

Statement piece *Philips TV launches their most luxurious OLED TV*

Amsterdam, 3 November 2017 - If you have been looking for a new item to upgrade your interior or a perfect stylish masterpiece to put on your wall, then your hunt is over. The new Philips OLED 973 TV is the game changing item for your home. The television is a beautiful piece of furniture that looks as stunning as the images it recreates. Its sleek and designful exterior combined with smart cutting edge tech features like OLED technology, P5 Perfect Picture engine and three-sided Ambilight will bring your living room to life and turn your TV into art.



Centrepiece

Outstanding leads the way when it comes to this new Philips TV. Due to OLED technology combined with the P5 Perfect Picture engine this icon TV is top of the bill when it comes to spectacular sharpness and extremely accurate and vibrant colours, featuring brighter brights and deeper blacks. Due to the combination of state-of-the-art technologies this centerpiece delivers consistent brightness, color and contrast, whether you're watching on the couch in your livingroom or doing some binge-watching next fall series of Designated Survivor in your bedroom. The new TV from Philips offers an emersive viewing experience where colours come to life like never before.

Design to the max

Beauty is in the eye of the beholder but with the OLED 973 TV there's no doubt, this eyecatcher turns every interior into a sharpdressed living. The new television range displays a renewed, awardwinning European design. Keywords are stylish, high-end, elegant, sustainable, natural and classy. Chief Designer Rod White explains what inspired him in creating this new center piece:

"Our new Philips flagship OLED 973 65" introduces the next step in European Design. An incredibly slim glass plate suspends the OLED panel with its integrated 3 sided Ambilight solution, above the base. Leveraging Danish Kvadrat speaker fabric for the powerful sound solution within the smart base both delivers incredible sound performance, as well as

allowing this cutting edge TV to easily fit into your home. The 973 OLED comes with our new simplified Remote Control which comes with a unique form factor, a minimal number of buttons and utilises the power of Android voice control for the best possible content navigation.” – Rod White, Global Chief Designer – Philips TV

Another advantage of the OLED technology is that it makes the screen of the 973 extraordinarily thin across its frame. Another big design feature is the integrated 6.1 high-end 60W sound system within the stand of the TV. This soundbar can be placed underneath the television or mounted on a wall. Philips TV used beautiful natural materials throughout and this results in a sleek, minimalistic sophisticated style-icon.

Viusual awesomeness

The new OLED TV also boasts Ambilight integration. The three sided Ambilight Spectra XL system enhances the exceptional color vibrancy and huge contrast and creates the best viewing experience there is at this moment. The Ambilight LED-lights at the back and on the sides of the TV not only boost the color, contrast, action and suspense on your TV-screen but also creates an exceptional atmosphere on your wall. Nice to know, you can choose to turn it off as well and also customize the level of lightning that suits your room, meaning that you could bring your living room to life using the Ambilight for mood lighting even when the television is turned off. Life is too short to be boring, so In short, this new Philips TV is the smartest and coolest looking TV around.

About TP Vision:

TP Vision is a dedicated TV player in the world of visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets in Europe, Russia, Middle East, Brazil, Argentina, Uruguay, Paraguay and selected countries in Asia-Pacific. We do this by combining our design expertise and innovative Philips TV heritage with the operational excellence, flexibility and speed of TPV Technology. With these combined strengths, we bring high-quality TV sets to the market: smart and easy to use with sophisticated styling. We believe in creating products that offer a superior TV experience for consumers. With Philips TVs, TP Vision is a global leader in the hospitality market. TP Vision is the exclusive brand licensee of Philips TVs for the above listed countries. The TV Company is 100% owned by TPV, the world's leading monitor and LCD TV manufacturer, selling and marketing Philips branded TVs in China. The TPV Group has been able to drive its growth over the years by leveraging its economies of scale and core competencies in R&D, manufacturing, logistic efficiency and quality. TP Vision employs close to 2,000 people in several locations around the globe.

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