

The Ultimate Home Cinematic 21:9 Viewing Experience

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Cinema 21:9 by Philips

(PhysOrg.com) -- Imagine yourself, watching true Cinema 21:9 LCD TV in the privacy of your own home! Philips is the first to come out with Cinema 21:9, as other manufactures are sure to follow in their footsteps. But Philips has taken their Cinema 21:9 one step further with Complimentary three-sided Ambilight Spectra that accurately matches on-screen content to extend the picture beyond the confines of the screen.

As we all know watching a movie in the Cinema is a completely different experience than watching the same movie on a 52" wide screen

home TV. The Cinema 21:9 stretches our peripheral vision to totally immerse us in the viewing experience on the screen.

Video: A comparison demo between 16:9 and Cinema 21:9 viewing.

A Cinematic viewing experience is very difficult to replicate on a large 16:9 screen without moving to a letterbox view. And you will still be losing the Cinema experience of the director's original film shot. Philips now opens a whole new era of Cinema movie watching that will have other manufactures competing in the Cinema 21:9 market.

Now regular 16:9 content from TV broadcast and game consoles has been adapted to fill the 21:9 screen. This has been accomplished by using highly advanced formatting technology adapted by Philips.

To see a comparison between 16:9 and Cinema 21:9 viewing experience, watch the short demo video (above). This video will demonstrate how movie content is viewed between both aspect ratios.

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