

## Philips 805/855/865 OLED TVs on-sale in July

### TV PQ moves up to a new and higher level thanks to 4<sup>th</sup> Gen P5 with AI Functionality

**Amsterdam, June 2<sup>nd</sup>, 2020** – TP Vision has confirmed that the new 800 Series of Philips OLED TVs will officially be on-sale in the UK from July in 55” and 65” versions.

- New Philips OLED805/855/865 sets available as 55”& 65”models to be on-sale in July 2020
- 4th Gen P5 with AI processing ensures market leading picture quality - producing an image so lifelike you feel you could step into it
- 3-sided Ambilight
- Android 9 Smart TV functionality
- Excellent, new design, multi-speaker 50-Watt sound system
- First sets from a premium TV brand to offer DTS Play-Fi surround sound & multi-room connectivity
- Best of European design with real materials including metal and leather
- New premium quality remote control featuring Muirhead responsibly sourced leather
- OLED805 features a new chamfered stand design, finished in dark chrome
- OLED855 series has a new dark chrome central stand angled to the table and, the OLED865 series features the same stand with a wrap of Muirhead leather

Independent, expert opinion agrees; Philips OLED TVs have set the reference standard for picture quality over the past three years – with an incredible 80 ‘Best TV’ reviews and awards across European media in 2019 alone.

TP Vision will seek to build on that success with the launch of the new 2020 OLED805/855/865 models available from July in 55” and 65” screen sizes.

All of the OLED800 series sets will feature the 4<sup>th</sup> Gen P5 processor to build upon the power and numerous processing benefits of the previous generation P5 by adding new, proprietary, Artificial Intelligence functionality to take what was already the best inTV picture quality up to a new and even higher level.



The AI processing does not seek to simply produce even more output from each of the five pillars of PQ (source, colour, contrast, motion and sharpness) but is designed to create a better balance between them to reproduce a much more realistic, natural image that no longer feels like TV but creates images that closely mirror real life.

Philips TV is one of very few brands to support all of the major HDR standards, allowing consumers to access the widest range of HDR content - via disc, set-top box and multiple streaming services.

The 4th Gen P5 AI processor continues to offer better overall HDR performance including for both HDR10 & HDR10+ sources and improves Dolby Vision encoded dynamic HDR content using the special “Dolby Bright mode”.

Philips TV unique Perfect Natural Reality has also been improved to offer better contrast, more depth impression and a more realistic reproduction of reflections - plus better sharpness and more natural and accurate skin tones, all helping to transform SDR content into a true HDR-like picture.

The excellent sound quality of the previous models has been further improved. The 50-Watt system now features a new woofer design with the inclusion of four passive radiators for extra, deeper bass while the two front speakers integrate new mid-range drivers and upgraded tweeters for a cleaner, more detailed performance.

The OLED805/855/865 all feature Dolby Atmos decoding, the Dolby Atmos Virtualizer function and Dolby bass and dialogue enhancement.

Philips TV is also the first premium TV brand to include the DTS Play-Fi feature with its multi-room audio capability within the set - allowing compatible speakers to connect to the television and serve as surround speaker, or as a multi-room extension of the TV audio.

The new sets are equally Smart, featuring Android TV version 9 (Pie) with ease of use guaranteed by both the Google Assistant built-in and Works with Alexa capabilities.

The OLED805/855/865 all share the best in European Design with an ultra slim chassis, edgeless bezels and high-quality metal finish.

The OLED805 features a new stand with chamfered sides, finished in dark chrome. While the OLED855 has a new rotatable, central stand angled to the table – also in dark chrome. The same stand features on the OLED865 but, for the ultimate luxury touch, is wrapped in responsibly sourced leather from Scottish leather specialists Muirhead.

All of the stands are designed to give the impression that the sets are floating above the table-top to express the lightness of OLED.

A new, premium Remote Control with elegant, flush, backlit keys, in a metalized finish has also been included for all three models with the sides and rear of the Remote Control also wrapped in responsibly sourced Muirhead leather.

## About TP Vision

TP Vision Europe B.V. (‘TP Vision’) is registered in the Netherlands, with its head office in Amsterdam. TP Vision is a wholly owned company of TPV Technology Limited (‘TPV’), which is one of the world’s leading monitor and TV manufacturers.

TP Vision is a consumer electronics key player in TV and audio 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 Philips-branded audio products (Globally) under trademark license by Koninklijke Philips N.V. We combine the strong Philips brand with our product development and design expertise, operational excellence, and industry footprint of TPV. We believe in creating products that offer a superior audio and visual experience for consumers.

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