV signal and be fully prepared for HD sources like HDTV broadcast, Blu-ray DVD or HD-DVD. HD ready is a protected label that offers picture quality beyond that of progressive scan. It conforms to strict standards laid out by EICTA to offer a HD screen that displays the benefits of resolution and picture quality of a High Definition TV signal. It has a universal connection for both analogue YPbPr and uncompressed Digital connection of DVI or HDMI, supporting HDCP. It can display 720p and 1080i signals at 50 and 60Hz.

Pixel Plus 2 HD

Pixel Plus 2 HD offers the unique combination of ultimate sharpness, natural detail, increased depth, vivid colours and smooth and natural motion from standard TV, High Definition signals and multimedia sources. Each pixel of the incoming picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. Artefacts in compressed multimedia content are detected and reduced, ensuring that the picture is clean and razor sharp. Digital noise reduction ensures that the picture is perfectly smooth yet razor sharp.

Dynamic contrast enhancer

You want the LCD flat display with the highest contrast and most vibrant images even at wide viewing angle. The Philips dynamic contrast enhancer uses video processing and unique dimming backlight technology. This delivers deep rich black levels with increased detail. The dimming backlight increases the contrast up to 5 times* and at the same time improves the viewing angle. It gives a bright, lifelike picture with high contrast and vibrant colours, (* factor between 2 and 5, screen type and picture content dependant).

Ambilight 2 channel

Ambilight makes an impressive contribution to the overall viewing experience by producing ambient light to complement the colours and light intensity of the on-screen image. It adds a new dimension to the viewing experience, completely immersing you into the content you are watching. It creates ambiance, stimulates more relaxed viewing and improves perceived picture detail, contrast and colour. Ambilight automatically and independently adapts its colours according to the changing content on the screen.

Bypacked tabletop stand

A table-top stand with matching design is packed with the set.

USB Multimedia Connector

The USB connector allows access to multimedia jpg, mp3 and files of most USB-sticks and most digital cameras (USB 1.1 memory-class device). Plug the USB into the slot at the side of the TV and access your photos or music files. This makes you easily viewing and sharing your photos and music.



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* DVB-T, supported in selected countries only