Discover the impact

Philips ClearLCD TV powered with *Aptura™*
The Ultimate LCD TV

Philips introduces another brilliant TV concept: ClearLCD TV. The next generation LCDs that offers a superb picture quality. The revolutionary Aptura™ Lighting Technology produces a bright and vivid image without the disadvantages of conventional LCDs. Benefits:

- extreme motion sharpness
- superb contrast in night scenes
- widest LCD TV viewing angle

See the difference with Ultra Motion Sharpness.
The power of Aptura™ Lighting Technology improves an image at the light source: the LCD backlight. By introducing intelligence in the backlight and installing 300% more light output, Aptura™ shows what is wanted: true motion. High-output fluorescent lamps, operated in scanning mode, cancel out the sample-and-hold effect, which is characteristic of LCD technology. This creates the ultra motion sharpness of the LCD TV.

Extreme motion sharpness
Philips ClearLCD is the first LCD TV with Ultra Motion Sharpness. Especially when watching action TV like movies or sports this feature gives great results. In a baseball game broadcast for example, there is a lot of camera movement. With a regular LCD TV this gives a blurred image, but with Ultra Motion Sharpness you will see every detail, even in the background.

Reducing the exposure time to eliminate motion blur
Motion blur is commonly perceived in LCD TV panels. This is due to a combination of slow crystals switching and the sample-and-hold artefact, which is present in all active matrix LCDs. An application of underdrive and overdrive of the crystal pixels and a new scanning-backlight principle for LCD TV, gives a high motion picture quality without the need for a fast liquid crystal effect.
Superb contrast in night scenes

Deep Dynamic Dimming is a new feature in any ClearLCD TV with Aptura™ Lighting Technology. This not only gives higher brightness, but also ensures an excellent reproduction of dark scenes by dimming the backlight for better gray details and deeper black levels.

Widest LCD TV viewing angle

A further benefit of Deep Dynamic Dimming is the amazing viewing angle at dark scenes. Instead of having to sit right in front of the LCD TV to get the best view, a Philips ClearLCD TV can be watched from almost every corner of the room.

Reducing the effect of light leakage to increase contrast

Light leakage in active-matrix LCD panels causes loss of detail and contrast. This is especially visible in dark scenes, viewed in low ambient light conditions. Therefore a dynamic-contrast method is developed, that combines content-adaptive intelligent backlight control and video processing. It reduces the effect of the light leakage for dark scenes, enabling high-quality images in low ambient light conditions, with increased detail and contrast.

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