

cineosTM
HDTV monitors

The *new face* of HDTV



Only Philips Cineos delivers perfect images from any source, while wrapped in a stylish lightweight design.

PHILIPS

Cineos product features

FEATURE	44/55 PL9773	44/55 PL9523
Picture Quality		
Pixel Plus™	•	•
Digital Natural Motion™	•	•
Active Control Plus™	•	•
7 Picture format modes for Digital & High Definition	•	•
3D Y/C Comb Filter	•	•
6,000 hour Philips UHP Lamp	•	•
11 element Carl Zeiss® lens system	•	•
Anti Glare / High Contrast Screen	•	•
Audio		
Dolby Virtual® (40 total watts)	•	•
Center Channel Audio Input	•	•
Metal Speaker Grills	•	•
Cloth Speaker Grills	•	•
Connectivity		
2 Tuner Double Window PIP with HD PIP functionality	•	•
2 "flexible" HD Component Inputs (Y,Pb,Pr) support 480i, 480p, 720p & 1080i	•	•
1 DVI Input with HDCP	•	•
Side AV Jacks with S-Video & Headphone jack	•	•
Other		
Included Swivel Base	•	•
Optional Matching Stand (ST449773 - 44 inch / ST559773 - 55 inch)	•	•

Cineos in a nutshell

Superior Picture Quality

Only Philips Cineos adds even better detail to your DVDs and other inputs for an HDTV-like viewing experience today.

Slim & Lightweight

Cineos is design that fits where you want it. The 55" is less than 18" deep and weighs under 95 lbs. The 44" is less than 15" deep and weighs a mere 73 lbs.

Swivel Design

The optional swivel base adds versatility and makes it easy to get the perfect viewing angle from anywhere in the room.

Feature Rich

Additional features like Pixel Plus, 2 tuner PIP, and Dolby Virtual® Surround make Cineos the ultimate viewing experience.

Data Ready

Cineos is data ready. That means even text from a computer is easily readable on screen. Surf the Internet or do work from the comfort of a sofa.

MATCH  **LINE**

delivers the ultimate entertainment experience

For more information

Customer Service: 1.800.531.0039

Website: www.training.philips.com



Philips is a global leader in consumer electronics. 1 of every 7 TVs worldwide contains a Philips picture tube and we're the world's leading supplier of one-chip TV circuits. With over 60,000 patents, Philips continues to revolutionize the way we live.

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Understanding Cineos

Cineos Defined

Philips Cineos with Single Panel LCOS Micro Display technology is a revolutionary way to watch TV and display data. Using a bright white light, several polarizers, 2 dichroic mirrors, 3 spinning prisms and the patented Philips Cineos Single Panel LCOS, we are able to create a picture so real with colors so true viewers just might forget they're watching TV.

How Cineos Works

The heart of Philips Cineos is the technologically unique light engine. Using a Philips 120 watt Ultra High Performance (UHP) lamp, bright white light is sent into the patented Cineos Light Engine. Inside the light engine, a series of dichroic mirrors break down the light into Red, Green, and Blue. These colors follow individual light paths and are sent to 3 spinning prisms. These prisms turn the colors into rotating strips revolving at 180 revolutions per second.

From there, the revolving color strips shine onto the Cineos Single Panel LCOS. The image being displayed on the Panel is a black and white movie of the incoming video signal. Using video synchronization, the color strips are matched up to the black and white movie and the video image becomes "colorized". This image is then reflected into the 11 element Carl Zeiss® lens system and is projected onto the television screen.

Put simply, the light engine uses reflective technology that bounces light off of the image instead of absorbing it like traditional displays. The resulting image is pure, sharp, and clear with no burn-in.

Who Cineos Is For

Philips Cineos is designed for the demanding viewer. When perfect picture reproduction, superior sound, sophisticated design, and value are all important, Cineos is the only choice.

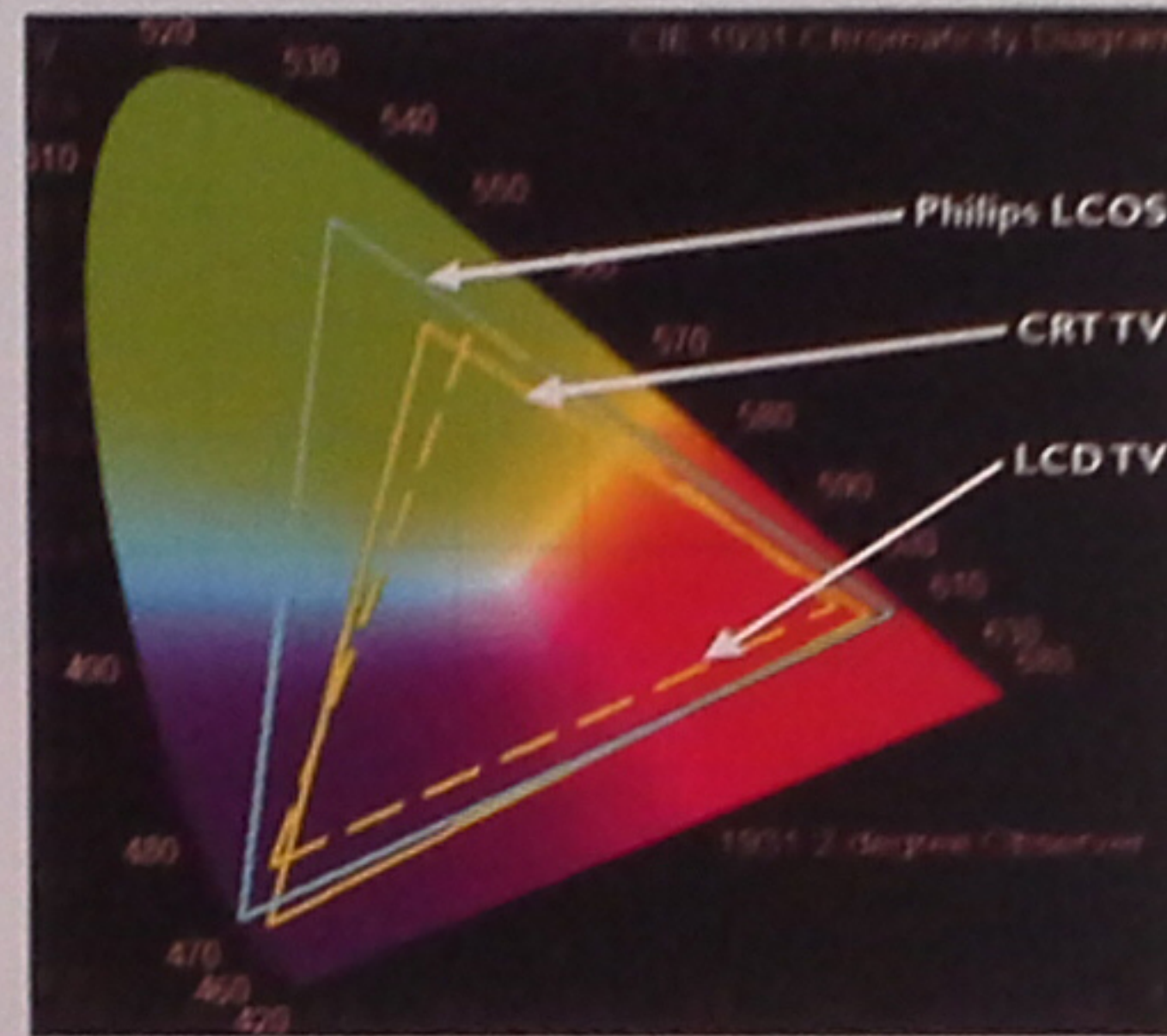
Cineos is for those who:

- Want to use one screen for video and data (like a computer screen) input
- Want an HDTV-quality picture from any input source
- Desire a lightweight large screen that can fit or swivel just about anywhere
- Want value and can extend set life by simply changing a light bulb

Cineos Competitive Advantages

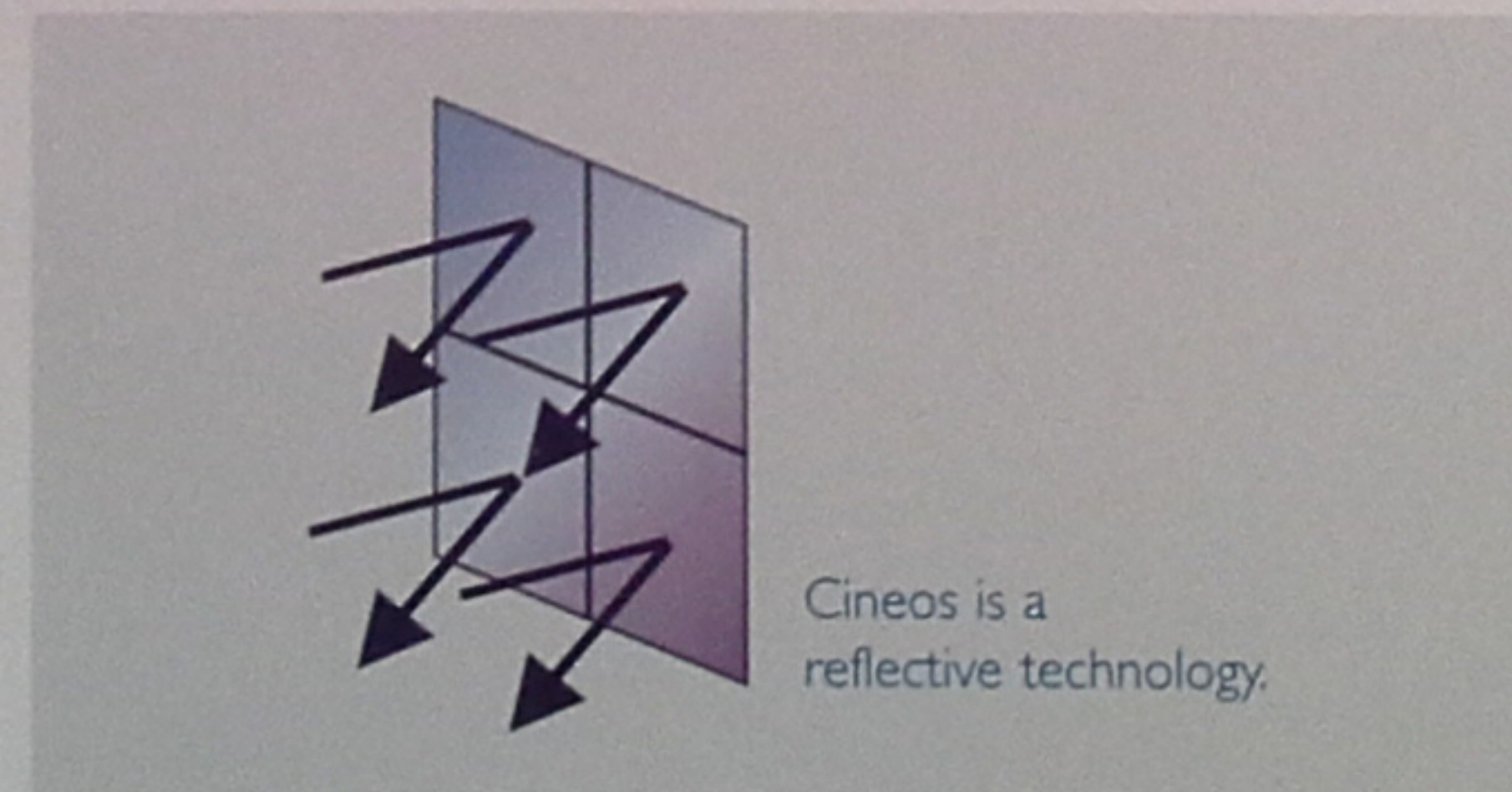
Natural Color Reproduction

Philips Cineos reveals spectacular real life colors by reproducing more of the true color spectrum. Traditional CRT TVs, Projection TVs, Plasma, and LCD TVs are limited to phosphors or plastic filters to reproduce their colors. Using pure bright white light and polarizers, Cineos' color reproduction extends far beyond today's TV technology.



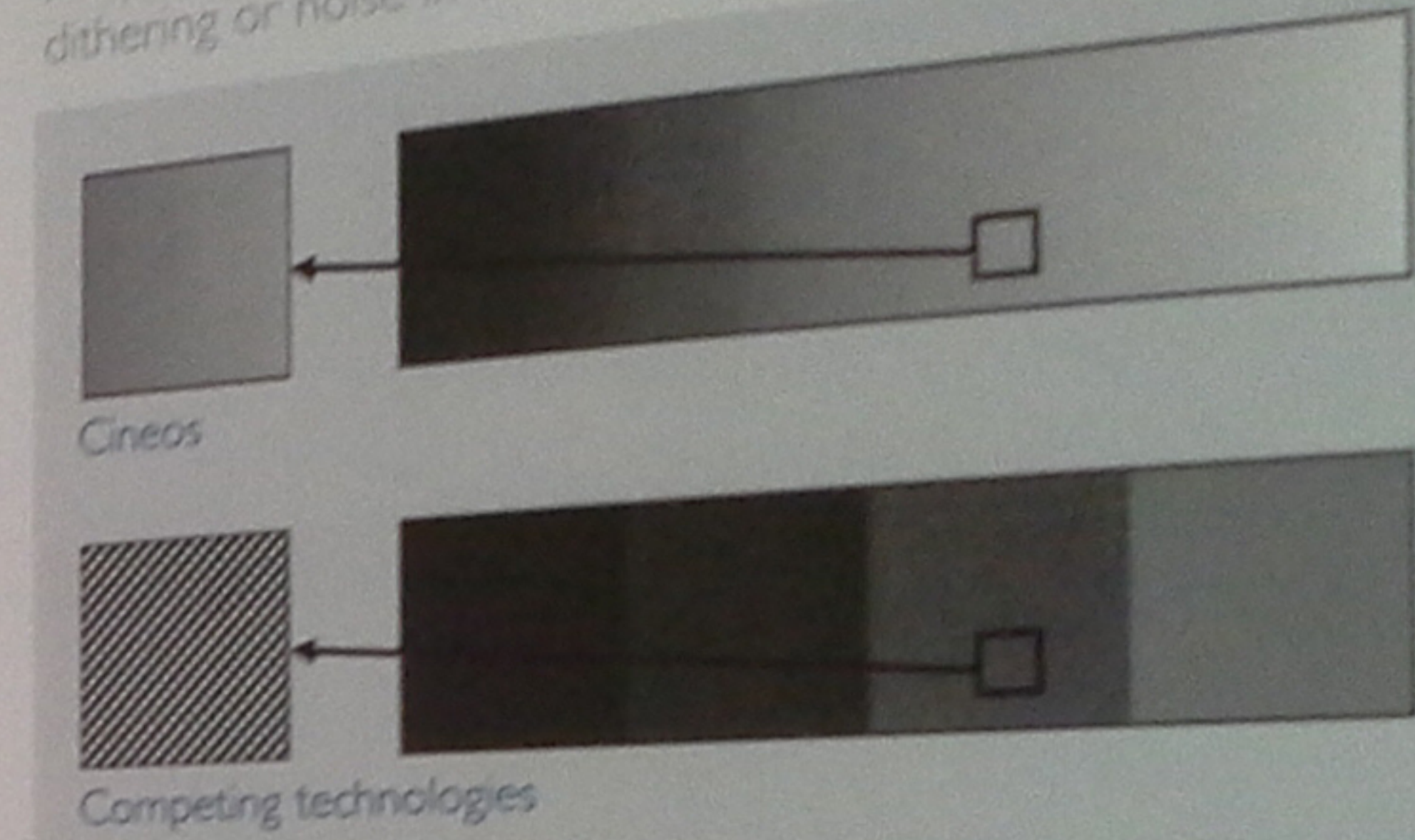
Burn In Protection

Philips Cineos uses a single "reflective" panel instead of the standard "absorptive" LCOS technology. That means static images will not burn-in or become etched into the TV screen like traditional Plasma and Projection TVs. Image quality is uncompromised. Cineos technology is great for video games and other static data display.



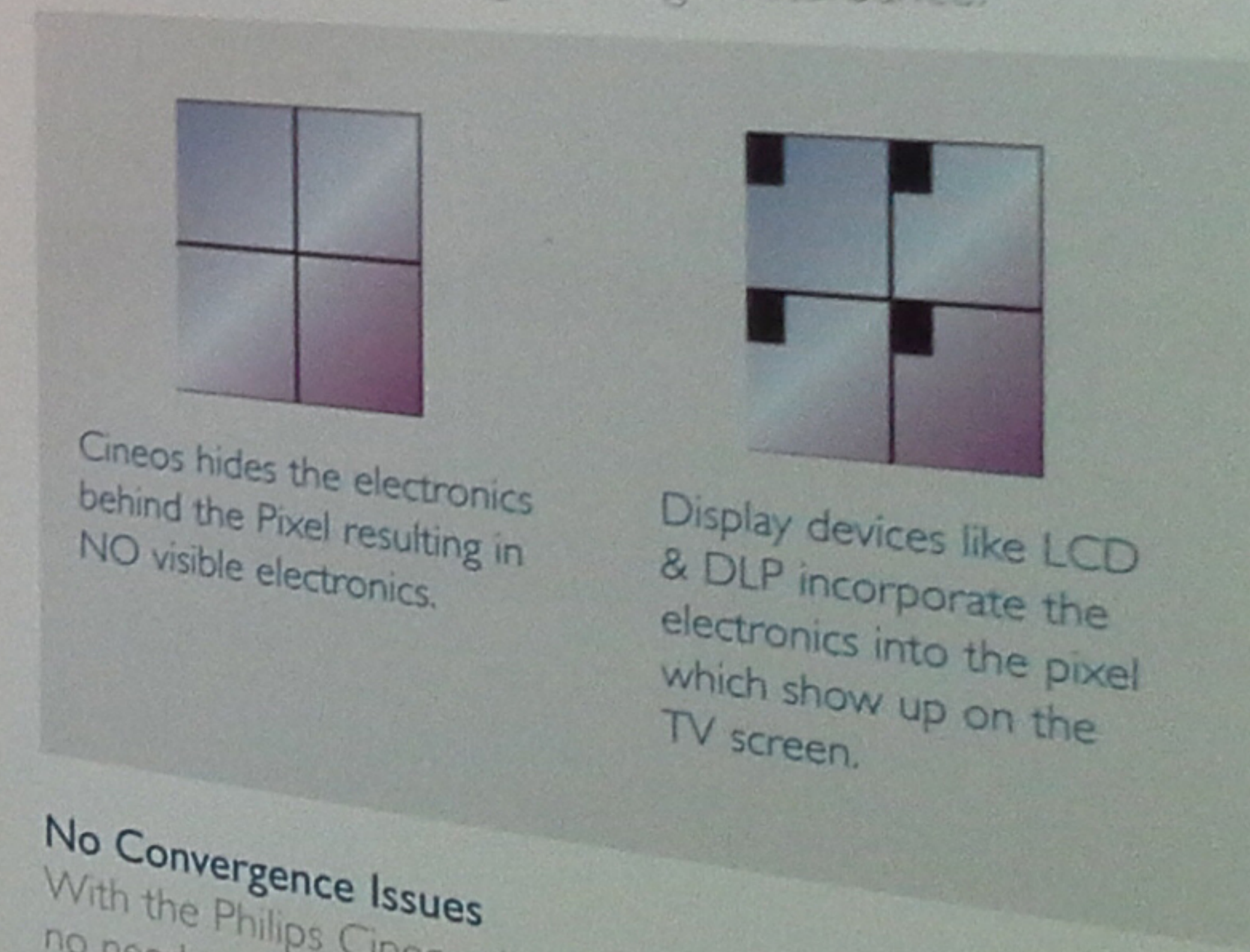
Noise Reduction

In order to make the color gray, a pixel must be turned on and off 50% of the time. This switching on and off is viewed as noise or dithering on the TV screen. DLP and Plasma TVs have very high amounts of dithering when trying to reproduce the color gray. This is most evident when watching a still image on the TV screen. The resulting noise-ridden picture takes away from the true image being reproduced. Philips Cineos reproduces the entire gray scale without any dithering or noise in the picture.



No Visible Pixel Grid

Display technologies like DLP, LCD & HT Poly Silicon incorporate the electronics as part of the pixel which ultimately shows up in the TV picture. The reflective display used by Philips Cineos hides the electronics behind the pixels, meaning no image disturbance.



No Convergence Issues

With the Philips Cineos single panel LCOS display there is no need to worry about the color convergence issues that plague traditional Projection TVs or other multipanel display technologies. Philips Cineos delivers a sharp, clear image right out of the box.