
Press information

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New FlexTV from Philips puts consumers back in control of their own TV viewing

Philips is to free TV viewers from being tied to broadcasters' scheduled by introducing the FlexTV, a 32-inch PixelPlus widescreen television enabling viewing to be tailored to personal needs and habits.

A built in hard disc recorder in the FlexTV enables viewers to record and playback programming simultaneously. The set even enables viewers to pause a live program for as long as they want - for example to answer the phone - and resume viewing at any time simply by pressing one button on the remote control.

After resuming, a useful 'Skip' feature instantly advances by 30 seconds; the perfect way to easily skip viewing of commercials. And 'Instant Replay' makes it just as easy to view the last 8 seconds of the program again. While watching the paused program, a single press of the 'Live' button is all it takes to return to regular, real-time TV viewing. The paused program then remains available to be resumed again later if desired.

Thanks to its built-in hard disk unit, FlexTV also offers convenient recording of any TV programs; either while watching the same program or another one, or by presetting a list of programs for scheduled recording. Choosing programs to record couldn't be simpler, by selecting from an on-screen list of programs with the remote-controlled cursor. Up to 32.5 hours of recording time are available.

Outstanding widescreen picture quality

Next to its super-convenient pause and recording features, the Philips 32PW9768 FlexTV offers all the outstanding widescreen picture quality of Philips' PixelPlus technology on its 32 inch (81cm) screen. A package of advanced picture performance solutions deliver unparalleled image quality. Together with the award-winning PixelPlus technology, these also include Digital Natural Motion, Digital Crystal Clear and Active Control image control, as well as the Real Flat tube. Digital Natural Motion ensures perfect natural movement of objects in a large television screen by eliminating the juddering sometimes seen in such sets

A key factor in the Philips Real Flat tube's ability to deliver such lifelike picture quality is its revolutionary glass design. The optically corrected glass tube has been designed to reduce disturbing reflections in the screen, maximizing comfort during daytime viewing by eliminating glare. Furthermore, the tube's totally flat outer surface offers a perfectly flat picture.

Sound quality

To match the outstanding picture performance, Dolby™ Pro-Logic 3D Surround is a key element for a real cinema sound experience. The 32" set has a big 60-watt RMS power output with 6 built-in speakers including subwoofer, plus full Dolby Pro-Logic decoding for a realistic 3D surround sound effect.

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The Philips logo, consisting of the word "PHILIPS" in a bold, blue, sans-serif font.

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The Philips 32PW9768 FlexTV will cost about 3000 Euro and will be available in Europe from September onwards.

The words Dolby, Dolby Surround, and Dolby ProLogic, as well as the Dolby 'double-D' symbol, are trademarks of Dolby Laboratories Licensing Corporation.

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Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 31.8 billion in 2002. It is a global leader in color television sets, lighting, electric shavers, medical diagnostic imaging and patient monitoring, and one-chip TV products. Its 164,000 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors, and medical systems. Philips is quoted on the NYSE (symbol: PHG), London, Frankfurt, Amsterdam and other stock exchanges. News from Philips is located at www.philips.com/newscenter