

## 37MF437B

### 37" Digital LCD HDTV with True 1080p

With its 1080p Full HD panel, Blu-ray and HD DVD player support and a digital ATSC tuner, the 37MF437B delivers the very best digital HD TV display, HD media connectivity, Dolby Digital sound, SPDIF audio output and doubles as a PC display.

- **LCD Full HD display, 1920x1080p**
- **Integrated tuner decodes digital ATSC and QAM signals**
- **Dual HDMI input for full digital High Definition connection**
- **Multiple audio/video inputs (480i/p, 720p, 1080i, 1080p)**
- **Reliable audio via a SPDIF coaxial connector**
- **Dynamic Contrast gives enriched color performance**
- **3D combfilter for a crisp and ultra sharp picture**
- **Dolby Digital for movies and concerts in full surround sound**



## 37MF437B/37

### 37" Digital LCD HDTV with True 1080p

#### Product specifications

##### Picture/Display

- Aspect ratio: 16:9
- Brightness: 500 cd/m<sup>2</sup>
- Contrast ratio (typical): 1200:1
- Display screen type: LCD Full HD W-UXGA Act. matrix
- Panel resolution: 1920x1080p
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfilter, 3D MA deinterlacing, Automatic skin tone correction, Black stretch, Blue stretch, 2D/3D noise reduction, Green enhancement, Progressive Scan, White stretch
- Response time (typical): 8 (grey to grey) ms
- Screen enhancement: Anti-Reflection coated screen
- Viewing angle (H / V): 176 / 176 degree

##### Supported Display Resolution

Resolution	Refresh rate
Computer formats	
640 x 480	60Hz
720 x 480	60Hz
800 x 600	60Hz
1024 x 768	60Hz
1280 x 768	60Hz
Video formats	
480i	60Hz
480p	60Hz
720p	60Hz
1080i	60Hz
1080p	60Hz

##### Sound

- Sound System: Mono, Stereo, SAP, Dolby Digital (AC-3)
- Output power (RMS): 2 speakers @ 10w each
- Sound Enhancement: Virtual Surround Sound

##### Convenience

- Ease of Installation: Autostore, Fine Tuning, PLL Digital Tuning, Plug & Play
- Convenience Enhancements: Sleep Timer

- Ease of Use: Auto Volume Leveller (AVL), On Screen Display, Smart Picture Control, Smart Sound Control, Closed Captioning Full Text
- Remote control type: RC2023608/01 B
- Screen Format Adjustments: Automatic, 4:3, Movie expand 14:9, Movie expand 16:9, Super Zoom, Subtitle Zoom, Widescreen
- Child Protection: Child Lock+Parental Control

##### Tuner/Reception/Transmission

- Aerial Input: 75 ohm F-type
- Tuner bands: Hyperband, S-Channel, UHF, VHF
- TV system: ATSC, NTSC
- Cable: Unscrambled Digital Cable -QAM
- Video Playback: NTSC

##### Connectivity

- AV 1: Audio L/R in, YPbPr
- AV 2: Audio L/R in, YPbPr
- AV 3: Audio L/R in, CVBS in, S-Video in, Audio L/R in, Headphone out
- Front / Side connections: S-video in, CVBS in, Audio L/R in, Headphone out
- PC: 3.5 mm PC audio input x1, VGA in D-Sub 15HD
- Other connections: HDMI in 2x, S/PDIF out (coaxial)

##### Power

- Mains power: 90-240 VAC, 50/60 Hz
- Power consumption: 190 W
- Standby power consumption: < 1 W
- Ambient temperature: 5 °C to 40 °C

##### Dimensions

- Set dimensions in inch (W x H x D): 36.38 x 26.37 x 3.74 inch
- Set dimensions with stand in inch (W x H x D): 36.38 x 27.11 x 11.02 inch
- Product weight (lb): 50.1
- Product weight (+stand) (lb): 55.1 lb
- Weight incl. Packaging (lb): 68.2
- Box dimensions in inch (W x H x D): 44.25 x 26.85 x 12.91 inch
- VESA wall mount compatible: 400 x 200 mm

##### LCD Full HD display 1920x1080p

This display has a resolution that is referred to as Full HD. With state-of-the-art LCD screen technology it has the full high-definition widescreen resolution of 1920 x 1080p. This is the highest resolution that HD broadcast can transmit. It allows the best possible picture quality from any format of HD input signal. It produces brilliant flicker-free progressive scan pictures with optimum brightness and superb colors. This vibrant and sharp image will provide you with an enhanced viewing experience.

##### Integrated HDTV tuner

A built-in digital tuner receives and decodes ATSC off-air and unscrambled cable signals directly, so you can view digital high-definition TV programming without an additional set-up box.

##### Dual HDMI input

HDMI makes an uncompressed digital RGB connection from the source to the screen. By eliminating conversion to an analog signal, it delivers an unblemished image. The non-degraded signal reduces flicker and leads to a clearer picture. HDMI intelligently communicates the highest output resolution with the source device. The HDMI input is fully backward compatible with DVI sources but includes digital audio. HDMI uses HDCP copy protection. With 2 HDMI inputs you can connect multiple HD sources, for instance an HD settop box, and a Blu-ray player.

##### Multiple AV inputs plus 1080p

Multiple AV inputs are built-in connectors that accommodate all major video device signals: CVBS, S-video, component and HDMI (480i/p, 720p, 1080i and 1080p). Component and HDMI can even process the highest 1080p signal from any HD source including Blu-ray and HD DVD players, delivering maximum lines of resolution and the best image quality in the HDTV standard.

##### Coaxial Digital Audio SPDIF

An SPDIF coaxial cable is a highly reliable way of connecting digital audio.

##### Dynamic Contrast

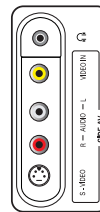
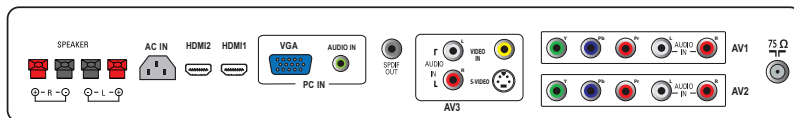
Special picture processing technology dynamically and seamlessly delivers vibrant images in bright scenes or reproduces a deep blacks and accurate rendering of darker colors and shades in dark scenes. You get the ultimate LCD picture: stable and clear images with enriched color performance and excellent contrast.

##### 3D combfilter

A 3D combfilter is a device that performs field-by-field comparisons of the television image to accurately separate the color from the black-and-white information. It separates brightness and color signals better in the 3D domain to eliminate cross-color, cross-luminance and dot-crawl distortion - all of which detract from your viewing pleasure.

##### Dolby Digital surround

Dolby Digital, the world's leading digital multi-channel audio system, duplicates the way the human ear processes sound human ear naturally processes sound so you can experience superb quality surround sound audio with realistic spatial cues.



Date of issue 2009-11-06

Version: 2.3.28

12 NC: 8670 000 27506  
UPC: 6 09585 12692 3

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# **37MF437B/37**

## **37" Digital LCD HDTV with True 1080p**

### **Product specifications (continued)**

#### **Accessories**

- Included Accessories: Power cord, User Manual, Quick start guide, Registration card, Remote Control, Batteries for remote control, Table top stand

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