



Philips  
LCD monitor with  
SmartTouch

24" (61 cm) E-line  
Full HD

243E2SB

## Great gaming experience on your big display !

This Big 243E2 Full HD display with stylish SmartTouch controls is ready to engage you in the gaming world

### **Great picture quality**

- Full HD LCD display, 1920x1080p resolution
- 16:9 display for best widescreen gaming and video
- SmartContrast 500,000:1 for incredible rich black details
- SmartImage Lite for an enhanced LCD viewing experience

### **Design that complements any interior**

- Glossy finish to enhance your decor
- Stylish SmartTouch controls

### **Environmentally friendly green design**

- Eco-friendly materials that meets international standards
- Lead-free design safeguards our environment

### **Great convenience**

- Easy display performance tuning with SmartControl Lite
- Easy picture format control switching in wide and 4:3 format

# PHILIPS

# Highlights

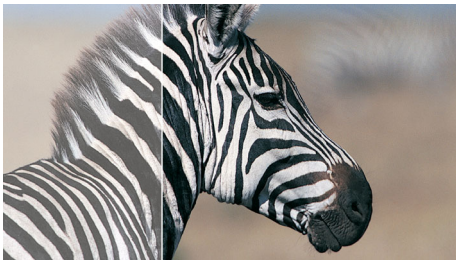
## Full HD 1920x1080p LCD display

Enjoy crisp and crystal clear picture quality to give your audience a truly memorable visual experience. Your viewers will be treated to unsurpassed video, with an amazing color gamut and the sharpest pictures around.

## SmartImage Lite

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

## SmartContrast ratio 500000:1



You want the LCD flat display with the highest contrast and most vibrant images. Philips advanced video processing combined with unique extreme dimming and backlight boosting technology results in vibrant images. SmartContrast will increase the contrast with excellent blacklevel and accurate rendition of dark shades and colors. It gives a bright, lifelike picture with high contrast and vibrant colors.

## SmartControl Lite

SmartControl Lite is the next generation 3D icon based GUI monitor control software. This allows user to fine-tune most parameters of the monitor like Color, Brightness, screen

calibration, Multi-media, ID management, etc with the mouse.

## SmartTouch controls



SmartTouch controls are intelligent, touch sensitive icons that replace protruding buttons. Responding to your lightest touch, SmartTouch controls, for example, power up your monitor or brighten and sharpen your display with SmartImage Lite. When activated, SmartTouch icons glow to indicate that your commands have been implemented.

## 16:9 widescreen aspect ratio

An aspect ratio is an expression of a video image's width compared to its height. The 16:9 widescreen aspect ratio is standard for universal to high-definition television and European digital television. A native 16:9 aspect ratio means outstanding game and video display without bars at top and bottom of the picture and without the quality loss than comes from scaling, altering an image to fit on a different screen size.

## Easy picture format control



Widescreen format

4:3 format

Philips easy picture format control on OSD is to switch from the 4:3 aspect ratio to the widescreen mode and back again to match the display's aspect ratio with your content for working with wide documents without scrolling or viewing widescreen media in the widescreen mode and distortion-free, native mode display of 4:3 ratio content.

## Eco-friendly materials

"Philips is committed to use sustainable, eco-friendly materials across its monitor range. All body plastic parts, metal chassis parts and packing materials use 100% recyclable materials. In some selected models we utilize upto 65% post consumer recycled plastics. Strict adherence to RoHS standards ensure substantial reduction or elimination of toxic substances like Lead, for example. Mercury content in monitors with CCFL backlight has been reduced significantly, while eliminated in monitors with LED backlight completely. Visit Philips @ <http://www.asimpleswitch.com/global/> to learn more.

## Lead-free

Lead-free display products are designed and produced in compliance with strict European Community directives on Restriction of Hazardous Substances (RoHS) standards that restrict lead and other toxic substances that can harm the environment.



# Specifications

## Picture/Display

- LCD panel type: TFT-LCD
- Panel Size: 24 inch / 61 cm
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60 Hz
- Response time (typical): 5 ms
- Brightness: 300 cd/m<sup>2</sup>
- SmartContrast: 500,000:1
- Pixel pitch: 0.276 x 0.276
- Viewing angle: 176° (H) / 170° (V), @ C/R > 5
- Picture enhancement: SmartImage Lite
- Display colors: 16.7 M
- Scanning Frequency: 30 -83 kHz (H) / 56 -75 Hz (V)
- sRGB

## Connectivity

- Signal Input: VGA (Analog ), DVI-D
- Sync Input: Separate Sync, Sync on Green

## Convenience

- User convenience: SmartImage lite, SmartControl lite, Menu, Input, Power On/Off, 4:3 / Wide
- OSD Languages: English, French, German, Spanish, Italian, Russian, Simplified Chinese, Portuguese, Turkish
- Other convenience: VESA mount (100x100mm), Kensington lock
- Plug & Play Compatibility: DDC/CI, Mac OS X, Windows 7 / Vista, sRGB

## Stand

- Tilt: -5/+20 degree

## Power

- On mode: <31.7 W (EnergyStar 5.0 test method)

- Standby mode: < 0.5 W
- Off mode: < 0.5 W
- Power LED indicator: Operation - White, Standby mode- White (blinking)
- Power supply: Built-in, 100-240VAC, 50/60Hz

## Dimensions

- Product with stand (mm): 570 x 437 x 225 mm
- Product without stand (mm): 570 x 353 x 62 mm
- Packaging in mm (WxHxD): 626 x 500 x 171 mm

## Weight

- Product with stand (kg): 4.9 kg
- Product without stand (kg): 4.5 kg
- Product with packaging (kg): 6.7 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 %
- MTBF: 50,000 hour(s)

## Sustainability

- Environmental and energy: RoHS, EPEAT Silver, EnergyStar 5.0

## Compliance and standards

- Regulatory Approvals: BSMI, CE Mark, FCC, Class B, GOST, UL/cUL, TCO 5.1

## Cabinet

- Color: Black / Black
- Finish: Glossy



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