



Philips  
LCD monitor with  
SoftBlue Technology

**E-line**  
27"/68.6 cm  
Full HD (1920 x 1080)



**277E6EDAD**

## SoftBlue Technology

protects your eyes without sacrificing colour

Designed for you: The elegant new Philips E-line monitor features new SoftBlue Technology to protect your eyes and deliver brilliant, colourful images.

### Superb Picture Quality

- SoftBlue technology protects eyes and maintains colour
- IPS-ADS wide-view technology for image and colour accuracy
- 16:9 Full HD display for crisp, detailed images
- SmartImage Lite for easy optimised image settings
- SmartControl Lite: For quick and easy display tuning
- SmartContrast for deep black level details

### Elegant Design

- Elegant, slim design complements your home decor
- Superb glossy finish enhances your home decoration
- Modern Touch controls complement the design

### Experience immersive multimedia

- MHL technology for enjoying mobile content on a big screen
- Built-in stereo speakers for multimedia



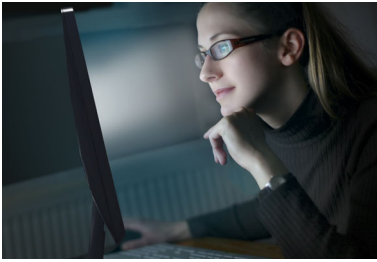
# PHILIPS

LCD monitor with SoftBlue Technology  
E-line 27"/68.6 cm, Full HD (1920 x 1080)

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# Highlights

## SoftBlue Technology



Studies have shown that just as ultra-violet rays can cause eye damage, blue light rays from LED displays can cause eye damage and affect vision over time. SoftBlue LED technology uses a smart technology to reduce the harmful blue light waves without affecting the colour or image of the display. SoftBlue LED technology is certified by international testing organisations SGS Labs and TUV Rheinland to reduce blue light and protect your eyes.

## IPS-ADS technology



IPS-ADS displays use an advanced technology that gives you extra-wide viewing angles of 178/178 degrees, making it possible to view the display from almost any angle. Unlike standard TN panels, IPS-ADS displays give you remarkably crisp images with vivid colours,

making them ideal not only for Photos, movies and web browsing, but also for professional applications that demand colour accuracy and consistent brightness at all times.

## 16:9 Full HD display



The Full HD screen has the widescreen resolution of 1920 x 1080p. This is the highest resolution of HD sources for the best possible picture quality. It is fully future-proof as it supports 1080p signals from all sources, including the most recent sources such as Blu-ray and advanced HD game consoles. The signal processing is extensively upgraded to support this much higher signal quality and resolution. It produces brilliant flicker-free progressive scan pictures with superb brightness and colours.

## SmartImage Lite

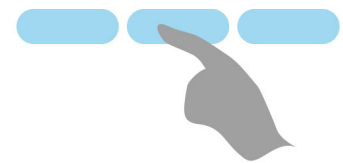
SmartImage Lite is an exclusive, leading edge Philips technology that analyses the content displayed on your screen. Based on a scenario you select, SmartImage Lite dynamically enhances the contrast, colour saturation and sharpness of images and videos for ultimate display performance - all in real time with the press of a single button.

## SmartContrast



SmartContrast is a Philips technology that analyses the contents you are displaying, automatically adjusting colours and controlling backlight intensity to dynamically enhance contrast for the best digital images and videos or when playing games where dark hues are displayed. When Economy mode is selected, contrast is adjusted and backlighting fine-tuned for just-right display of everyday office applications and lower power consumption.

## Modern Touch controls



# Touch control

Touch controls are intelligent, touch-sensitive icons that replace protruding buttons to allow users to adjust the monitor to their requirements. Responding to the lightest touch, Touch control gives the monitor a modern feel.



## TUV Certified Low Blue Light

Philips displays with SoftBlue LED technology are certified by TUV Rheinland Low Blue Light testing standard (2PFG) to reduce harmful blue light.



# Specifications

## Picture/Display

- LCD panel type: IPS-ADS LCD
- Backlight type: W-LED system
- Panel Size: 27 inch/68.6 cm
- Effective viewing area: 597.89 (H) x 336.31 (V)
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Response time (typical): 14 (Grey to Grey) ms
- SmartResponse (typical): 5 ms (Grey to Grey)
- Brightness: 300 cd/m<sup>2</sup>
- Contrast ratio (typical): 1000:1
- SmartContrast: 20,000,000:1
- Pixel pitch: 0.311 x 0.311 mm
- Viewing angle: 178° (H)/178° (V), @ C/R > 10
- Picture enhancement: SmartImage Lite
- Display colours: 16.7 M
- Scanning Frequency: 30–83 kHz (H)/56–75 Hz (V)
- MHL: 1080P @ 60 Hz
- sRGB
- SoftBlue

## Connectivity

- Signal Input: VGA (Analogue), DVI-D (digital, HDCP), MHL-HDMI (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): PC audio-in, Headphone out

## Convenience

- Built-in Speakers: 3 W x 2
- User convenience: Power On/Off, Menu, Volume, Input, SmartImage lite
- OSD Languages: Brazil Portuguese, Czech, Dutch, English, Finnish, French, German, Greek, Hungarian, Italian, Japanese, Korean, Polish, Portuguese, Russian, Simplified Chinese, Spanish, Swedish, Traditional Chinese, Turkish, Ukrainian
- Other convenience: Kensington lock
- Plug and Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7, Windows 8

## Stand

- Tilt: -5/20 degree

## Power

- On mode: 18.44 W (typ.) (EnergyStar 6.0 test method)
- Standby mode: 0.5 W (typ.)
- Off mode: 0.3 W (typ.)
- Power LED indicator: Operation - White, Standby mode - White (flashing)
- Power supply: External, 100-240 VAC, 50-60 Hz

## Dimensions

- Product with stand (mm): 640 x 478 x 235 mm
- Product without stand (mm): 640 x 394 x 48 mm
- Packaging in mm (W x H x D): 682 x 542 x 109 mm

## Weight

- Product with stand (kg): 5.42 kg
- Product without stand (kg): 5.17 kg
- Product with packaging (kg): 6.86 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: EnergyStar 6.0, EPEAT Silver, RoHS, Lead-free, Mercury Free
- Recyclable packaging material: 100 %

## Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, cETLus, FCC Class B, GOST, PSB, SASO, SEMKO, TCO 6.0, TUV/ISO9241-307, WEEE, SGS Cert. – blue light cut-off

## Cabinet

- Colour: Black Cherry
- Finish: Glossy



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Version: 1.0.1

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EAN: 87 12581 73142 7

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- \* This Philips display is MHL-certified. However, if your MHL device does not connect or work correctly, check with your MHL device FAQ or vendor directly for instructions. The policy of your device manufacturer may require you to purchase its brand-specific MHL cable or adapter in order for it to work
- \* Requires optional MHL-certified mobile device and MHL cable (not included). Please check with your MHL device vendor for compatibility.
- \* Standby/Off energy saving of ErP is not applicable for the MHL charging functionality
- \* For a complete list of MHL-enabled products, refer to [www.mhlconsortium.org](http://www.mhlconsortium.org)
- \* "IPS" word mark / trademark and related patents on technologies belong to their respective owners.
- \* Smart response time is the optimum value from either GtG or GtG (BW) tests.