

Philips Introduces Integrated Digital Tuners and Sleek New Designs to 2005 TV Range

Philips Electronics is pleased to announce six new FlatTVs, consisting of two plasma televisions and four LCD televisions to its 2005 range. The new models will supplement the existing award-winning range of FlatTVs from Philips, which already includes five LCD and three plasma televisions. The new range will also feature two models equipped with an integrated digital tuner, the 32PF5520D and 42PF7520D.

Integrated Digital Tuner in Philips Plasma and LCD TV

Philips 2005 range of FlatTVs features a 32-inch LCD and 42-inch Plasma TV with integrated digital tuners, the 32PF5520D and 42PF7520D. With the launch of these two units, Philips is future-proofing Australian consumers by preparing them for the future of free-to-air terrestrial digital TV broadcasts. Without the need for an external set-top box, the sets will provide viewers with easy access to the new channels, services and features digital broadcasters will be offering.

Another benefit to onscreen performance, and available on both models, is the Pulse Killer Chip, based on Philips Nexperia semiconductor system. This innovative and exclusive Philips chip technology first applied in Philips set-top boxes actively ensures that digital broadcast enjoyment is not affected by electrical interference from external sources like overhead power cables and tram lines.

The Philips 32PF5520D 32-inch/80cm LCD TV has a WXGA display and high resolution of 1366 x 768p, while the 42PF7520D 42-inch/107cm plasma TV has an XGA display and resolution of 1024 x 768p. Both are equipped with HDMI connectivity and Virtual Dolby Surround Sound.

32PF5520D is available now, with an RRP of \$3,699.00 inc. GST

42PF7520D is available in October, with an RRP of \$4,499.00 inc. GST

Four New Models Get Design Makeover

Philips is also introducing three LCD televisions and one plasma television with fresh new designs. The 26PF5320 is Philips sleek new 26-inch/66cm HD ready* LCD television with a high resolution of 1366 x 768p. HD ready, a protected label that offers picture quality beyond that of progressive scan, ensures that high definition signals like HDTV are uncompromised. This 26PF5320I also features Digital Crystal Clear, a Philips picture innovation that digitally adjusts and optimises picture quality.

The 32PF7320, 32-inch/80cm and 37PF7320, 37-inch/94cm are HD ready* LCD televisions with a resolution of 1366 x 768p. Both are HD ready to display HDTV and other high-resolution signals, and incorporate Philips Pixel Plus technology for an even clearer more defined picture. The 32PF7320 and 37PF7320 both come equipped with Virtual Dolby Surround Sound and HDMI connectivity.

The 42PF7320 is a 42-inch/107cm plasma television with a panel resolution of 852 x 480p. The set utilises Philips Pixel Plus and Digital Crystal Clear technologies to display razor sharp images, high quality contrast, colour and sharpness from all pictures. For incredible sound, the 42PF7320 utilises Virtual Dolby Surround Sound and HDMI connectivity.

26PF5320 is available in November with an RRP of \$2,499.00 inc. GST

32PF7320 is available now with an RRP of \$3,449.00 inc. GST

37PF7320 is available now with an RRP of \$4,999.00 inc. GST

42PF7320 is available now with an RRP of \$3,999.00 inc. GST

* The description HD ready label is proscribed by EICTA as a quality sign for the differentiation of display equipment capable of processing and displaying high definition TV signals. The HD Ready logo is awarded on the basis of minimum functionality requirements, and to display equipment capable of presenting HD sources with a much higher resolution than standard PAL (576i), as well as meeting other requirements detailed by EICTA (+ www.eicta.org)

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the worlds biggest electronics companies and Europes largest, with sales of \$ 37.66 Billion (EUR 30.3 billion) in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 159,700 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.

For more information or high-resolution images, please contact:

Sarah Campbell

Philips Electronics

Corporate Communications Executive

P: (02) 9947 0472

M: 0421 612 994

E: sarah.campbell@philips.com

Contacts

David Wolf

+61 2 411 111 787

[mailto: david.l.wolf@philips.com](mailto:david.l.wolf@philips.com)

Sarah Campbell

+61 2 9947 0472

[mailto: sarah.campbell@philips.com](mailto:sarah.campbell@philips.com)