



## Press Information

September 14, 2006

### Philips ClearLCD™ technology redefines LCD viewing

**DENVER** – Philips, a global leader in flat-panel displays, is redefining LCD technology with its new line of ClearLCD televisions, revolutionary sets that deliver lifelike, high-definition picture quality, stunning contrast and extreme motion sharpness that results in a blur-free picture for fast-paced action and sports. Boasting the highest response time (four milli-seconds) in the industry, four trillion color 14-bit processing, Philips' LCD FlatTVs set a new benchmark for vibrant LCD viewing.

Two new models – the 42PF9731D and the 42PF9831D – will be on display at the 2006 Custom Electronic and Design Installation Association (CEDIA) tradeshow.

“ClearLCD technology represents years of intensive research and engineering that has resulted in the finest LCD picture imaginable,” said Scott Levitan, senior vice president of marketing and sales, Philips Consumer Electronics, North America. “Contrast, sharpness and black levels have evolved to unprecedented levels. Every detail, whether it’s an action scene in a film or a basketball player racing down the court, is clear and dazzling.”

Key to ClearLCD is innovative Aptura™ technology created by Philips Lighting. Aptura technology cuts the number of lamps and drivers in half while increasing light output by 300 percent. The result: an immersive and pristine picture that is a massive step forward in LCD picture quality.

Deep Dynamic Dimming technology (D-3) adjusts backlighting and stretches the video for top-notch detail and near-perfect viewing angles. Philips' Pixel Plus 3HD, standard on these displays, enhances content from already pristine sources such as High-Definition signals and DVDs. Pixels of an incoming picture are altered to match surrounding pixels. The result is an image both brilliant and natural. Skin tones are natural, colors pop and details become amazingly lifelike. Not to mention Philips' high-end design sensibilities, which make this TV a stunner whether it's on or off.

For the most immersive and relaxing viewing experience, both models employ Philips' acclaimed Ambilight™ technology, casting a rich glow that draws the viewer into what's on screen.

The one-two punch of Philips Lighting and CE has resulted in a majestic new line of LCD displays. With ClearLCD televisions, every seat offers a spectacular and immersive viewing experience.

Model	Display Type	Ambilight Surround (3 Sided)	Ambilight Full Surround (4 Sided)	Pixel Plus 3 HD	HDTV	ClearLCD	MSRP	Availability
42PF9731D	42" LCD	X		X	X	X	\$2,699	Now
42PF9831D	42" LCD		X	X	X	X	\$3,499	Now

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### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of \$37.7 billion (EUR 30.4 billion) in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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