



Ambilight ▶ This innovative lighting concept, integrated into the back of the TV, is exclusively found in Philips Flat TVs. Ambilight improves picture perception and enhances your pleasure and relaxation while viewing.



FLAT TV™

Flat, slim and wide

▶ No other products combine beauty and technology like the Flat TVs from Philips. Besides a truly flat screen, they are magnificently slim and elegantly designed. All Flat TVs incorporate one of two advanced panel technologies: plasma or LCD. They deliver wide viewing angles, perfect geometry, superior colour and outstanding sharpness. There's a perfect Flat TV for every room in your home.




PIXEL PLUS 2

Pixel Plus 2 ▶ Improving on the first generation of our award-winning Pixel Plus technology, Pixel Plus 2 provides even more detailed resolution and brilliant colours. Images are more natural and definitive than ever before – so deep, so real, the effect is almost 3D. It's simply the very best picture you can possibly get.

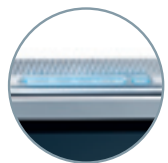


WWW.PHILIPS.COM/FLATTV

Why just 'watch' a film, game or concert? Philips Flat TVs put you right in the middle of the action and emotion. All TVs in our extensive range feature groundbreaking Philips innovations that take the clarity, depth and richness of your picture quality to an unprecedented new level. Pixel Plus 2 technology gives you the crispest, clearest, most vivid images possible, while evocative Ambilight deepens and enhances your viewing pleasure. You'll also delight in the stunning design and astonishing Magic Tech features, such as integrated NXT speakers and the glowing proximity sensor. It's simply the best viewing experience possible – more real, immediate and exciting than you ever imagined.

the Sights

SEE EVERY THING · EXPERIENCE EVERY THING



Magic Tech ▶ This new technology adds a unique, interactive element to your entertainment experience. As you approach the TV, an integrated motion sensor responds to your presence and illuminates a soft, blue backlight around the manual control buttons located at the top of the screen.



NXT speakers ▶ Sometimes, perfect design is what you don't see. We've taken groundbreaking NXT surface sound technology a step further, integrating the transparent speaker membrane almost invisibly into the TV's outer surface. It delivers a pure, direct Virtual Dolby Surround sound that covers a 180-degree arc across all frequencies, so there is no change in the clarity of the output, whatever the listening angle. You have to hear it – and see it – to believe it.



- 42"
- 37"
- 32"

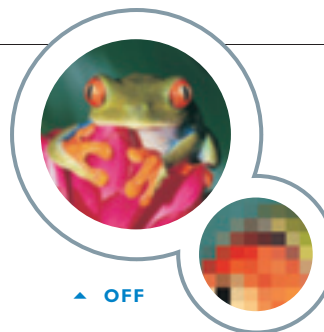
42PF9986



FLAT TV LCD WIDESCREEN PF9986

Enjoy the ultimate viewing experience together with daring, hi-tech design. This TV combines a superior LCD WXGA Active Matrix TFT panel with the latest picture technologies such as Pixel Plus 2, 3D Combfiter, Digital Natural Motion, Full Active Control and Ambilight. You simply cannot get better than this! Invisible NXT Monolith speakers deliver a pure and direct sound radiation, and the Magic Tech motion sensor illuminates a soft backlight around the manual control buttons on the top of the screen when you approach. This cutting-edge series is available in 42", 37" and 32" screen sizes.





▲ OFF



▲ ON

- MORE LINES
- MORE PIXELS PER LINE
- BETTER DETAILS
- AMAZING DEPTH
- ASTONISHINGLY REAL AND NATURAL



PIXEL PLUS 2

Pixel Plus 2 – the very best picture possible ▶ Philips's outstanding Pixel Plus technology has got even better. This enhanced digital picture-processing feature does more than add pixels – it also improves their quality in numerous ways. The result is images with incredible depth and the very best picture possible, whatever the source. With Luminance Transient Improvement that enhances three times more than before, and Full Active Control that automatically links it to other system features such as Digital Natural Motion and Dynamic Contrast, you get a picture that's more than impressive – it blows you away.



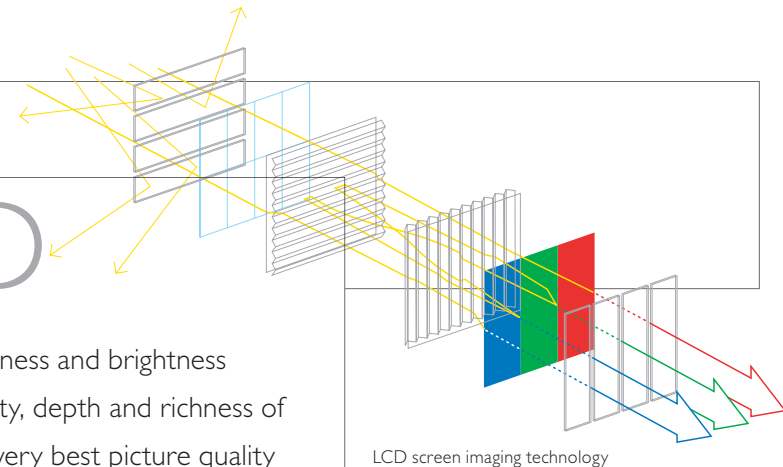
optional table top stand

optional floor stand

TV stands and mounts ▶ Philips' largest flat screen TVs (37" and up) come with wall mounting brackets, and have a table stand available as an optional accessory. Screen sizes 32" and smaller come with a table stand, with wall brackets as an extra option. Optional floor stands are available for all screen sizes.

Best in LCD

Philips top LCD technology delivers levels of sharpness and brightness unmatched by other technologies. It takes the clarity, depth and richness of images to an astonishing new level, giving you the very best picture quality possible and creating ultimate involvement in the viewing experience.



LCD screen imaging technology



▲ OFF

▲ ON



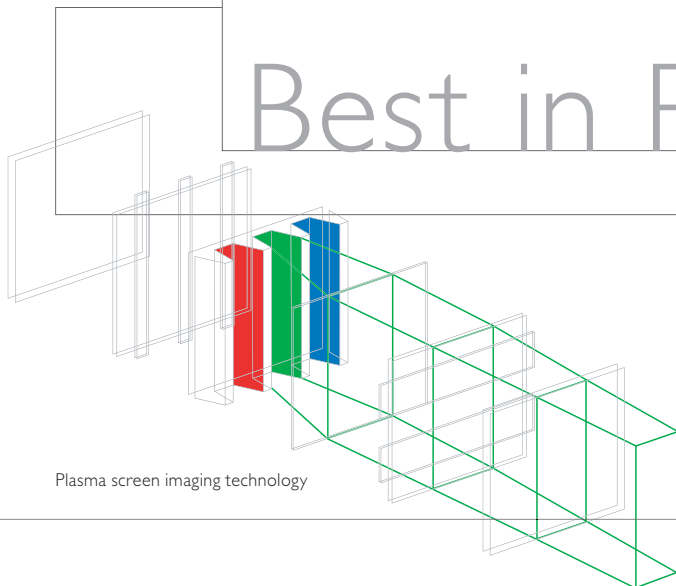
Ambilight – the deeper experience

▶ Don't just see it – feel the deeper viewing experience. Built-in Ambilight casts a soft glow on the wall surrounding the TV, which research has proven to reduce eyestrain. This enhances your sensation of relaxation, and immerses you more deeply and completely in the viewing experience. Generate any colour and intensity of light from a wide spectrum to match your preference. Ambilight can also create beautiful atmospheric room lighting when the TV set is in standby mode.



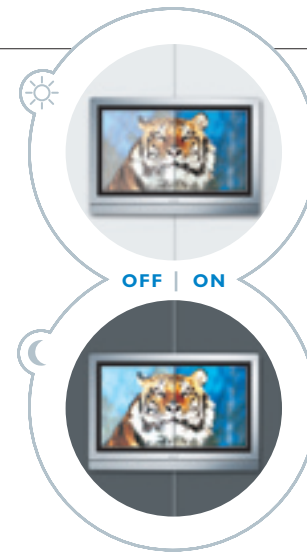
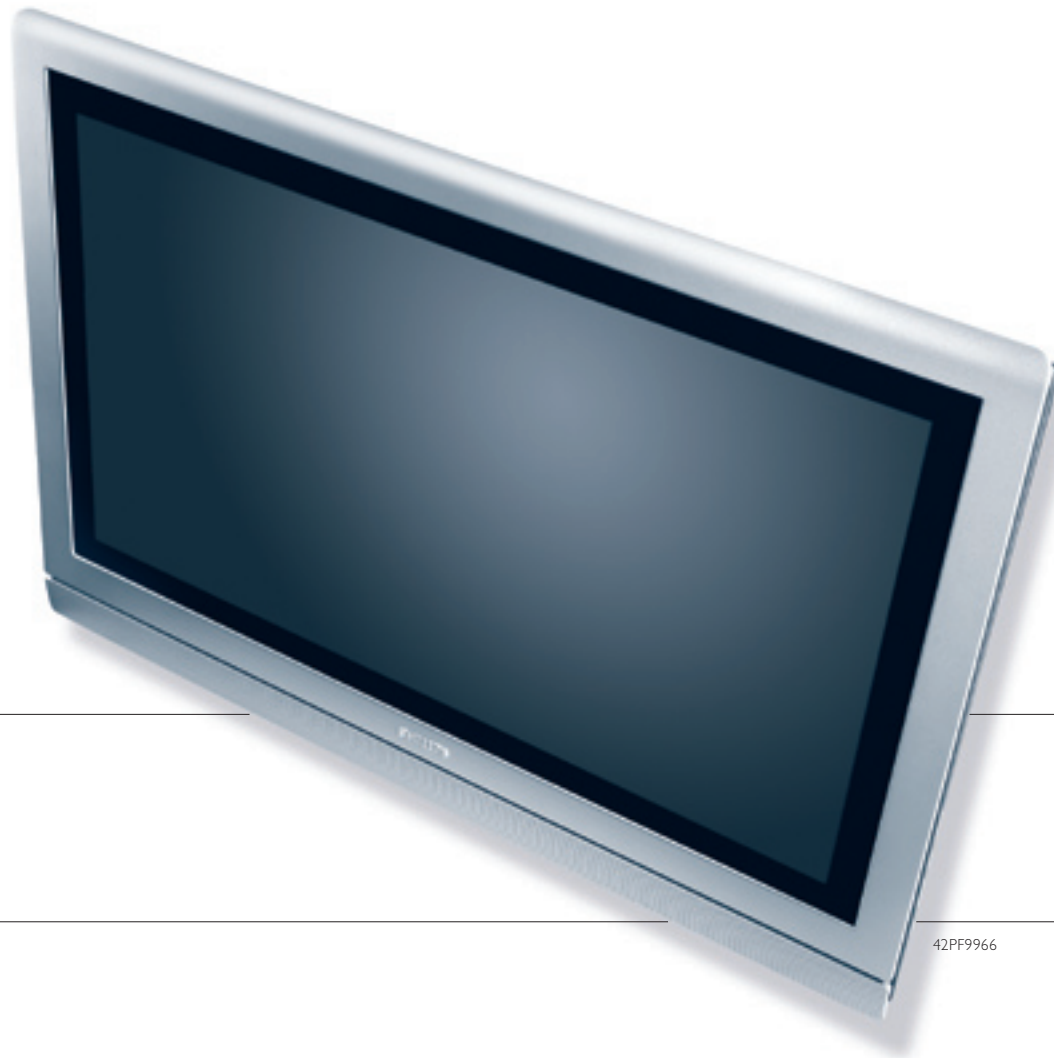
Our plasma panels provide high-definition images with blacker blacks and whiter whites for superior contrast, as well as more vibrant colours and more natural skin tones. You get sharp, flicker-free images with pin-sharp clarity, whatever the viewing angle, up to 160 degrees wide.

Best in Plasma



Plasma screen imaging technology





Full Active Control

► continuously analyses the incoming signal and automatically adjusts the key picture settings to maximise sharpness, digital noise reduction, colour and contrast. What's more, this is further enhanced by data gathered by an integrated sensor that measures the light in the room. Whether it is bright, dim or dark, you will always have the optimal settings that provide the very best picture.



FLAT TV PLASMA WIDESCREEN PF9966

50"
42"

Enjoy a superior viewing experience with this state-of-the-art, high-definition plasma screen TV. It provides vibrant, flicker-free images with optimum brightness and superb colours. All our top technologies are incorporated, including Pixel Plus 2, Full Active Control, 3D combfilter, Ambilight, Digital Natural Motion and Virtual Dolby Surround sound. And just like the LCD widescreen, you can enjoy its distinctive design as a work of art in itself, by mounting it on the wall. Available in 42" and 50" – our largest screen size.

42PF9966



TV stands and mounts ► Philips' largest flat screen TVs (37" and up) come with wall mounting brackets, and have a table stand and floor stand available as optional accessories.



optional table top stand

optional floor stand

Pixel Plus – the superior picture quality

► Philips award-winning Pixel Plus, embedded in all our high-end TVs, is designed to extract superior picture quality from every source – be it terrestrial broadcast, cable, digital satellite, VCR or DVD. By increasing the number of pixels per line, the total number of lines and sharpening each and every pixel, it dramatically enhances the sharpness and depth of the image. This innovative technology is capable of transforming low-resolution input into a picture that rivals high-definition standards.



26PF9956



Philips introduced the very first Flat TV in 1998, and we've been setting the standard for them ever since. Our ongoing tradition of innovation continues to produce groundbreaking new technologies that receive the highest industry awards and set the performance bar for picture quality ever higher. Digital Natural Motion, high-definition screen panels, Pixel Plus, AmbiLight, Pixel Plus 2 – all combine to provide you with the most astonishing entertainment experience possible in an increasing variety and range of beautiful screen designs and sizes.

Picture Perfect

VIRTUAL
DOLBY
SURROUND

Dolby Virtual Surround – the super sound ► Part of an outstanding viewing experience is enjoying those special audio effects that really bring a film to life. Advance Dolby processing circuitry is integrated into Philips Flat TVs, providing an enhanced cinema surround-sound effect without the need for rear speakers. Even those who don't have space for a multi-channel speaker set can enjoy the sensation of natural, realistic sound that comes from everywhere in the room.

26" 23" **FLAT TV LCD WIDESCREEN PF9956**



This elegantly curved Flat TV is designed to impress – both in looks and performance. It offers next-generation WXGA LCD panel technology together with Pixel Plus, Full Active Control and Motion Adaptive De-interlacing for a truly superior picture quality. Dolby Virtual Surround provides astounding theatre-like acoustics. The outstanding DVI connectivity and integrated FM radio make it as multi-purpose as it is beautiful. Available in 26" and 23" screen sizes.



42PF9956

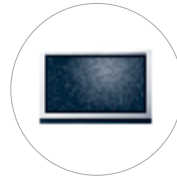
DIGITAL
NATURAL MOTION

Digital Natural Motion – the smoothest moves

▶ Super-fast camera moves are becoming the norm rather than the exception in movies, sports and more. On regular televisions, they can seem blurred and unnatural. Philips Flat TVs feature Digital Natural Motion, which measures the speed and direction of objects in an image, and inserts connecting pictures to 'smooth' it out. Images are judder-free and razor-sharp, regardless of camera pan direction or whatever movement is taking place.

▼ OFF

▼ ON



optional table top stand

optional floor stand

TV stands and mounts ▶ Philips' largest flat screen TVs (37" and up) come with wall mounting brackets, and have a table stand available as an optional accessory. Screen sizes 32" and smaller come with a table stand, with wall brackets as an extra option. Optional floor stands are available for all screen sizes.



30" FLAT TV LCD WIDESCREEN 30PF9975



A perfect match for any room, this model combines Pixel Plus technology, Digital Natural Motion, Full Active Control and Dolby Virtual Surround to provide an astonishingly impressive viewing experience.

42" FLAT TV PLASMA WIDESCREEN 42PF9956



Along with top technologies such as Pixel Plus, 3D Combfilter, Full Active Control and Digital Natural motion, this sophisticated TV offers the latest VGA plasma screen for brilliant flicker-free pictures and colours. Virtual Dolby surround enhances your sound experience, while high-quality DVI-i connectivity makes for easy interaction with your PC.

32" FLAT TV LCD WIDESCREEN 32PF9956



This TV features Pixel Plus, 3D Combfilter, Full Active Control and a state-of-the-art WXGA LCD screen. What's more, it's completely multimedia with advanced HDMI and USB digital connectivity for perfect interaction with your PC, home entertainment system or Personal Infotainment key ring. The multi-slot memory card reader and Digital Media Reader are compatible with all memory cards on the market, for unlimited viewing pleasure.

