

Philips TV raises the performance bar – once again!

New OLED+935 benefits from the partnership's philosophy of continuous improvement to once again set new standards for performance in the TV market

- New Philips OLED+935 launched as 55" & 65" models in September 2020 and as a 48" version launched in October.
- EISA Best Home Theatre TV 2020 Award winner.
- New 4th Gen P5 with AI Intelligent Dual Picture Engine adds a dedicated AI chip to introduce enhanced AI PQ performance – producing the most natural, realistic and lifelike images of any TV.
- Unique anti-burn-in technology protects the screens of flagship OLED sets
- Audiophile quality, multi-speaker 3.1.2 Bowers & Wilkins sound system combines Dolby Atmos Elevation speakers with unique Tweeter-on-Top technology.
- Four-sided Ambilight – creates unique immersive viewing experience.
- Best of European design featuring Kvadrat cloth, leather, steel and chrome metal.
- Premium quality, intuitive remote control with leather finish
- Filmmaker mode included
- New Pure Cinema and Movie motion modes
- Android Pie/9 Smart TV functionality with updated UI and smooth operation thanks to 3GB of RAM onboard.
- DTS Play-Fi with multi-room audio capability.

Amsterdam September 1st, 2020 - The Philips TV and Bowers & Wilkins partnership has enjoyed another stellar 12 months with the 2019 OLED+ models winning numerous awards and generally being hailed - by trade, media and consumers alike - as setting new standards for both outright TV picture and sound quality.

So, having set such a high standard, what's next?

Both partners share the same philosophy of continuous improvement, and to every part of the product design, which has led to the launch of the new OLED+935; a Philips' TV that set that once again pushes the boundaries for what is possible for both picture and sound quality in the premium TV space.

In fact, the outstanding performance of the OLED+935 has already received official recognition with the set winning 2020 EISA award for the Best Home Theatre TV.

A new and exciting addition to all 2020 Philips OLED TVs was the inclusion of an in-house developed Artificial Intelligence functionality (AI). The OLED+935 now adds a second dedicated AI chip to the



4th Gen P5 processor to offer a new enhanced version of the AI system, using its extra processing power to add new functionality.

AI functionality uses neural networks and machine learning to analyse millions of PQ test clips from a unique database created by the Philips TV development team over the past 30 years.

The AI software does not simply produce even more output from each of the five picture-quality pillars (source, colour, contrast, motion and sharpness) but is designed to create a better balance between them and a much more realistic, natural image that no longer feels like normal TV.

The enhanced AI system has added a new dedicated AI Machine Learn Sharpness function, an improved AI Smart Bit Enhancement system and an improved version of the Perfect Natural Reality (PNR) function.

The new Intelligent Dual Engine version of the processing suit also has the additional power to offer a unique anti-burn-in solution that uses an advanced logo detection function to monitor a grid of 32,400 zones, to very accurately detect static content and gradually reduce the intensity of its local light output and avoid burn-in - and without compromising the output of other parts of the screen.

Philips TV's new system removes the burn-in problem for 95% of static images, including logos and gaming content.

The OLED+935 continues to be one of very few sets to offer support for all of the major HDR formats with the new P5 AI+ processor offering better overall HDR performance - including for HLG and both HDR10 & HDR10+ sources - while also improving Dolby Vision encoded dynamic HDR content using the special '*Dolby Bright mode*'.

Philips TV also continues to be the first premium TV brand to include the DTS Play-Fi feature with its wireless multi-room audio capability within the set.

Sound also reaches new levels

While the enhanced AI system allows the OLED+935 to produce the most accurate, natural and realistic images of any TV, Bowers & Wilkins has ensured that the sound system also reaches new and revolutionary levels of performance.

The OLED+ 935 is the first Philips TV to feature both dedicated Dolby Atmos Elevation drive units and Bowers & Wilkins' unique, central Tweeter-on-Top assembly all mounted in a separate speaker enclosure that combines with a minimalist metal angled arm to act as the set's table-top stand. There is also a longer wall-mount option included with the set.

As with the company's legendary high-end speakers, 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 inside larger cabinets.

The enclosure's rigid speaker housing is constructed from thick-wall-section glass-fibre-reinforced ABS, critically braced with internal rib sections to control any unwanted resonance. The enclosure is now mounted to the panel using a new, stiffer metal mounting plate to further enhance its performance.

The OLED+935 features a total of ten drivers in a 3.1.2 specification, including three 19mm titanium-dome tweeters in a forward-firing left, centre, right (LCR) configuration. All three tweeter assemblies are decoupled from the speaker enclosure for superior performance, with the Tweeter-on-Top mounted in its own rigid, chrome metal enclosure and supporting its partnering mid-range driver unit to create a dedicated centre-channel array.

Tweeter grilles follow the acoustically open design first developed by Bowers & Wilkins for its legendary 800 Series Diamond range.

The tweeters are joined by four 50mm midrange drive units: two mounted centrally and one at each end of the speaker enclosure. The OLED+935 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.

Room-filling bass is provided by a new racetrack-style 100mm x 65mm subwoofer unit, ported to the rear of the speaker enclosure using Flowport technology, as developed by Bowers & Wilkins for its core loudspeakers.

There is also a subwoofer out for even more bass extension should the customer or the room require it.

The OLED+935 will automatically recognise and decode Dolby Atmos content to ensure the very best results. Alternatively, by engaging Movie mode, the TV will use 'up-mixing' with non-Dolby Atmos content to bring outstanding, three-dimensional immersion to older types of content from its Elevation drive units.

Designed to be the best

With a Philips TV premium set you can always guarantee that the best-in-class performance will always be matched by the best in design and the OLED+935 is no exception.

The set features an ultra-slim chassis, edgeless bezels and a high-quality metal finish.

Specially selected, acoustically transparent Kvadrat cloth is featured on the grille across the front of the speaker enclosure while a new metal micromesh fascia is used for the first time on the upper surface of the enclosure, to further optimise the TV's Dolby Atmos performance.

A new, premium remote control with elegant, flush, backlit keys in a metalized finish has also been included, with the sides and rear of the RC wrapped in responsibly sourced leather from Scottish specialists Muirhead.

Four-sided Ambilight technology combines with the superb on-screen images and ultra-slim bezel to create a totally unique, immersive viewing experience. Philips TV has also added to a new 'wellness' feature to the Ambilight system with the Sunrise function now joined by a new Ambilight Sleep mode.



The OLED+935 is also Smart, featuring Android TV version 9 (Pie) and an extended roster of Apps, running smoothly thanks to an internal memory of 3GB. Ease-of-use is guaranteed via a new more intuitive UI and by the inclusion of both Google Assistant built-in and Works With Alexa capabilities.

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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