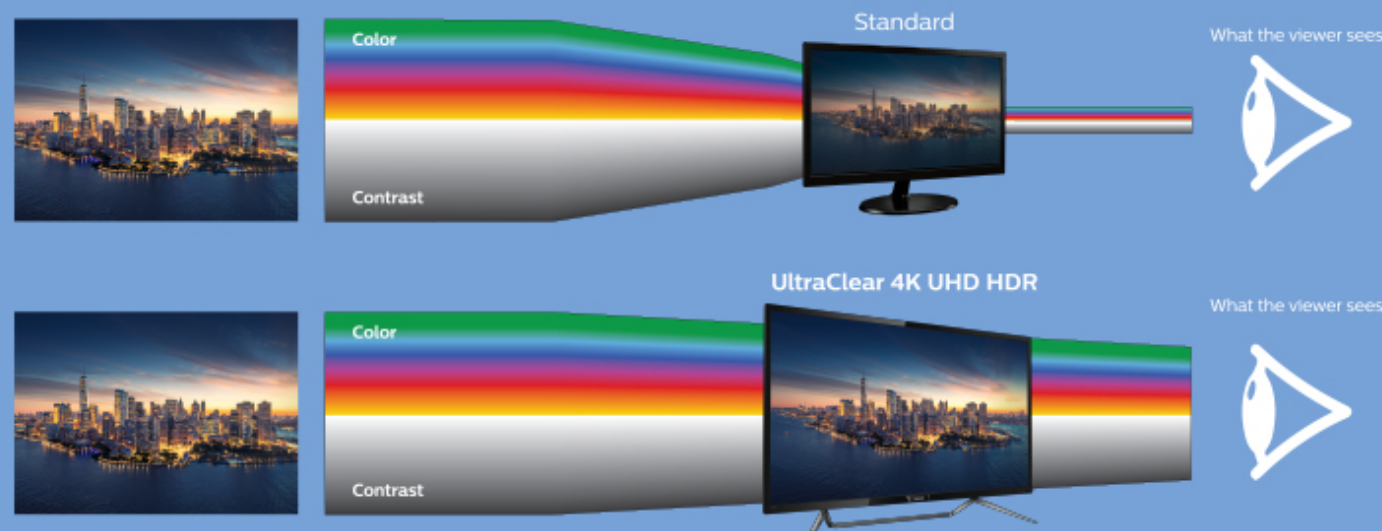


Philips monitor is world's first to gain top HDR rating

As the first screen in the world to meet the gold VESA DisplayHDR 1000 standard, the Philips 436M6VBPAB is officially front of the pack.

It's official, the new Philips 436M6VBPAB monitor offers the best possible picture quality imaginable – as the first ever display to achieve VESA's top-rated DisplayHDR 1000 standard.

Sounds impressive, but what does it mean?



HDR (High Dynamic Range) screens have recently led the way over older displays, offering a far more realistic picture – however, consumers didn't really know what they were getting, without any recognised, transparent trial for comparing HDR monitors, or testing manufacturers' competing claims.

In late 2017, the industry-leading Video Electronics Standards Association (VESA) launched the world's first impartial HDR rating process, clinically testing top-performing monitors to award certificates in three official standards: DisplayHDR 400, DisplayHDR 600 and DisplayHDR 1000.

No monitor was deemed good enough for the top-tier DisplayHDR 1000 certification – until the Philips 436M6VBPAB arrived. After gaining the prestige certificate following testing in April 2018, the 436M6VBPAB is now available across the APAC region, and the wait is finally over for enthusiasts seeking DisplayHDR 1000 ultimate performance.

How HDR changed the game



HDR has become a new buzzword, but what does it actually mean? Crudely put, higher dynamic range means more visible detail (at any resolution and screen size).

HDR creates more life-like pictures by analysing every part of the complete image, and intelligently adjusting the colour and brightness of every point on the screen to reveal more detail with vivid realism, especially in areas of glaring brightness and dark shadows.

Better HDR displays can conjure a brighter picture, which in turn means greater contrast between light and dark, with more variation in between, for a better range of tonal shades. At the same time, a wider range of available on-screen colours ensures more comprehensive colour differentiation, and much smoother blending of hues, to produce a more vibrantly realistic image.

The VESA HDR testing process examines eight key characteristics of display performance. The Philips 436M6VBPAB is the first display to achieve the new gold standard for screen quality, the DisplayHDR 1000 stamp. Boosted by an extraordinary peak brightness capacity of 1,000 nits, the 436M6VBPAB delivers striking intensity, deep contrast and vibrant colours that have been officially recognised as unrivalled.



The VESA DisplayHDR 1000 certificate cements the leading market vantage of Philips Momentum monitors, confirming a commitment to delivering innovative products capable of satisfying even the most demanding segments of the market.

And there's more

World-leading display performance isn't our only global recognition for excellence. The sleek design of the new Philips Momentum Line has been honoured with the Red Dot award: Product Design 2017, as well as picking up the Computex d&i Award in Taipei.

The 436M6VBPAB has also attracted note thanks to other remarkable features, like 4K UHD resolution (3,840 x 2,160 pixels), Quantum Dot Technology and Ultra-Wide Color that delivers 97.6% of DCI-P3 and 103% of the NTSC colour gamut. Meanwhile, gamers can enthuse about 4ms GtG response time with SmartResponse and Adaptive Sync technology, combined with Low Input Lag to ensure smooth graphics however fast the action is rolling.



reddot award 2017 winner

4K Ultra HD

ambiglow

Ultra Wide-Color

VESA CERTIFIED DisplayHDR 1000

Quantum Dot Color

Apart from the screen itself, Ambiglow adaptive lighting expands the dominant screen colours into the living space for a more immersive ambience – as does clean, controlled audio thanks to DTS Sound. MultiView functionality allows users to connect and view more than one device at the same time (split screen or in a smaller window), while a remote control lets viewers lounge back and relax into home entertainment.

Philips Monitors

Philips was founded as far back as 1891 in the Netherlands, and has since engaged in more than a century of innovation and entrepreneurship.

Thanks to the company developing timeless business values, Philips has become one of the most highly recognized and trusted brands in the world today. This comes from a tradition of caring about people's needs, innovating based on ever-changing insights, and working to make a positive change in people's lives – traditions as meaningful now as they were in the company's beginnings.

Philips monitors stand for excellent picture quality, and providing innovative solutions to problems people really care about. To reflect this Philips commitment, Philips has created the slogan: 'Innovation and You'. – See more at www.philips.com

