

## **Final DRAFT**

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### **New 30" Large Display Monitor from Philips provides an easy-to-manage, cost-effective solution for numerous public display applications**

With the new 30" Large Display LCD Monitor Philips offers business and professional users an outstanding solution for many different public display applications. Not only does the new 300WN5 provide excellent, high-resolution display quality, it also fully meets professional users' demands for easy, productive implementation and management and an unbeatable cost of ownership proposition.

This new Large Display Monitor is the ideal choice for use in many situations like railway stations and airports, stock exchanges and banks, shopping malls and department stores, corporate boardrooms, hotels and congress centers, government buildings and educational institutes and many others.

#### **Built-in management of multiple-display networks**

Management of multiple-display networks is made easy by the 300WN5's built-in networked controllability via an RS232 interface. This allows remote control of each individual monitor's settings and performance, on/off switching and monitoring of run times. The resulting ability to manage all installed monitors from a single point saves time and trouble, maximizing productivity and minimizing the need for manual intervention.

#### **Optimum display performance across the network**

Display performance across the network is further enhanced by automatic brightness adjustment, ensuring that each monitor constantly delivers maximum image quality regardless of the ambient lighting conditions at the location where it is installed. Automatic overheat warning, also via the RS232 interface, safeguards operation and enables IT staff to respond quickly when required, without the need for time-consuming manual monitoring.

#### **Low total cost of ownership**

Low total cost of ownership is a vital benefit of the 300WN5 Large Display Monitor. Although the initial cost of this LCD monitor is slightly higher than Plasma displays of a comparable size, lifetime is 2.5 times longer. This drastically reduces the total cost of ownership compared with Plasma displays.

#### **Reduced power consumption**

On top of that, the 300WN5's TFT LCD technology has a significantly lower power consumption than a comparable Plasma display. Especially in multiple-display installations with long or even round-the-clock operating hours, the reduced energy requirement adds up to major lifetime cost savings. Power consumption is further moderated by the 300WN5's built-in intelligent power management, which ensures optimum use of energy under all operating conditions. The hidden control button and remote control lock also contribute by preventing unauthorized changes in the monitor settings.

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### **High resolution and excellent display performance**

The versatile connectivity and excellent display performance of the 300WN5 Large Display Monitor contribute to an outstanding viewing experience and powerful communication of the desired information with the target audience. The high 1280 x 768 WXGA resolution and wide 176° viewing angle ensure excellent image quality and legibility to passers-by and groups of viewers, while DCDi™ de-interlacing technology gives superior display of moving images.

### **Robust and enduring design**

The 300WN5 features a full metal casing which can endure the most demanding environmental challenges in public display applications. In addition to a hardened panel surface, there is also a protective cover option to prevent accidental scratching or damage to the panel surface. Finally, the built-in thermal sensor can protect the 300WN5 from overheating after extended periods of operation in and in high-temperature environments.

### **Connection to a wide range of sources**

The 300WN5 can be connected to a wide range of sources, making it easy to present virtually any video content. Connection facilities include CVBS, S-video, SCART, YPbPr (Component input) and RF (TV antenna input). The 300WN5 is also ready for HDTV display, with the ability to handle 480i, 480p, 576i, 576p, 720p and 1080i formats. The TV model supports Teletext (for the European market) and Closed Caption (for the NAFTA market), and also offers Parental Control facilities.

Thanks to its unique combination of low total cost of ownership and full networked management facilities with excellent display performance and connectivity, the new 300WN5 Large Display LCD Monitor offers a highly flexible and cost-effective solution for numerous professional public display applications. This new display model will be available from the first quarter of 2004 onwards.

### **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](http://www.philips.com/newscenter).