

## Superior picture in a stylish design

This stylish LCD TV features Philips Pixel Plus technology to present breathtaking nature pictures and astounding theatre-like acoustics sound with uncanny depth and clarity. This LCD TV is designed with a fusion of sensual curves integrated into an ultra-slim profile with exquisite detailing. Multiple Picture-in-Picture modes allows simultaneously watching two video sources either Picture-in-Picture or side by side.

### **Breathtaking natural pictures**

- New generation LCD Panel for better viewing experience
- Pixel Plus technology delivers more vivid details
- Active Control™ Plus+ optimizes pictures, whatever the source
- Motion adaptive de-interlacing to deliver stable and razor sharp images

### **Superb sound reproduction**

- Virtual Dolby® Surround sound needs no extra rear speakers

### **Multi-purpose convenience**

- FM Radio with 40 preset stations
- PC Monitor (VGA and HDMI)
- HDTV Monitor for the latest and best television signal available
- Multiple PIP modes for simultaneously viewing two video sources

### **Stylish Design**

- Simple and elegant
- Fusion of sensual curves
- Ultra-slim profile

### **Digital Connectivity**

- HDMI with HDCP to enjoy high-definition audio/video in a single cable



**PHILIPS**

# 23" Widescreen Flat TV™

23PF9966/37

## Technical specifications

### Picture

- Screen (diagonal) : 23" (58 cm)
- Visible screen size : 23" (58 cm)
- Aspect ratio : Widescreen
- Display : LCD S-IPS Active Matrix TFT
- Response Time : 25 ms
- Resolution : 1280 x 768
- Brightness : 450 nits
- Contrast Ratio : 400:1
- Viewing Angle : 176 H/176 V
- Anti Reflex Coated Screen
- Progressive Scan
- Pixel Plus : More pixel and better pixel
- Digital Crystal Clear
  - 3D Digital Combfilter
  - Dynamic contrast
  - Color Enhancement : Green/Blue Stretch
  - Digital Color Transient Improvement (CTI)
  - Luminance Transient Improver (LTI)
- Active Control™ Plus+
  - Auto sharpness
  - Auto DNR
  - Auto Contrast with respect to ambient light
- Digital Noise Reduction (DNR)

### Sound Quality

- Sound Power : 10 watt rms
- Music Power : 20 watt rms
- 2 on board Flat speakers
- Virtual Dolby® Surround
- Dynamic Bass Enhancement

### Ease of Installation

- Plug & play
- 100 Preset channels
- Autostore
- Fine tuning
- Sorting

### Ease of Use

- Side control
- Text + Icon Graphical User Interface
- Smart Picture (5 modes)
- Smart Sound (4 modes)
- Smart Listening (AVL)
- 6 Widescreen modes : 4:3, Zoom 14:9, Zoom 16:9, Super wide, Widescreen, Full Screen
- Multi-language OSD and menu control
- Program List (100 presets)
- Wake up clock
- Sleep timer
- Smart Lock (Child lock + Parental control)
- Slim Remote Control (Universal)
- Swivel and tilt stand

### Side Connections (AV3)

- S-Video
- Headphone
- Video CVBS

### Rear Connections

- AV1 : AV in, CVI/YpPr (1fh), Audio
- AV2 : AV in, S-Video, CVBS, Audio
- AV4 : HDMI, Digital PC/HD input, Audio
- AV5 : VGA/RGB, Analog PC/HD (2fh) input

### Multiple PIP

- Picture in Picture (PIP)
- Picture in Graphics (PIG)
- Picture by Picture (PPB)

### FM Radio RDS

- Stereo FM Radio
- 40 Preset Channels
- Autostore/Manual store
- Sorting
- Preset List

### Multimedia modes

Standard	Resolution	Refresh rate
VGA	640 x 480	60,72,75,85 Hz
VGA	720 x 400	70, 85 Hz
VGA	640 x 350	70, 85 Hz
MAC	640 x 480	66.67 Hz
MAC	832 x 624	74.55 Hz
SVGA	800 x 600	56, 60, 72, 75, 85 Hz
XGA	1024 x 768	60, 70, 75, 85 Hz
WXGA	1280 x 768	60, 75 Hz

### Reception

- Tuning System : PLL
- Tuner : VHF, UHF, S-channel, Hyperband
- Aerial Input : 75 Ohm Coaxial (IEC75)
- Colour transmission : NTSC-M
- system off-air

### Miscellaneous

- Ambient Temperature : +5/45°C
- Main : AC 90 – 240
- Net Weight : 24.7 pounds
- Gross Weight : 31 pounds
- Set Dimensions : 27 x 14.5 x 3.4 (inch)/without Stand/27 x 17 x 9.5 (inch)
- with Stand (WxHxD)
- Box Dimensions : 30 x 22.6 x 10.3 (inch) (WxHxD)
- UPC : 0 37849 94829 3



Rear AV Inputs/Outputs

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## Product highlights

### New generation LCD Panel

New generation LCD Panel offers superior entertainment with a wider viewing angle, a faster response time and natural brilliant colors. Minimal 'color shift' i.e. uniform natural colors when viewed from different angles, is a key picture performance factor for LCD TVs.

### Pixel Plus™

Pixel Plus™ uses the power of the Pixel Plus processor to enhance every single pixel displayed. The result is razor sharp pixels with incredible detail and depth, every time.

### Digital Crystal Clear™

A unique package of picture innovations including 3D Combfilter, Dynamic Contrast, Color Enhancement, and Luminance Transient Improvement resulting in more contrast, natural colors and a high level of detail.

### HDTV with HDMI

HDMI is the first industry-supported, uncompressed, all-digital audio/video interface. HDMI makes direct digital-to-digital connection possible. It eliminates the digital-to-analog conversion in order to deliver a completely pixel-perfect image in the highest possible resolution without any deterioration. HDMI is fully backward-compatible with DVI for DTVs and Digital PC. HDMI will display video received from existing DVI-equipped products.

### Active Control™ Plus+

Active Control Plus+ delivers the best picture setting, any time, any source. The incoming signal is automatically analyzed and key picture settings are adjusted; sharpness, noise reduction, color and contrast. The ambient light sensor adjusts the settings according to the viewing conditions in the room.

### Motion adaptive de-interlacing

A smart de-interlacing algorithm which is able to detect the type of video source such as Still Picture, Motion Picture or Film and automatically optimize the de-interlacing process with Spatial, Temporal or Film mode de-interlacing to deliver razor sharp and stable images at all time.

### Virtual Dolby® Surround

Enjoy enhanced cinema surround sound effect without the need for rear speakers

### FM Radio

Listen to all your favorite radio channels (40 presets).

### Multiple PIP

Multiple Picture-in-Picture modes allows simultaneously watching 2 video sources either Picture-in-Picture or side by side.

