

EISA Crowns Philips OLED TVs as outright winners for the third consecutive year

**OLED 804 wins Best Buy OLED Award,
OLED+984 wins Home Theatre TV of the Year**

Amsterdam, August 15th, 2019 – Philips OLED TVs are officially setting the standard for the third consecutive year in a row, having again been recognised as outstanding with the latest win of two 2019 awards from the global judges at EISA (Expert Imaging and Sound Association).

The EISA Awards have been selecting the very best sound and imaging products for over 35 years and are unique in being judged by technical specialists from 55 expert magazines from 29 countries around the globe – representing the largest collaboration of tech gurus in the world of consumer electronics.

EISA will officially present the 2019 – 2020 winners with their awards during the Berlin IFA Show - the world's largest consumer electronics fair, 6th – 10th September 2019.

Philips OLED and OLED+ Share the love



Philips continuous work in developing its proprietary P5 picture processing technology has once again reaped the rewards, with the new, third generation of the P5 engine helping the 55OLED804 model to win the **Best Buy OLED Award**.

While Philips TV's exclusive partnership with world's leading audio specialists

Bowers & Wilkins also received top billing for a second year with the jointly developed 65OLED+984 model, winning the **Home Theatre TV of the Year** for the superb combination of market leading picture and sound quality.

The Best Buy OLED award winning 804 will be offered in 55" and 65" sizes and will be available to buy from August 2019.

Commenting on the new OLED 804, the EISA judges said: *"Philips brings OLED image expertise and design flair to an affordable price point with the 55OLED804. At its heart beats a new iteration of the brand's P5 engine, now a dual chip design. Delivering improvements to shadow detail and colour handling – this 55" model is a superb performer.*

OLED+ products represent the pinnacle of the Philips range thanks to offering the ultimate in picture quality, from the 3rd generation P5 processor, in combination with outstanding sound from integrated Bowers & Wilkins developed bespoke sound systems. As the Home Theatre TV of the year 2019-2020 the Philips' flagship 65" OLED+984, will be officially

launched at the Berlin IFA Show, on the 5th September, and will be available to buy from mid-September 2019.

Commenting on the new OLED+984, the EISA judge said: *“With its 65” screen and show-stopping audio, Philips’ top-of-the-range OLED TV delivers an irresistible cinematic experience. Key to its impact is the Bowers & Wilkins designed sound system, which utilises the brand’s bespoke tweeter-on-top technology in conjunction with a left/centre/right driver array to produce dynamic, full-range sonics expanded by Dolby Atmos processing. No other flatscreen TV sounds quite like it! “*

Be sure to be one of the first to experience the exceptional picture and sound quality of the Home Theatre TV of 2019-2020 by visiting Philips TV & Audio at its Berlin IFA stand in Hall 22.

**** END**

About TP Vision

TP Vision is a consumer electronics key player in the world of audio-visual digital entertainment. TP Vision concentrates on developing, manufacturing and marketing Philips branded TV sets (Europe, Russia, Middle East, South America, India and selected countries in Asia-Pacific) and audio products (all around the Globe). We do this by combining the innovative Philips brand heritage with our design expertise, 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 audio and visual 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 and, on the global stage for the Philips audio products. 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.

Follow us also on Twitter:

[@TPVision](https://twitter.com/TPVision)

Media contact:

Andrew Burslem

Tel: +44 208 682 9040

E-mail: global.pr@tpvision.com

More information on Philips TV: [Philips.com/tv](https://philips.com/tv)

The content in the news releases is accurate at the time of publication but may be subject to change without notice. All trademarks mentioned in this news release are the property of their respective owners.

For additional materials, photos, videos, footage please see links below:

High res images: <http://www.tpvision.com/image-library/>

