



Philips Matchline  
widescreen TV with Digital  
Crystal Clear

28"

100Hz digital scan

**MATCHLINE**

28PW8818



## Best picture and sound quality

In this Digital Natural Motion TV

This superb 28" Widescreen TV features DNM technology that reproduce pictures with fantastic depth and details. Digital Natural Motion enhanced the picture, vividly rendering even moving images.

### Better quality images that reveal more detail

- 100Hz Digital Scan produces a stable, more relaxing picture
- Digital Crystal Clear provides vivid cinema-like images
- Digital Natural Motion produces smooth, judder-free images
- Active Control with Light Sensor optimizes picture quality

### Impressive sound

- Virtual Dolby Surround for a cinema-like audio experience

### Multi-purpose convenience

- View 2 teletext pages side by side across a widescreen TV
- nicm

**PHILIPS**

## Technical 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 Black Line S
- **Picture enhancement:** Digital Crystal Clear, Active Control + Light sensor, Widescreen Plus, Scavem, Digital Natural Motion, Pixel Plus
- **Picture processing:** 100 Hz Digital Scan

### Sound

- **Sound Enhancement:** Smart Sound, Digital Signal Processing, Subwoofer

### Loudspeakers

- **Built-in speakers:** 2

### Convenience

- **Ease of Installation:** Automatic Channel Install(ACI), Plug & Play, PLL Digital Tuning, Autostore, Automatic Tuning System (ATS), Fine Tuning, Sorting
- **Ease of Use:** Top Controls, Graphical User Interface
- **Remote control type:** RC4301
- **Teletext:** 1200 page Hypertext
- **Teletext enhancements:** Word Search, Habit Watch
- **Picture in Picture:** Text dual screen

- **Screen Format Adjustments:** 6 Widescreen Modes, Auto Format, Subtitle and Heading Shift
- **Clock:** Sleep Timer, Smart Clock
- **Child Protection:** Child Lock

### Tuner/Reception/Transmission

- **Tuner bands:** Hyperband, S-Channel, UHF, VHF
- **TV system:** PAL, NTSC
- **Video Playback:** NTSC, PAL, SECAM
- **Aerial Input:** 75 ohm coaxial (IEC75)

### Connectivity

- **Ext 1 Scart:** RGB, CVBS in/out
- **Ext 2 Scart:** Y/C, CVBS in/out
- **Other connections:** Analog audio Left/Right out
- **Connectivity Enhancements:** Cinema Link

### Power

- **Power consumption:** 109 W
- **Standby power consumption:** <1
- **Mains power:** AC 220 - 240 V +/- 10%

### Dimensions

- **Weight incl. Packaging:** 43.5 kg
- **Color cabinet:** Precision Silver (10888)
- **Set dimensions (W x H x D):** 802 x 515 x 505 mm
- **Set weight:** 39 kg
- **Packaging dimensions (W x H x D):** 875 x 619 x 651 mm

## Product highlights

### 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.

### Digital Crystal Clear

Digital Crystal Clear is a package of picture innovations that digitally adjusts and optimizes picture quality to optimal contrast, color and sharpness levels. It's like watching vivid cinema-like images.

### Digital Natural Motion

Philips invented Digital Natural Motion to eliminate juddering effects that are visible with moving picture content. Digital Natural Motion estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

### 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 which create the sensation of Dolby Pro Logic without the necessity of additional rear speakers. You become totally immersed in your television experience.

### Text dual screen

This feature gives you the possibility to watch and read two pages of teletext information display on the same channel.

### 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.



Date of issue 2006-07-07

Version: 1.0

12 NC: 8670 000 19283  
EAN: 87 10895 78296 8

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