



A cinematic experience



Ever wonder why watching a film at the cinema theater is so much more entertaining than on your home TV? It feels like you're really part of the action, part of the experience. The main reason for the difference is that the 21:9 size and ratio of the movie screen mimics that of our own peripheral vision, providing a more immersive viewing experience.

This 'cinematic viewing' experience is difficult to replicate at home. Even the largest conventional TV screen cannot provide the total immersion that we enjoy at a cinema because when it comes to watching a movie, the viewing experience isn't determined by screen size. Movies at the theater fill the entire screen. The images reach right out

to the very limits of the screen – and to the limits of our peripheral vision. The images surround us in such a way that we actively 'feel' along with the characters in front of us. This cannot be achieved even on a conventional 16:9 widescreen TV at home without moving to a 'letterbox' view or losing the full scope of the original shot.

That is until now. Philips has just released the world's first cinema-proportioned LCD TV – the Cinema 21:9. In combination with Philips' Ambilight technology, accurately matching on-screen content to extend the picture beyond the confines of the TV screen, Cinema 21:9 delivers the most immersive home viewing experience possible. 