

New widescreen 23" Philips LCD maximizes productivity of high-end computer users; allows side-by-side viewing of multiple documents and applications with perfect clarity

Thanks to its extra-large 23" widescreen display with an ultra-high 1920 x 1200 resolution for optimum detail rendering, the new 230W LCD monitor from Philips brings a breathtaking visual experience to high-end computer applications. The extra-large display area presents more data than ever on-screen, allowing effortless side-by-side viewing of multiple applications and document windows with perfect clarity.

With this amount of information available simultaneously on-screen, the 230W makes a significant contribution to increasing users' productivity, especially when they are working in data-rich environments such as financial and business administration, publishing and graphic arts, legal firms, insurance companies, engineering and architectural design, document management and many similar areas. In all these fields the ability to view two open documents or applications at the same time is a powerful aid to productivity, enabling users to compare and edit figures, text and graphics, to transfer information between applications, and to deal more efficiently with their information.

PIP for simultaneous video and application display

The 230W monitor even incorporates a PIP (Picture In Picture) function that allows for example a video program to be viewed in a sizable window at the same time as a PC application is displayed in the main screen area. An optional A/V module is available to interface external video devices to the 230W monitor, for example to allow a training movie or DVD to be viewed at the same time as corresponding data in a PC application such as a text or presentation file. Alternatively the extra-large screen can be used as a single display area, for example to give CAD/CAM designers an unprecedented overview of their designs, with the ability to zoom-in instantly and with exceptional clarity to rich detail views, and to see detailed graphic designs, page layouts or spreadsheets.

Built-in Universal Card Reader allows offline image viewing

Giving users further enhanced access to extensive data resources, the 230W monitor has a built-in UCR (Universal Card Reader) providing 6-in-1 reading facilities for all popular kinds of card media such as Compact Flash and flash memory cards and memory sticks. This allows pictures taken with a digital camera to be viewed on the monitor. The 230W monitor also has a USB 2.0 hub allowing convenient, instant connection of all kinds of USB devices, plus a front-facing USB slot for the easiest possible transfer of information from a USB key memory.

SmartManage for online status monitoring

An especially useful feature of the 230W monitor for corporate users is Philips' new SmartManage (Philips asset management applications), which enables IT managers to monitor the status of all their monitors equipped with this feature on-line. This significantly enhances security by allowing instant on-line scanning of all connected assets, regardless of whether they are in use, in sleep mode or even powered up at all.

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Smart Manage additionally allows on-line monitoring of monitor status and performance, including serial number, run time, user settings, power saving mode and more. IT managers can also send instant messages to all their monitor users, and carry out centralized adjustments of the monitor settings.

High display specifications

The high display specifications of the 230W monitor ensure brilliant, information-rich images with high contrast and excellent color rendering. The monitor has a contrast ratio of 500:1 and a high brightness of 250 nits, with a fast response time of 16 ms. The wide viewing angle of 176° optimizes working efficiency and allows excellent visibility when sharing images with groups of colleagues. Complementing its outstanding display performance, the 230W includes built-in speakers, producing a complete solution for optimal monitor usage at the workplace.

Built-in Kensington anti-theft lock socket

Further enhancing security, the 230W monitor has a built-in Kensington anti-theft lock socket. When used in combination with a corresponding Kensington lock this greatly reduces the possibility of workplace theft.

The 230W monitor has a triple input, including VGA analog (D-Sub) and DVI-I inputs. This allows the user to experience the superior display quality of a true digital monitor with bright, sharp images and truer color representation, while also maintaining support for traditional analog signals.

The new 230W 23" LCD monitor is scheduled to be introduced in March 2004.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 31.8 billion in 2002. It is a global leader in color television sets, lighting, electric shavers, medical diagnostic imaging and patient monitoring, and one-chip TV products. Its 166,500 employees in more than 60 countries are active in the areas of lighting, consumer electronics, domestic appliances, semiconductors, and medical systems. Philips is quoted on the NYSE (symbol: PHG), London, Frankfurt, Amsterdam and other stock exchanges. News from Philips is located at www.philips.com/newscenter.