



LCD monitor with Ambiglow

- Gioco
- 27" (68.6 cm)
- 3D Ambiglow display

278G4DHSD/01

## Brilliant Ambiglow display

for immersive 3D gaming

Intensify your gaming with this iconic Philips Gioco 3D display with Ambiglow. By creating an image-matching halo of light on the rear wall, the innovative Ambiglow visually enlarges the screen and gives you a truly immersive 3D experience

### Benefits

#### Brilliant Ambiglow performance

- Ambiglow intensifies your 3D experience with a halo of light
- Smart Bias 6500K lighting ensures optimum viewing experience
- AH-IPS display for brilliant images with vivid colours
- USB 3.0 enables fast data transfers and smart phone charging
- Fast-charge your mobile device
- Adjust ambience to your liking and reduce eye fatigue

#### Immersive 3D gaming

- Flicker-free 3D performance

- Auto 3D with the latest Blu-ray and game consoles with HDMI
- SmartImage game mode optimised for gamers
- Play 3D games on your PC with bundled software

#### Iconic design reflects your lifestyle

- Minimalistic looks with Ultra-Narrow Bezel
- Iconic design with diamond-faceted back

# PHILIPS

## Features

### Ambiglow



Ambiglow adds a new dimension to your viewing experience. The innovative Ambiglow technology enlarges the screen by creating a halo of light on the surrounding wall from the rear of the monitor. Its fast processor analyses the incoming image content and continuously adapts the colour and brightness of the emitted light to match the image. User-friendly options allow you to adjust the ambience to your liking and also help reduce eye fatigue. Especially suitable for watching movies or sport or playing 2D or 3D games, Philips Ambiglow offers you a unique and immersive viewing experience.

### Smart Bias light

Smart Bias lighting mode enables you to enjoy optimum image quality with viewing comfort. In a dark room, your eyes dilate and constrict with the constantly changing images, which may lead to Computer Vision Syndrome. Smart Bias light creates a soft halo of static 6500k white light on the surrounding wall around the monitor. Especially suitable for people who spend extended periods of time looking at their display, it not only helps reduce eye strain and fatigue, but also eliminates reflections and glare from room lighting, enhancing perceived contrast ratio and picture details and preserving correct colour perception.

### AH-IPS technology



This latest Philips display uses advanced AH-IPS panels, resulting in superior colour reproduction, response time and power consumption. Unlike standard TN panels, AH-IPS panels show consistent colour even at 178-degree wide angles and in pivot mode. With remarkable performance, AH-IPS is best suited for applications demanding colour accuracy and consistent brightness at all times, such as photo retouching, graphics applications and web browsing.

### Ultra-Narrow Bezel

Utilising the latest technology panels, the new Philips displays are designed with a minimalistic approach by limiting the outer bezel thickness to about 2.5 mm. Combined with an in-panel black matrix strip of around 9 mm, the overall bezel dimensions are reduced significantly, minimising distractions and maximising viewing size. Especially suited to multi-display or tiling setups like

gaming, graphics design and professional applications, the Ultra-narrow bezel display gives you the feeling of using one large display.

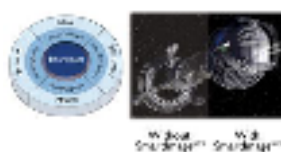
### Flicker-free 3D

Flicker-free 3D ensures that you get long hours of comfortable entertainment. Its affordable, lightweight zero-flicker glasses do not require any batteries or cable connections. Now finally you can set yourself free from all the hassles and enjoy 3D performance with your family!

### Auto 3D with HDMI

With Blu-ray gaming and movie players with HDMI 1.4a compatible connection, the Philips 3D display will auto-switch to 3D mode and give you awesome images straight away. No more fussing with adjustments!

### SmartImage Game mode



The new Philips gaming display has quick-access OSD fine-tuned for gamers, offering you multiple options. "FPS" mode (First person shooting) improves dark themes in games, allowing you to see hidden objects in dark areas. "Racing" mode adapts the display with the fastest response time and high colour, along with image adjustments. "RTS" mode (Real-time strategy) has a special SmartFrame mode that enables highlighting of specific area and allows for size and image adjustments. Gamer 1 and Gamer 2 enable you to save personal customised settings based on different games, ensuring best performance.

### USB 3.0 super speed

Super-Speed USB 3.0 deploys a 5.0 gbit/s transfer rate, which is about 10 times faster than the USB 2.0 standard, significantly reducing data transfer time and saving you time and money. With more bandwidth, super-speed transfer rates, better power management and superior overall performance, USB 3.0 sets the latest global standard allowing you to use large-capacity storage devices. Sync-N-Go technology ensures you don't have to wait for bandwidth to be freed up any more. Your investment in USB 2.0 devices is protected as it is backwards-compatible.

### Fast mobile device charger

This new Philips display comes with a built-in USB 3.0 fast-charger. Employing a special circuit that boosts power output to 1.5 A, this display will fast-charge your mobile device while allowing for simultaneous super-speed data transfers, saving you time and money. You can charge any standard device using the USB charging method.

## 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.

### Ambiglow

Ambiglow features	Auto (on) Variable brightness control, Smart Bias Light
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### Picture/Display

LCD panel type	IPS LCD
Backlight type	W-LED system
Panel Size	27 inch/68.6 cm
Aspect ratio	16:9
Optimum resolution	1920 x 1080 @ 60 Hz
Response time (typical)	14 ms
SmartResponse	7 ms in 2D mode
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 (0.012" x 0.012")
Viewing angle	178° (H)/178° (V) @ C/R > 10
3D Viewing angle	60° @ 3D CT < 10
Picture enhancement	SmartImage game
Display colours	16.7 M
Effective viewing area	597.9 (H) x 336.3 (V) mm
Scanning Frequency	30 - 83 kHz (H) / 50 - 75 Hz (V)
sRGB	Yes

## Connectivity

USB	USB 3.0 x 4
Signal Input	HDMI x 3 VGA (Analogue)
Sync Input	Separate Sync Sync on Green
Audio (In/Out)	HDMI audio out

## Convenience

User convenience	3D/Up Ambiglow/Down SmartImage game/Back Menu/OK
OSD Languages	Power On/Off English French German Italian Portuguese Russian Simplified Chinese Spanish
Other convenience	Kensington lock
Plug and Play	DDC/CI
Compatibility	Mac OS X sRGB Windows 7

## Stand

Tilt	-5/+20 degree
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## Power

On mode	25.94 W (typ.) (EnergyStar 5.0 test method)
Standby mode	0.5 W (typ.)
Off mode	0.3 W
Power LED indicator	Operation - White Standby mode - White (flashing)
Power supply	100-240 VAC, 50-60 Hz External

## Dimensions

Product with stand (mm)	623 x 471 x 197 mm
Product without stand (mm)	623 x 376 x 44 mm
Packaging in mm (W x H x D)	685 x 527 x 142 mm

## Weight

Product with stand (kg)	5.44 kg
Product without stand (kg)	5.00 kg
Product with packaging (kg)	9.25 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	EPEAT Silver EnergyStar 5.0 RoHS Lead-free Mercury Free
Recyclable packaging material	100 %

## Compliance and standards

Regulatory Approvals	BSMI CE Mark FCC Class B GOST SEMKO TCO certified TUV/ISO9241-307 UL/cUL WEEE
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## Cabinet

Colour	Black Cherry
Finish	Glossy

## 3D Requirements

Software	Free Tridef 3D software bundle
PC hardware	Requires AMD/nVidia VGA card* 2D to 3D: Support all VGA cards
Auto 3D	Requires HDMI 1.4a

\* Avoid looking directly at the Ambiglow LEDs as they are very bright and may cause temporary blurred vision.

\* If you experience any discomfort such as dizziness, headache or disorientation, we recommend not watching 3D for extended periods of time.

\* Parents should monitor their children during 3D viewing and ensure they do not experience any discomfort as mentioned above. Watching 3D is not recommended for children under 6 years of age.

\* Please read the instruction manual carefully to learn more about 3D and health

\* For VGA card and other requirements for 3D operation, please visit [www.philips.com/support](http://www.philips.com/support) for further details.



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