

# LN37B550 37" High Definition TV with 1080p Resolution

(TBD" (truncated) actual diagonal screen size)

SERIES **5** LCD TV

Step up to the power of Full HD on a 37-inch LCD screen, with Samsung's LN37B550. The amazing 1080p resolution – the highest available – with Wide Color Enhancer renders the most crisp vivid tones, in every frame for the most realistic picture quality. Black tones and shadows are strikingly superb, thanks to the 70,000:1 dynamic contrast ratio. The attractive Touch of Color™ design – a red accent at the bezel's edge – lights up any room. A fast 6ms response time offers smooth, clear action. Watch or listen to files from your favorite media player, using the USB 2.0 input. Connecting your DVD, cable or satellite HD box, or Blu-ray Disc® player is a snap, with four HDMI inputs. And thanks to SRS TruSurround HD technology, all the HD excitement sounds as incredible as it looks.

## TV/VIDEO

- Touch of Color™ design
- Full HD-grade pixel resolution (1080p)
- Widescreen aspect ratio
- 70,000:1 dynamic contrast ratio
- Built-in digital tuner
- Fast 6ms response time
- Picture-in-Picture
- Game Mode
- Single User Interface
- Wide Color Enhancer 2
- Swivel Stand
- "Piano Key Black" cabinet

## AUDIO

- Watts per channel: 10W x 2
- SRS TruSurround HD™

## CONNECTIONS

- 4 HDMI – Anynet+ (HDMI-CEC) (3 rear/1 side)
- 2 Component video inputs
- S-video input
- 2 Composite inputs
- PC input
- Headphone jack
- USB 2.0 JPEG



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## FEATURES

**HD-Grade 1920 (H) x 1080 (V) pixel resolution:** High-resolution pixel density is combined with a built-in image scaler to handle inputs from a variety of digital and analog audio/video sources.

**Widescreen aspect ratio**

**CCFL—Cold Cathode Fluorescent lamp**

**70,000:1 dynamic contrast ratio**

**Touch of Color™ (ToC):** Samsung's unique manufacturing process accents the surrounding bezel with a stylish red tone

**Wide Color Enhancer<sup>2</sup>:** Optimizes a given color's hue, resulting in more natural rendering of colors.

**Built-in digital tuner:** (ATSC/Clear QAM)

**Response time:** A fast 6ms response time minimizes blurring of fast motion in sports programs.

**USB 2.0 JPEG:** For playing MP3 and displaying JPEG files through the USB 2.0 connection on selected Samsung TVs.

**Game Mode** enhances dark areas, sharpens the picture, speeds up the image processing response and enhances the sounds of your games. Picture and sound quality optimized for the special needs of gaming systems at the touch of a button.

**Single User Interface**

**SRS TruSurround HD™** creates an immersive, feature-rich surround sound experience from two speakers, complete with rich bass, high frequency detail and clear dialog.

**Stereo broadcast reception:** Supports multichannel sound (MTS) and second audio program (SAP) with 181-channel capacity.

**Bottom speakers with 10 Watts x 2 audio power**

**Energy Star® Compliant** reduces energy consumption by up to 25% compared with standard TVs.

**Anynet™ Plus (HDMI-CEC):** allows peripheral AV devices such as a DVD player to be controlled by a Samsung TV remote control.

**V-Chip system<sup>1</sup>:** Allows blocking of rated TV and Movie programs determined by a parent to contain objectionable content.

**Trilingual on-screen displays** in English, Spanish or French.

**Variable sleep timer:** Can be programmed to turn the TV off at different time intervals.

**Swivel stand**

## CONNECTIONS

**4 HDMI (High-Definition Multimedia Interface) version 1.3:** 3 rear/1 side

**Component video:** 2 rear (Y, Pb, Pr)

**Composite inputs:** 1 rear/1 side (shared with component)

**PC input:** 1 rear

**Optical sound output:** 1 rear

**USB 2.0 JPEG**

## WARRANTY

1 year parts and 1 year labor warranty (90 days parts and labor for commercial use), with carry in service, backed by Samsung toll-free support.

## SPECIFICATIONS

**Panel:** Wide (16:9) LCD

**TV system:** American NTSC standard color

**Channel coverage:** VHF 2-13, UHF 14-69, CATV 1-125 (up to 181 pre-selected channels)

**Antenna:** CATV/VHF/UHF 75-ohm, F-type

**Watts per channel:** 10W x 2

## NET DIMENSIONS & WEIGHT (WXHXD)

**TV without stand:** TBD

**TV without stand weight:** TBD

**TV with stand:** TBD

**TV with stand weight:** TBD

## SHIPPING INFORMATION (WXHXD)

**Dimensions:** TBD

**Weight:** TBD

## ORDER CODE

LN37B550K1FXZA

## UPC

TBD

<sup>1</sup>Feature dependent upon broadcasting of information by local off-air TV and cable channels.

<sup>2</sup>As an Energy Star® partner, Samsung has determined that this product meets the Energy Star® guidelines for energy efficiency. Energy Star® is a registered trademark of the U.S. Environmental Protection Agency.

Design and specifications are subject to change without notice. Non-metric weights and measurements are approximate.

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For more information on digital TV technology please visit [www.samsung.com/hd](http://www.samsung.com/hd)