



Philips Brilliance
LCD monitor with
Ambiglow

Gioco
27" (68.6 cm)
3D Ambiglow display

Brilliance



278G4DHSD

Brilliant Ambiglow display

for immersive 3D gaming

Intensify your gaming with this iconic Philips Gioco 3D display with Ambiglow. By creating an image-matching halo of light on the rear wall, the innovative Ambiglow visually enlarges the screen and gives you a truly immersive 3D experience

Brilliant Ambiglow performance

- Ambiglow intensifies your 3D experience with a halo of light
- Smart Bias 6500K lighting ensures optimum viewing experience
- AH-IPS display for brilliant images with vivid colours
- Adjust ambience to your liking and reduce eye fatigue
- USB 3.0 enables fast data transfers and smart phone charging
- Fast-charge your mobile device

Immersive 3D gaming

- Flicker-free 3D performance
- Play 3D games on your PC with bundled software
- Auto 3D with the latest Blu-ray and game consoles with HDMI
- SmartImage game mode optimised for gamers

Iconic design reflects your lifestyle

- Minimalistic looks with Ultra-Narrow Bezel
- Iconic design with diamond-faceted back



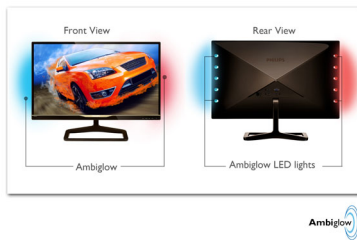
product
design award

2013

PHILIPS

Highlights

Ambiglow



Ambiglow adds a new dimension to your viewing experience. The innovative Ambiglow technology enlarges the screen by creating a halo of light on the surrounding wall from the rear of the monitor. Its fast processor analyses the incoming image content and continuously adapts the colour and brightness of the emitted light to match the image. User-friendly options allow you to adjust the ambience to your liking and also help reduce eye fatigue. Especially suitable for watching movies or sport or playing 2D or 3D games, Philips Ambiglow offers you a unique and immersive viewing experience.

Smart Bias light

Smart Bias lighting mode enables you to enjoy optimum image quality with viewing comfort. In a dark room, your eyes dilate and constrict with the constantly changing images, which may lead to Computer Vision Syndrome. Smart Bias light creates a soft halo of static 6500k white light on the surrounding wall around the monitor. Especially suitable for people who spend extended periods of time looking at their display, it not only helps reduce eye strain and fatigue, but also eliminates reflections and glare from room lighting, enhancing perceived contrast ratio and picture details and preserving correct colour perception

AH-IPS technology



This latest Philips display uses advanced AH-IPS panels, resulting in superior colour reproduction, response time and power consumption. Unlike standard TN panels, AH-IPS panels show consistent colour even at 178-degree wide angles and in pivot mode. With remarkable performance, AH-IPS is best suited for applications demanding colour accuracy and consistent brightness at all times, such as photo retouching, graphics applications and web browsing.

Ultra-Narrow Bezel

Utilising the latest technology panels, the new Philips displays are designed with a minimalistic approach by limiting the outer bezel thickness to about 2.5 mm. Combined with an in-panel black matrix strip of around 9 mm, the overall bezel dimensions are reduced significantly, minimising distractions and maximising viewing size. Especially suited to multi-display or tiling setups like gaming, graphics design and professional applications, the Ultra-narrow bezel display gives you the feeling of using one large display.

Flicker-free 3D

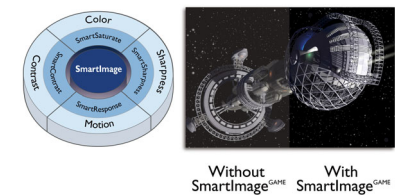
Flicker-free 3D ensures that you get long hours of comfortable entertainment. Its affordable, lightweight zero-flicker glasses do not require any batteries or cable connections. Now finally you can set yourself free from all

the hassles and enjoy 3D performance with your family!

Auto 3D with HDMI

With Blu-ray gaming and movie players with HDMI 1.4a compatible connection, the Philips 3D display will auto-switch to 3D mode and give you awesome images straight away. No more fussing with adjustments!

SmartImage Game mode



The new Philips gaming display has quick-access OSD fine-tuned for gamers, offering you multiple options. "FPS" mode (First person shooting) improves dark themes in games, allowing you to see hidden objects in dark areas. "Racing" mode adapts the display with the fastest response time and high colour, along with image adjustments. "RTS" mode (Real-time strategy) has a special SmartFrame mode that enables highlighting of specific area and allows for size and image adjustments. Gamer 1 and Gamer 2 enable you to save personal customised settings based on different games, ensuring best performance.



iF Product Design Award

Philips Gioco wins iF design award

Excellent product design.

The iconic-design, slim Philips Gioco 3D monitor with Ambiglow technology gives you immersive gaming. Its minimalistic ultra-narrow bezel with AHIPS screen ensures brilliant images and underpins its tag line "Brilliant Ambiglow display"



Specifications

Ambiglow

- Ambiglow features: Auto (on) Variable brightness control, Smart Bias Light

Picture/Display

- LCD panel type: IPS LCD
- Backlight type: W-LED system
- Panel Size: 27 inch/68.6 cm
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Response time (typical): 14 ms
- SmartResponse: 7 ms in 2D mode
- Brightness: 250 cd/m²
- Contrast ratio (typical): 1000:1
- SmartContrast: 20,000,000:1
- Pixel pitch: 0.311 x 0.311 mm (0.012" x 0.012")
- Viewing angle: 178° (H)/178° (V), @ C/R > 10
- 3D Viewing angle: 60° @ 3D CT < 10
- Picture enhancement: SmartImage game
- Display colours: 16.7 M
- Effective viewing area: 597.9 (H) x 336.3 (V) mm
- Scanning Frequency: 30 - 83 kHz (H) / 50 - 75 Hz (V)
- sRGB

Connectivity

- USB: USB 3.0 x 4
- Signal Input: HDMI x 3, VGA (Analogue)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): HDMI audio out

Convenience

- User convenience: 3D/Up, Ambiglow/Down, SmartImage game/Back, Menu/OK, Power On/Off
- OSD Languages: English, French, German, Italian, Portuguese, Russian, Simplified Chinese, Spanish
- Other convenience: Kensington lock
- Plug and Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7

Stand

- Tilt: -5/+20 degree

Power

- On mode: 25.94 W (typ.) (EnergyStar 5.0 test

method)

- Standby mode: 0.5 W (typ.)
- Off mode: 0.3 W
- Power LED indicator: Operation - White, Standby mode - White (flashing)
- Power supply: 100-240 VAC, 50-60 Hz, External

Dimensions

- Product with stand (mm): 623 x 471 x 197 mm
- Product without stand (mm): 623 x 376 x 44 mm
- Packaging in mm (W x H x D): 685 x 527 x 142 mm

Weight

- Product with stand (kg): 5.44 kg
- Product without stand (kg): 5.00 kg
- Product with packaging (kg): 9.25 kg

Operating conditions

- Temperature range (operation): 0°C to 40°C °C
- Temperature range (storage): -20°C to 60°C °C
- Relative humidity: 20%–80% %
- Altitude: Operation: +12,000 ft (3658 m), Non-operation: +40,000 ft (12,192 m)
- MTBF: 30,000 hour(s)

Sustainability

- Environmental and energy: EPEAT Silver, EnergyStar 5.0, RoHS, Lead-free, Mercury Free
- Recyclable packaging material: 100 %

Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, FCC Class B, GOST, SEMKO, TCO certified, TUV/ISO9241-307, UL/cUL, WEEE

Cabinet

- Colour: Black Cherry
- Finish: Glossy

3D Requirements

- Software: Free Tridef 3D software bundle
- PC hardware: Requires AMD/nVidia VGA card*, 2D to 3D: Support all VGA cards
- Auto 3D: Requires HDMI 1.4a



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* Avoid looking directly at the Ambiglow LEDs as they are very bright and may cause temporary blurred vision.

* If you experience any discomfort such as dizziness, headache or disorientation, we recommend not watching 3D for extended periods of time.

* Parents should monitor their children during 3D viewing and ensure they do not experience any discomfort as mentioned above. Watching 3D is not recommended for children under 6 years of age.

* Please read the instruction manual carefully to learn more about 3D and health

* For VGA card and other requirements for 3D operation, please visit www.philips.com/support for further details.