

Pitch black is the new black

Philips TV introduces its OLED 4K TV with Ambilight

25 November, 2016 - Stylish, immersive and high-end - Philips TV presents its OLED 4K TV with Ambilight Due to its skinny aluminium frame, meticulously crafted proportions and floating design this new TV is the perfect centrepiece for any stylish interior. The combination of OLED and Philips TV's unique Ambilight technology makes it a true innovation: black turns into pitch black, colours become alive and light effects on the back wall make the screen look even bigger. Watching your favourite show or series has never been so stylishly tempting. The Philips OLED 4K TV is available in stores for €2.999*1. For more info please visit: <http://philips.com/oled-tv>



Rod White, Chief Designer at Philips TV: “For our OLED 4K TV with Ambilight, we managed to harness the latest lifestyle and aesthetical trends in one product. There was a need for designs to express durability through quality materials and for products to be more long-lasting than show off. For the OLED we built off that trend by using materials such as aluminium and utilised steel, expressing craftsmanship with refined proportions and finishings. This allows the OLED to enhance the most modern of domestic settings while still delivering the high end performance that is expected. After several years working on OLED designs, waiting for the technology to mature, together with our mechanical innovation team we are now proud to present our 4K OLED TV with Ambilight.”

The bold and the beautiful

Philips newest model is the world’s only OLED 4K TV with both Ambilight and Android TV. Each pixel in the OLED screen makes its own colour and light – and when they’re off, they’re completely black. With deeper blacks you get enhanced colours and therefore astonishing contrast that allows viewers to enjoy the most lifelike image produced from a Philips TV yet. This, combined with the Ambilight effect spreading amazing colour across the room, Android for endless entertainment, six front-firing speakers and a powerful rear subwoofer, creates an unprecedented experience. The new Philips OLED 4K TV with Ambilight is truly bold and beautiful.

- OLED Panel with wide color gamut
- Perfect Pixel Ultra HD Engine
- HDR Perfect performance
- Three sided Ambilight uniquely enhances OLED
- Quad Core powered by Android TM
- Integrated 6.1 Sound system
- High-end European Design with real materials

- END PRESS RELEASE -

About TP Vision

TP Vision is the exclusive brand licensee of Philips TV and 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.

*1 Please find below an overview of the availability and price of the Philips 4K OLED TV in a selection of markets:

NL Available now for 2999 EUR

DE Available now for 2999 EUR

FR Available now for 2999 EUR

IT Available as of January 2017 - 2999 EUR

UK Available as of January 2017 - 2999 £

For more information on the Philips 4K OLED TV with Ambilight please visit our website:

<http://philips.com/oled-tv>

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ABOUT PHILIPS TV

Discover more details, photos and specs of world's only OLED 4K TV with Ambilight and other high-quality TV sets.

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