

## **Philips Fidelio relaunch gathers pace Three new products join the premium brand's range**

TP Vision adds new headphones and soundbars to the relaunched Fidelio premium products range.

- Philips Fidelio L3 over-ear ANC headphone plus B95 & B97 soundbars join the premium audio range in the final quarter 2020.
- Products share the Philips Fidelio principles of offering the best balance between outstanding audio performance and premium build quality & design to ensure the maximum owner experience.
- Uncompromised selection of high-quality audio components featured throughout the range.
- Best of European Design featuring real, authentic materials including premium finished metal & Muirhead leather
- Dedicated Philips Sound App to guarantee simple installation and operation.
- Wide support for high-quality audio formats.
- Wide voice control compatibility – including Google Assistant and Amazon Alexa.

**Amsterdam, September 1, 2020** - Having recently re-introduced the Philips Fidelio brand with the launch of the superb X3 headphones, TP Vision has quickly moved to expand the Philips Fidelio range with three new premium products.

Joining the Philips Fidelio range in the final quarter of 2020 will be the new L3 over-ear ANC headphones, and two high performance soundbar products the B95 & B97.

All of the new products share the classic Philips Fidelio hallmarks of featuring bespoke components and advanced technologies to deliver maximum audio performance while in combination with the best of European Design and excellent build quality, including the use of authentic, premium materials.

### **Philips Fidelio B97 Soundbar**

The Philips Fidelio B97 is a slim, 7.1.2 multi-channel configuration sound bar featuring both dedicated Dolby Atmos Elevation drivers and Philips Fidelio's Surround-on-demand technology.

Surround-on-demand allows the B97 to include two detachable wireless speakers that function as part of the left and right channels when connected to the main bar or as dedicated left and right surround channels when separated from the bar and placed elsewhere in the room, for a truly immersive cinematic sound performance.

The B97 system features 17 drivers in total including eight ported 1"x3.5" bass/mid race-track drivers. One racetrack driver is mounted in each detachable speaker and works with a further pair of drivers for either the left and right channels when connected to the main bar. A further two drivers work as part of a dedicated centre channel.

The soundbar also features six 19mm soft dome tweeters, two forward firing plus one side firing and mounted in each of the detachable speakers. A further two angled, side-firing tweeters are hidden in the main body and only become active when the detachable speakers are removed.

For totally immersive sound the B97 also features angled, up-firing 2.5" Doby Atmos Elevation units.



Finally, an 8" bass driver is mounted in a separate wireless sub-woofer and delivers the lowest bass frequencies down to 35Hz.

The B97 also features huge reserves of high-quality power with 500W for the main system and 240W for the subwoofer.

The highest quality, totally immersive, 3D cinema sound performance is on offer thanks to compatibility with both Dolby ATMOS and DTS:X systems while the B97 is one of Philips Sound first products to be IMAX Enhanced Certified.

Easy connectivity is guaranteed by twin HDMI 2.1 connectors with both eARC and 4K pass through. The B97 also offers wireless connectivity via both Bluetooth music and Apple AirPlay plus the soundbar is also part of the Philips Wireless Home system offering easy wireless multi-room connectivity via Play-Fi technology.

Installation and operation is also simple and straight forward thanks to the Philips Sound app and compatibility with both Google Assistant and Amazon Alexa.

## **Philips Fidelio B95 Soundbar**

The Philips Fidelio B95 Soundbar is a sister product to the B97 but in a 5.1.2 format – without Surround on Demand technology.

The B95 features 14 drivers in total including five 19mm soft dome channels – three across the front and two angled side firing - plus three pairs of ported 1"X 3.5" mid/bass 'racetrack' drivers and two angled up-firing Dolby Atmos Elevation units.



The system divides the drivers into dedicated left, right and centre channels to ensure the widest, immersive sound stage with true voice clarity.

The deepest bass, down to 35Hz, is handled by a separate wireless subwoofer with a large 8" driver.

Power supply is an impressive 450W for the main system and 240W for the subwoofer.

The highest quality, totally immersive, 3D cinema sound performance is on offer thanks to compatibility with both Dolby ATMOS and DTS:X systems while the B95 is one of Philips Sound first products to be IMAX Enhanced Certified.

Easy connectivity is guaranteed by twin HDMI 2.1 connectors featuring both eARC and 4K pass through capability. The B95 also offers excellent wireless connectivity via both Apple AirPlay and Bluetooth while the soundbar is also part of the Philips Wireless Home System which offers easy wireless multi-room connectivity via Play-Fi technology.

Installation and operation is also simple and straight forward thanks to the Philips Sound app and compatibility with both Google Assistant and Amazon Alexa.

### **Philips Fidelio L3 Over-ear ANC headphones**

The L3 headphones offer a unique combination of superb audio performance, excellent passive-noise-isolation, exceptional active-noise-cancellation and the ultimate luxurious build and finish.

Top audio performance is guaranteed by the inclusion of large 40mm, bespoke drivers, featuring a unique three-layer construction using TPU (damping material) layer sandwiched between 2 layers of PEEK (a polymer more commonly used for very high-end headphones).



The performance of the driver has been optimized to the rigid, inert driver enclosure via tuning of the thickness of the three layers to adjust the stiffness to damping ratio across the entire frequency spectrum. Great effort has also been taken to ensure excellent passive noise isolation through the careful selection of superior memory foam and a soft, leather covered ear cup cushions.

The Philips Fidelio L3 has a four-mic Hybrid ANC system, with the key criteria of being able to offer the maximum level of noise cancellation without changing the timing & musicality of the headphone's playback – which remains the same whether the system was on or off.

Ultra-reliable connectivity is available via Bluetooth 5.0, with exceptional wireless audio quality guaranteed by compatibility with the Qualcomm aptX HD codec. The L3 also offers Hi-Res Audio playback via a supplied detachable audio cable.

An extra built-in mic is dedicated to removing background sounds to ensure calls are received and made with crystal clear audio.

As with all Philips Fidelio products, the best of European Design is a key element, with the design of the L3 having already won a Red Dot 2020 Award.

A key design focus for the L3 has been to develop both extreme comfort and luxury, visibly represented by the outer metal headband wrapped in Muirhead sustainable leather and with

a soft leather covered inner cushion. The smooth-covered ear-cups – in a circular shape chosen for both better comfort and acoustic performance over the more common oval shape - are suspended by an open aluminium holding frame which, following on from the recent X3, is becoming a Philips Fidelio design identity element.

Ease of use is guaranteed thanks touch controls with swipe, tap, and press action. Alternatively, a Push-to-talk facility allows hands-free, voice assistance via Google Assistant compatibility.

The L3 also offers an excellent battery life, with 35 hours playtime – 30 hours with ANC continually on – and the option of a very quick charge, with a 15 minutes charge-time giving an extra six-hours of use via the supplied USB-C cable.

## **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 Philips 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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