



## Philips

LCD monitor with SoftBlue Technology

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

277E6EDAD/00

# 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.

## Benefits

### 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

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

### Experience immersive multimedia

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

# PHILIPS

## Features

### 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.



### MHL technology



Mobile High-Definition Link (MHL) is a mobile audio/video interface for directly connecting mobile phones and other portable devices to high-definition displays. An optional MHL cable allows you to simply connect your MHL-capable mobile device to this large Philips MHL display and watch your HD videos come to life with full digital sound. Now not only can you enjoy your mobile games, photos, movies or other apps on its big screen, you can simultaneously charge your mobile device so you never run out of power halfway.

### Built-in stereo speakers

A pair of high-quality stereo speakers built into a display device. They may be visible front firing, or invisible down firing, top firing, rear firing etc. depending on model and design.

## Specifications

Please note that this is a pre-sales leaflet. The contents of this leaflet reflect the best of our knowledge per date and country mentioned above. The contents of this leaflet are subject to change without notice. Philips does not accept any liability as to the contents of this leaflet.

### 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	14 (Grey to Grey) ms
(typical)	

SmartResponse	5 ms (Grey to Grey)
(typical)	
Brightness	300 cd/m <sup>2</sup>
Contrast ratio	1000:1
(typical)	
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	Yes
SoftBlue	Yes

#### 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	DDC/CI
Compatibility	Mac OS X sRGB Windows 7 Windows 8

#### Stand

Tilt	-5/20 degree
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#### 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
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#### 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
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#### Cabinet

Colour	Black Cherry
Finish	Glossy

\* 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.



data subject to change  
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