

# Sharp dressed set

Sleek, slender and smooth Black Star leads the new Philips TV range

**The new Philips TV range is dressed for success. Hero of the day is Black Star, the exciting fine frame everybody wants to see. Sleek, slender, and smooth: this new baby is pure eye candy. Rocking Ambilight and Ultra HD technologies, Black Star brings living rooms to life. Just like the rest of the gang, Black Star sways with spectacular sharpness and an extremely rich colour palette, featuring the blackest of blacks. The result is an overall 50% performance improvement when it comes to source correction, sharpness, colour and contrast . This new Philips TV range is European premium design to the max, adding style and sophistication to every interior.**

## **Eye candy**

Black Star is Philips' second 55" OLED and UHD Premium set, turning black into pitch black. The Star touches you in places where your eyes are most sensitive: motion, contrast, colour, sharpness and source. Colours come to life and the Ambilight makes the screen look even bigger. Black Star says: size matters. The other members are just as smooth. The Philips 7502 is known as 'Pixel Precise', sporting a 4K Ultra Slim LED picture with an articulation of sound that goes unparalleled. Also ready to take home are the 'Ultra High Def' Philips 6412, and 'Floating 4K' – the Philips 6482 Ultra Slim LED TV. This is true eye candy.

## **Long lasting, not show-off**

The new Philips TV range displays a renewed, refined, European design. Chief Designer Rod White explains: “Consumers are coming out of the recession, yet feel the need to keep a certain sobriety. Our task was to create designs appropriate for these consumers, who generally appreciate a more minimal interior and display selective buying habits, trying to reduce the clutter. Key words for them are elegant, sober, sustainable and classy. With respect for technique and craftsmanship, that is. Therefore, our new design is sophisticated and long lasting, rather than show-off”. The razor thin chassis and the extremely tight dimensions and fit, within the super thin narrow bezel, are hallmarks of Philips’ ‘visual lightness’ design philosophy, allowing a near seamless connection to the three-sided Ambilight technology.

### **Philips TV. Looks better.**

The new TV range is introduced with a new positioning, ‘Philips TV. Looks better.’. The new range includes the following samples and sizes:

- 6412 – available in screen size: 43” 49” 55” 65”
- 6482 - available in screen size: 49” 55”
- 7502 - available in screen size: 49” 55” 65”
- 9002 OLED - available in one screen size: 55”

The entire Philips TV 2017 collection will become available in stores within the following 4 months. For more information, please visit [www.looksbetter.eu](http://www.looksbetter.eu).

### **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. TP Vision employs close to 2,000 people in several locations around the globe and is 100% owned by TPV, one of the world's leading monitor and LCD TV manufacturers, selling and marketing Philips branded TVs in China. TPV 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.

#PhilipsTV

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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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