

## Philips HD FlatTV™ with Ambilight™ Full Surround 42" LCD (42PF9831D)

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Combining the finest in flat-panel picture quality with Ambilight technology and breathtaking design, Philips has created the ultimate viewing experience with its new HD FlatTV with Ambilight Full Surround 42" LCD TV (42PF9831D).

Ambilight Full Surround FlatTV is the first Philips model to cast its immersive glow from all four sides of the screen. Already brilliant images are enhanced and pop with vitality. A built-in canvas allows this set to be hung on the darkest walls without sacrificing the acclaimed benefit of Ambilight technology. It draws in and involves viewers like no other display.

Ambilight technology also offers stress-relief for the eyes. Tests show that by providing a well-balanced amount of light behind the TV set, the range in motion of the iris muscle is reduced. This leads to more relaxed viewing. And it eliminates the need for additional lighting while watching TV. In fact, research by the Lighting Research Center at Rensselaer Polytechnic Institute concluded that Ambilight does appear to provide a benefit with respect to eyestrain, visual comfort and fatigue over conventional television viewing without this feature.

Picture quality is sublime. The combination of ClearLCD™ and Pixel Plus™ 3 HD reinvents LCD technology with deep blacks, a superior 170-degree viewing angle and blur-free motion perfect for action or sports. Viewers' ears will be equally engrossed and dazzled thanks to the thunderous 1/4 Lambda sound system built into the display. The 1/4 Lambda is a pipe built around a subwoofer that uses acoustical resonance at one quarter of the wavelength to create a strong bass output from a very compact enclosure.

The Philips HD FlatTV with Ambilight Full Surround is rich with connectivity for today's digital lifestyle. Included are two HDMI ports for the best High-Definition digital signal transmissions, USB ports, a seven-in-one memory card reader and a CableCard connection.

## Philips Ambilight Full Surround Technology

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Add in sumptuous, contemporary looks from Philips' renowned design team and the result is a television that provides more than just stunning picture and future-conscious features. The Philips HD FlatTV with Ambilight Full Surround offers the complete viewing experience for today's demanding consumer.

#### ***Surround sight***

- Philips HD FlatTV with Ambilight Full Surround matches the dominant on-screen colors and emits a corresponding light on each side of the television to create the most immersive viewing experience available.
- The ambient lighting creates a "Surround Sight" effect, widening the viewing area and drawing the consumer deeper into the program.

#### ***Reduced eyestrain and relaxed viewing***

- By reducing eyestrain, Philips HD FlatTV with Ambilight Full Surround enables consumers to enjoy their entertainment without feeling a "pull" on their vision.
- The backlighting technology expands the scene and image, creating an improved, more relaxed viewing experience.

#### ***Enhanced color***

- Ambilight enhances perceived color, contrast and detail.

Model	Display Type	Ambilight Full Surround	HDTV	Pixel Plus 3 HD	ClearLCD	MSRP	Availability
42PF9831D	42" LCD	X	X	X	X	\$3,499	Now

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