

Philips  
LCD monitor

**E Line**  
25" (63.4 cm)  
Full HD (1920 x 1080)

**257E7QDSW**



## Vivid colors, crisp details

in an elegant design

This brilliant wide view display offers vivid colors and crisp details wrapped in an elegance-inspired design for a light and fresh face in any home or office.

### **Superb Picture Quality**

- AH-IPS display gives awesome images with wide viewing angles
- 16:9 Full HD display for crisp detailed images
- Less eye fatigue with Flicker-free technology
- SmartContrast for deep black level details
- SmartImage Lite for easy optimized image settings

### **Elegant Design**

- Narrow border display for seamless appearance
- EasySelect menu toggle key for quick on-screen menu access
- Elegant, slim design complements your home decor

### **Experience immersive multimedia**

- MHL technology for enjoying mobile content on big screen

### **Greener everyday**

- Low power consumption saves energy bills
- Mercury Free eco-friendly display

# PHILIPS

LCD monitor  
E Line 25" (63.4 cm), Full HD (1920 x 1080)

# Highlights

## AH-IPS technology



AH-IPS displays use an advanced technology which gives you extra wide viewing angles of 178/178 degree, making it possible to view the display from almost any angle. Unlike standard TN panels, AH-IPS displays gives you remarkably crisp images with vivid colors, making it ideal not only for Photos, movies and web browsing, but also for professional applications which demand color accuracy and consistent brightness at all times.

## 16:9 Full HD display



Picture quality matters. Regular displays deliver quality, but you expect more. This display features enhanced Full HD 1920 x 1080 resolution. With Full HD for crisp detail paired with high brightness, incredible contrast and realistic colors expect a true to life picture.

## Flicker-free technology



Due to the way brightness is controlled on LED-backlit screens, some users experience

flicker on their screen which causes eye fatigue. Philips Flicker-free Technology applies a new solution to regulate brightness and reduce flicker for more comfortable viewing.

## SmartContrast



SmartContrast is a Philips technology that analyzes the contents you are displaying, automatically adjusting colors 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.

## 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.

## UltraNarrow Border



The new Philips displays feature ultra-narrow borders which allow for minimal distractions and maximum viewing size. Especially suited for multi-display or tiling setup like gaming,

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graphic design and professional applications, the ultra-narrow border display gives you the feeling of using one large display.

## EasySelect Menu Toggle Key



The discreetly placed EasySelect Menu Toggle Key allows you to make quick and easy adjustments to monitor settings in the On-Screen Display menu.

## 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 you can 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 half way.

## 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 reduces the environmental impact of the display throughout its life-cycle, from manufacturing to disposal.



# Specifications

## Picture/Display

- LCD panel type: AH-IPS LCD
- Backlight type: W-LED system
- Panel Size: 25 inch / 63.4 cm
- Effective viewing area: 552.96 (H) x 308.64 (V)
- Aspect ratio: 16:9
- Optimum resolution: 1920 x 1080 @ 60Hz
- Response time (typical): 14 (Gray to Gray) ms
- SmartResponse (typical): 5 (Gray to Gray) ms
- Brightness: 250 cd/m<sup>2</sup>
- Contrast ratio (typical): 1000:1
- SmartContrast: 20,000,000:1
- Pixel pitch: 0.288 x 0.285 mm
- Viewing angle: 178° (H) / 178° (V), @ C/R > 10
- Flicker-free
- Picture enhancement: SmartImage Lite
- Display colors: 16.7 M
- Scanning Frequency: 30 - 83 kHz (H) / 56 - 76 Hz (V)
- MHL: 1080p @ 30Hz
- sRGB

## Connectivity

- Signal Input: VGA (Analog), DVI-D (digital, HDCP), MHL-HDMI (digital, HDCP)
- Sync Input: Separate Sync, Sync on Green
- Audio (In/Out): HDMI audio out

## Convenience

- User convenience: Power On/Off, Menu, Volume (HDMI Audio out), 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, VESA mount (100x100mm)
- Plug & Play Compatibility: DDC/CI, Mac OS X, sRGB, Windows 8.1 / 8 / 7

## Stand

- Tilt: -5/20 degree

## Power

- On mode: 20.67 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 (blinking)
- Power supply: External, 100-240VAC, 50-60Hz

## Dimensions

- Product with stand (mm): 577 x 436 x 213 mm
- Product without stand (mm): 577 x 346 x 49 mm
- Packaging in mm (WxHxD): 633 x 503 x 138 mm

## Weight

- Product with stand (kg): 3.73 kg
- Product without stand (kg): 3.48 kg
- Product with packaging (kg): 5.77 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: 50,000 (excluding backlight) 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: CE Mark, FCC Class B, VCCI, C-tick, CCC, CECP, CU, SASO, KUCAS, cETLus, SEMKO, TUV/ISO9241-307, EPA, WEEE, PSB, TCO certified

## Cabinet

- Color: White
- Finish: Glossy



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\* This Philips display is MHL certified. However, in case your MHL device does not connect or work correctly, check with your MHL device FAQ or vendor directly for direction. The policy of your device manufacturer may require you to purchase their brand specific MHL cable or adapter in order 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 complete list of MHL-enabled products refer to [www.mhlconsortium.org](http://www.mhlconsortium.org)

\* Smart response time is the optimum value from either GtG or GtG (BW) tests.

\* "AH-IPS" word mark / trademark and related patents on technologies belong to their respective owners.