

# Vibrant images with AH-IPS display

## with Ultra Narrow Bezel

This attractive Philips display with ultra narrow bezel and AHIPS screen gives you awesome, vibrant color images.

## Awesome picture quality

- AH-IPS display gives awesome images with wide viewing angle
- 16:9 Full HD display for best viewing experience
- TrueVision ensures lab quality images
- SmartImage Lite for an enhanced LCD viewing experience

## Stylish design

- · Minimalistic looks with Ultra Narrow Bezel
- Superb glossy and texture finish
- VESA mount for convenience

## **Greener everyday**

- · Low power consumption saves energy bills
- Mercury Free eco-friendly display
- Eco-friendly materials that meets international standards

Philips LCD monitor with SmartImage lite

- Ultra Narrow Bezel
- 27" / 68.6cm
- AH-IPS

274E5QSB



# Highlights

### **AH-IPS** technology

This latest Philips display uses advanced AH-IPS panels utilizing improved structure resulting in superior color reproduction, response time and power consumption compared to other wide view angle panels. Unlike standard TN panels, AH-IPS panels exhibit least amount of Gamma fluctuation and therefore are able to show consistent color even at 178/178 degrees and in pivot mode. With remarkable performance, it is best suited for applications demanding color accuracy and consistent brightness at all times like photo retouching, graphics applications and web browsing.

### **Ultra Narrow Bezel**

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

## **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.

#### 16:9 Full HD



The Full HD screen has the widescreen resolution of  $1920 \times 1080p$ . 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 like 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 colors.

### **TrueVision**







TrueVision Off

TrueVision is a proprietary Philips technology that uses advanced algorithm for testing and aligning monitor display which gives you the ultimate display performance that is 4 times more stringent than Windows sRGB requirements. Only Philips ensures each and

every monitor that leaves the factory is fine tuned with this process so you can get consistent color and picture quality.

## **Mercury Free**

Philips monitors with LED backlighting are free of Mercury content, one of the most toxic natural substances which affects humans and animals. This allows for a eco-friendly display through out its life-cycle from manufacturing to disposal.

### **Eco-friendly materials**

"Philips is committed to use sustainable, ecofriendly 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.

















# Specifications

### Picture/Display

- LCD panel type: AH-IPS 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 @ 60Hz
- Response time (typical): 14 ms
- Brightness: 250 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 colors: 16.7 M
- Scanning Frequency: 30 -83 kHz (H) / 56 -75 Hz (V)
- sRGB

### **Connectivity**

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

## **Convenience**

- User convenience: Power On/Off, Menu, 4:3 / Wide, 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, Ukranian
- Other convenience: Kensington lock, VESA mount (100x100mm)
- Plug & Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 7, Windows 8

### Stand

• Tilt: -5/20 degree

#### **Power**

- On mode: 23.4 W (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 (blinking)
- Power supply: External, 100-240VAC, 50-60Hz

#### **Dimensions**

- Product with stand (mm):  $622 \times 470 \times 237$  mm
- Product without stand (mm):  $622 \times 375 \times 46 \text{ mm}$
- Packaging in mm (WxHxD):  $667 \times 546 \times 106$  mm

### Weight

- Product with stand (kg): 5.10 kg
- Product without stand (kg): 4.88 kg
- Product with packaging (kg): 7.14 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: +12,000ft (3,658m), Non-
- operation: +40,000ft (12,192m)
- 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

## Cabinet

- Color: Black Cherry / Black
- Finish: Glossy



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