

Philips TV announces two new OLED+ sets that redefine the concept of true Premium TV

Philips TV and Bowers & Wilkins combine to extend TV's performance boundaries once again

- Two new flagship OLED+ models to be launched at IFA
- The latest 2019 OLED panels and 3rd Gen P5 combine to offer exceptional PQ
- 65" OLED+984 features audiophile quality Bowers & Wilkins sound system
- 55" & 65" OLED+934 features multi-speaker Bowers & Wilkins sound system including Dolby Atmos "elevation speakers"
- Best of European design with Kvadrat cloth and metal
- Android TV – version 9 Pie featured with Google Assistant built-in
- Works with Amazon Alexa
- Dolby Vision, HDR10+ & HDR10
- Dolby Atmos decoding on board
- Four-sided Ambilight for the OLED+984, three-sided for the OLED+934

Berlin, September 5, 2019 - One of the highlights of IFA2018 was the launch of the Philips OLED+903, the first TV to benefit from the unique and exclusive partnership between Philips TV, leaders in TV picture quality – and legendary British audio product company Bowers & Wilkins.

For IFA2019 the two brands will combine to push the boundaries once again with two new OLED+ models that will redefine the definition of Premium TV - the **Philips OLED+934** and **OLED+984** (already winner of the **EISA Best Home Theatre TV 2019** award).

The OLED+934 and OLED+984 both feature the latest OLED panels and 3rd generation P5 processing suite which extend PQ performance even further, bringing improved noise reduction, better sharpness, more accurate colours and skin tones and better contrast to all sources.

The 3rd Gen P5 processing suite also has the power to bring PQ improvements to Philips TV's unique Perfect Natural Reality feature, plus better overall HDR performance for both HDR10 & HDR10+ sources and, for the first time, can further compliment Dolby Vision enabled content.

The new sets also continue their predecessor's trend of offering the best in European design, finished with authentic materials including Kvadrat cloth, glass and metal.

The best audio is now even better

The audio performance of the OLED+903 was all the more remarkable given the need for the sound system to fit within the limited space of the set's already existing chassis.

For the **OLED+934** and **OLED+984** the engineers at both brands were able to jointly begin work from the initial concept stage, allowing new sound systems to be developed that elevate the sector's performance to a whole new level.

Unlike the 903, both sets now mount multiple-driver speaker systems into physically separate, acoustically optimised, rigid external enclosures that feature many of the design principles and proprietary technologies common to all Bowers & Wilkins audio products.

Dolby Atmos decoding is included on both sets with the OLED+934 being Philips' first TV to feature upward-firing Dolby Atmos elevation units mounted on the top of the speaker enclosure.

OLED+984 – A new class of TV

Available as a 65” model from the beginning of September, the **OLED+984** features the highest PQ performance and the most advanced sound system ever offered on a TV.

The OLED+984’s audiophile quality sound system is mounted in a dedicated cabinet located below the TV. This arrangement allows for both larger drive units and for the system to be driven harder, with the aim to create a larger, more spacious soundstage that tracks dialogue accurately to the centre of the screen while providing a low-distortion, room-filling sound.

The set features many signature Bowers & Wilkins acoustic technologies derived from the company’s world-class loudspeakers, including a central Tweeter-on-Top enclosure.

The Tweeter-on-Top mounting decouples the tweeter from the larger drivers and ensures that high frequency performance is delivered without the blurring associated with cabinet diffraction – caused when tweeters are mounted in larger cabinets.

Inside the main speaker cabinet are three individual ported loudspeaker enclosures, dedicated to the left, centre and right speakers. They each features a 100mm (4”) mid/bass driver.

The left and right-hand enclosures also have decoupled, baffle-mounted tweeters positioned to the far ends of the speaker system to ensure outstanding clarity and detail. The centre tweeter is an example of the Bowers & Wilkins Tweeter-on-Top design, which delivers an accurate, immersive soundstage.

There is also a subwoofer out for even more bass extension if the customer or the room requires it!

In addition to its outstanding acoustic and mechanical advances, OLED+984 features the latest generation Dolby Atmos decoding and processing for spacious audio that combines with the four-sided Ambilight to create the most immersive viewing experience.



OLED+934 – Dolby Atmos reaches new heights

Available from the beginning of September as 55” and 65” models, the **OLED+934** features a separate speaker enclosure that combines with a minimalist metal angled arm to act as the set’s table top stand. As with the OLED+984 there is also a wall mount option.

The Kvadrat cloth covered, rigid speaker enclosure is constructed from thick-wall-section glass-fibre-reinforced ABS, critically braced with internal rib sections to control any unwanted resonance. The design offers twice the volume of the sound system on the OLED+903 which again allows for larger, harder driven drive units.

In addition to four 30mm mid-range drivers, two decoupled 19mm titanium tweeters and a centrally mounted, Flowport-ported 80mm subwoofer, the OLED+934 - as Philips first 2.1.2-specification Dolby Atmos-enabled TV - also has twin 50mm upward-firing Dolby Atmos elevation units mounted on the top of the enclosure to give extra scale, height perception and immersion to the audio reproduction of films, games and sports broadcasts.

The OLED+934 will automatically recognise and decode Dolby Atmos content to deliver the very best results. Alternatively, by engaging Movie mode, the TV will use ‘up-mixing’ with non-Dolby



Atmos content to bring outstanding immersion to older types of content from its elevation drive units.

Philips' three-sided Ambilight technology combines perfectly with the state-of-the-art Dolby Atmos sound performance of the OLED+934 to create the most immersive TV viewing experience ever.

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.

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