



Philips  
Professional LCD TV

37"

LCD Pro:Idiom™ with MPEG-4



37HFL5581L

## The Optimal Hospitality TV

Full HD, SmartPlug, and MPEG-4

Top performance for guests and bottom line savings for you. SmartPower<sup>2</sup> and Five Star Service increase your bottom line and SmartPlug allows integration with all major PPV providers. MPEG-4 compatibility with the latest satellite systems.

### Designed for hotel use

- SmartClone for substantial time savings
- HD content protection with Pro:Idiom™ Plus
- MPEG-4 for the latest HD signals
- SmartStand

### Best total cost of ownership

- Five Star Service - two-year advanced exchange warranty
- SmartPower<sup>2</sup> and ESP for energy savings

### Sustainable and safe

- Lead-free/RoHS compliant with flame retardant housing
- Eco-sensitive materials and packaging

### Differentiating guest experience

- USB media autoplay
- SmartWindow for simultaneous TV viewing and PC use
- Full HD LCD display 1920x1080p

# PHILIPS

sense and simplicity

# Highlights

## SmartClone

Philips remains on the forefront of making installation as simple as possible. SmartClone offers USB cloning, or on select models, revolutionary RF cloning, which allows all TV's on property to be programmed in as little as five minutes. Additional hardware is required to take advantage of RF cloning.

## Pro:Idiom™ Plus

Pro:Idiom™ was created for the hospitality industry to protect first run movies and other HD premium content from piracy. Philips Pro:Idiom™ Plus televisions offer secure HD content protection not only for PPV hotels, but now also for stand alone properties. (Additional fees may apply for stand alone use) (Pro:Idiom™ is a trademark of the Zenith Corp.)

## MPEG-4 for HD

MPEG-4 (Moving Picture Experts Group H.264) compression technology allows more HD content to be delivered than ever before. Satellite providers are already using MPEG-4 to offer the choice of up to 150 national HD

channels and 1,500 local broadcast HD and digital channels. Cable, broadcast, and telecommunications providers are expected to also migrate to the format, but with these Philips TVs you are ready today!

## Five Star Service

Philips offers unmatched commitment to keeping your guest rooms in working order. Our products are so reliable that we offer a two-year advanced exchange warranty. In the event that something does go wrong, we guarantee to ship a replacement set to you, within 72 hours during the first year.

## SmartPower<sup>2</sup> and ESP

Our second generation power saving technology allows the backlight intensity to be dynamically adjusted by the system to reduce the power consumption by up to 60%, saving substantially on energy costs. In addition, Philips' Energy Savings Programmability (ESP) allows the set to turn itself off when not in use to save even more energy when guests or maids leave

televisions on for long periods while the room is vacant.

## RoHS & Flame retardant housing

In addition to being lead-free and RoHS compliant, Philips TVs have a special housing of eco-friendly, non-brominated flame-retardant materials. Independent tests carried out by emergency fire services have shown that whereas TVs can sometimes intensify fires caused by external sources, Philips TVs will not contribute to the fire.

## USB media autoplay

Philips TVs feature a USB connector that allows the guest to connect USB memory sticks to play music or photos right on the TV.

## SmartWindow

SmartWindow allows your guests the added convenience of working on their laptop PC's on one half of the screen while enjoying the TV content of their choice on the other half. The perfect balance of work and leisure.

# Specifications

## Picture/Display

- Aspect ratio: 16:9, Widescreen
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 1400:1
- Dynamic screen contrast: 11200:1
- Diagonal screen size: 37 inch / 94 cm
- Picture enhancement: Pixel Plus 3 HD, Progressive scan, 3/2 - 2/2 motion pull down, 3D Combfilter, Dynamic contrast enhancement, Contrast Plus, Digital Noise Reduction, Jagged Line Suppression, Luminance Transient Improver, Color Transient Improvement, Automatic skin tone correction, Color Enhancement, Motion adaptive de-interlacing, 1080p 24/25/30Hz processing, Active Control + Light sensor
- Screen enhancement: Anti-Reflection coated screen
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Panel resolution: 1920x1080p
- Response time (typical): 5 ms
- Viewing angle: 178° (H) / 178° (V)

## Supported Display Resolution

### Computer formats

| Resolution | Refresh rate |
|------------|--------------|
| 640 x 480  | 60Hz         |
| 800 x 600  | 60Hz         |
| 1024 x 768 | 60Hz         |
| 1366 x 768 | 60Hz         |

### Video formats

| Resolution | Refresh rate         |
|------------|----------------------|
| 480i       | 60Hz                 |
| 480p       | 60Hz                 |
| 720p       | 60Hz                 |
| 1080i      | 60Hz                 |
| 1080p      | 24, 25, 30, 50, 60Hz |

## Sound

- Sound System: Stereo, Dolby Digital (AC-3)
- Output power (RMS): 2 x 10W
- Sound Enhancement: Auto Volume Leveller, Incredible Surround, Treble and Bass Control

## Loudspeakers

- Built-in speakers: 2

## Convenience

- Ease of Installation: Fine Tuning, PLL Digital Tuning, Program Name, Advanced Hotel Mode, Cloning of TV settings via USB, Keyboard lock-out, Security menu access
- Ease of Use: Auto Volume Leveller (AVL), Smart Picture, Smart Sound
- Screen Format Adjustments: 4:3, 7 Widescreen Modes
- Comfort: Hotel Guest features, Sleep timer, Switch on channel, Volume limitation, Welcome message
- User convenience: Closed captioning (digital), Vchip and parental lock

- Interactive hotel features: Smoovie Pay TV, Connectivity panel compatible, Remote diagnostics, SmartClone, SmartGuide, SmartInstall, SmartSecure, SmartUpdate, SmartWindow, Vsecure, Vtrack, Integrated bLAN
- Other convenience: Kensington lock

## Tuner/Reception/Transmission

- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: ATSC, NTSC
- Video Playback: NTSC
- Number of Preset Channels: 250
- Cable: Unscrambled Digital Cable -QAM
- Terrestrial: ATSC (8VSB)
- Aerial Input: 75 ohm F-type

## Connectivity

- AV 1: Audio L/R in, CVBS in
- AV 2: Audio L/R in, YPbPr
- AV 3: VGA PC-in
- AV 4: HDMI (v1.3 with CEC)
- AV 5: HDMI (v1.3 with CEC)
- AV 6: HDMI (v1.3 with CEC)
- Front / Side connections: Audio L/R in, CVBS in, Headphone out, S-video in, USB
- Other connections: Antenna F-type, RS232 Serial, S/PDIF out (coaxial)
- Connectivity Enhancements: External Loudspeaker connector, RJ12 SmartPlug connector

## Power

- Mains power: 110 - 240V, 50/60Hz
- Maximum Power Consumption: 185 W
- SmartPower High + AutoSense: 75.2 W
- SmartPower high mode: 82.8 W
- SmartPower Medium + AutoSense: 78.1 W
- SmartPower medium mode: 85.8 W
- SmartPower Low + AutoSense: 85 W
- SmartPower low mode: 105.6 W
- SmartPower Off + AutoSense: 85.8 W
- SmartPower Off mode: 113.6 W
- Standby power consumption: < 1 W
- Ambient temperature: 5 °C to 40 °C

## Dimensions

- Color cabinet: Black
- Set dimensions in inch (W x H x D): 36.5 x 23.1 x 4.1 inch
- Set dimensions with stand in inch (W x H x D): 36.5 x 25 x 14.2 inch
- Product weight (lb): 34.2
- Product weight (+stand) (lb): 45.2 lb
- Weight incl. Packaging (lb): 55.1
- VESA wall mount compatible: 200 x 200 mm
- Box dimensions in inch (W x H x D): 48.3 x 26.5 x 11.1 inch

## Accessories

- Included accessories: Warranty Leaflet, Power Cord

(3m), Quick start guide, Swivel stand with anti-theft, Security Bolts (Table Stand), Security Screws (Table Stand)

- Optional accessories: Set up Remote RC2573GR, Mounting brackets/ stands, Guest remote control

## Multimedia Applications

- Multimedia connections: USB
- Playback Formats: JPEG Still pictures, MP3, Slideshow files (.alb)

## Green Specifications

- Safety: Flame retardant housing
- Eco Designed
- SmartPower<sup>2</sup>
- Energy Star 3.0
- Low Power Standby



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\* Five Star Advanced Exchange warranty is valid in the United States only. Local warranties govern sales in other countries.