



Philips  
LCD TV with Perfect Pixel  
HD Engine

- 132 cm (52")
- Full HD 1080p

52PFL7403D



## Be part of the action

Experience brilliant performance with a breathtaking full HD 1080p, 120Hz display. Combined with a powerful Perfect Pixel HD engine, HD Natural Motion and exciting invisible sound, this Flat TV ensures you're always part of the action.

### See every detail of the action

- Perfect Pixel HD Engine for unrivalled sharpness and clarity
- Full HD LCD display, with a 1920x1080p resolution
- HD Natural Motion for ultra smooth motion in Full HD movies
- 120Hz Clear LCD, 2ms performance for superb motion sharpness

### Hear exciting and powerful sound

- Invisible speakers with incredible surround
- Dolby Digital output for connection to a home theatre system
- 30 watt with BBE for powerful sound and great voice clarity

### Easy to connect and enjoy

- 4 HDMI inputs for full digital HD connection in one cable
- EasyLink: easy control of TV & connected device via HDMI CEC
- Settings assistant for effortless personalized TV settings

### Ready for digital

- ATSC & QAM tuner receives over the air and unscrambled cable

# PHILIPS

# Highlights

## Perfect Pixel HD Engine

Experience unrivalled sharpness and clarity with Perfect Pixel HD Engine. Each pixel of the picture is enhanced to better match the surrounding pixels, resulting in a more natural picture. The result is a unique combination of sharpness, natural detail, vivid colors superior contrast and smooth natural motion whatever you are watching. Clean and razor sharp images result from artifact and noise detection and reduction in all content sources - from multimedia to standard TV.

## Full HD LCD display 1920x1080p

The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future proof as it supports 1080p signals from all sources, including the most recent like Blu-ray and advanced HD game consoles. The signal

processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colors.

## HD Natural Motion

Philips invented HD Natural Motion to minimize juddering effects that are visible with movie based picture content. The award winning algorithm estimates motion in the picture and corrects juddering movements in both broadcast and recorded movie material (such as DVD and Blu-ray Disc). The resulting smooth motion reproduction and excellent sharpness take the viewing experience to a higher level.

## 120Hz Clear LCD (2ms)

120Hz Clear LCD creates extreme motion sharpness for clear and vibrant images even

with fast on-screen motion. The Double Frame Rate Insertion works with a high 120Hz refresh rate. It increases the sharpness of motion reproduction to more than twice that of conventional LCD, resulting in a response time of 2 milliseconds (measured in Perceived Blur-Edge-Width; BEW). This unique Philips technology brings motion sharpness of LCD displays to an unprecedented level.

## EasyLink

EasyLink uses the HDMI CEC industry standard protocol to share functionality between connected devices and the TV. With EasyLink only one remote control is needed to operate main functionalities on your TV and connected devices. EasyLink uses the standard HDMI cable to transfer system commands. It works between all electronic devices equipped with HDMI CEC.



# Specifications

## Picture/Display

- Aspect ratio: Widescreen
- Brightness: 500 cd/m<sup>2</sup>
- Dynamic screen contrast: 33000:1
- Response time (typical): 2 ms
- Viewing angle: 160° (H) / 160° (V)
- Diagonal screen size: 52 inch / 132 cm
- Visible screen diagonal (inch): 52.04 inch
- Panel resolution: 1920x1080p
- Picture enhancement: Pixel Plus 3 HD, 3/2 - 2/2 motion pull down, 3D Combfilter, Active Control + Light sensor, Dynamic contrast enhancement, Progressive scan, 120Hz LCD, HD Natural Motion

## Supported Display Resolution

### Computer formats

Resolution	Refresh rate
640 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
1280 x 768	60Hz
1280 x 1024	60Hz
1360 x 768	60Hz
1920 x 1080i	60Hz
1920 x 1080p	60Hz

### Video formats

Resolution	Refresh rate
480i	60Hz
480p	60Hz
720p	60Hz
1080i	60Hz
1080p	60Hz

## Sound

- Equalizer: 5-bands
- Output power (RMS): 30W
- Sound Enhancement: Incredible Surround
- Sound System: Dolby Digital (AC-3), BBE

## Loudspeakers

- Built-in speakers: 4

## Convenience

- Child Protection: Child Lock+Parental Control
- Clock: On main display, Sleep Timer
- Ease of Installation: Autostore
- Ease of Use: 4 favorite lists, Auto Volume Leveller (AVL), Channel list, Settings assistant Wizard, Side Control

- Remote Control: TV
- Screen Format Adjustments: 4:3, Auto Format, Movie expand 14:9, Movie expand 16:9, Super Zoom, Widescreen, unscaled (1080p dot by dot)

## Multimedia Applications

- Multimedia connections: USB memory class device
- Playback Formats: MP3, JPEG Still pictures
- Playback enhancement: Picture slideshow

## Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Cable: Unscrambled Digital Cable QAM
- Tuner bands: Hyperband, S-Channel, UHF, VHF

## Connectivity

- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, YPbPr
- AV 3: CVBS in, S-Video in
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- HDMI 3: Analog audio L/R in, HDMI v1.3
- EasyLink (HDMI-CEC): One touch play, Power status, System info (menu language), System standby
- Front / Side connections: HDMI v1.3, S-video in, CVBS in, Audio L/R in, Headphone Out, USB
- Audio Output - Digital: Coaxial (cinch)

## Power

- Ambient temperature: 5 °C to 40 °C
- Mains power: 110-240V, 50-60Hz
- Power consumption: 350 W
- Standby power consumption: < 1 W

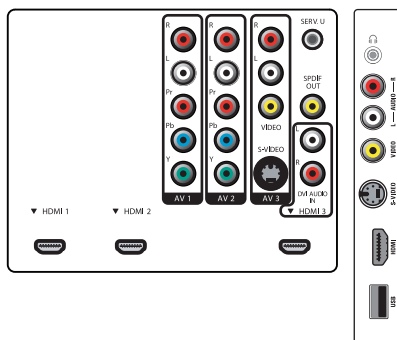
## Dimensions

- Set dimensions (W x H x D): 1301.6 x 797.6 x 115.6 mm
- Set dimensions in inch (W x H x D): 51.24 x 31.40 x 4.55 inch
- Set dimensions with stand (W x H x D): 1301.6 x 868 x 325 mm
- Set dimensions with stand in inch (W x H x D): 51.24 x 34.17 x 12.80 inch
- Weight incl. Packaging: 53.0 kg
- Weight incl. Packaging (lb): 116.84
- Product weight: 43.5 (with stand), 38.0 (w/o stand) kg

- Product weight (lb): 95.9 (with stand), 83.8 (without stand)
- Box dimensions in inch (W x H x D): 55.71 x 37.56 x 15.79 inch
- VESA wall mount compatible: 400 x 400 mm

## Accessories

- Included accessories: Tabletop swivel stand, Power cord, Quick start guide, User Manual, Registration card, Remote Control



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