

TP Vision introduces fifth generation P5 Picture Processing Suite

Enhanced AI technology brings a further refinement to PQ performance for new Philips OLED and mini-LED Ambilight TV's

- 5th Gen P5 picture processing suite to feature on new Philips OLED806 and Phillips Ambilight 9000 mini-LED sets.
- Anti-burn-in technology extended to mid-range Philips OLED models.
- Enhanced AI adds new Film detection category.
- Light sensor operation now 'intelligently' integrated within the AI functionality.
- OLED806 includes new Fast Motion Clarity mode for ultra-realistic motion smoothing with exceptional sharpness.
- HDR10+ Adaptive
- Calman Ready functionality onboard allows auto-colour calibration for optimised colour reproduction.
- HDMI 2.1 functionality included.

Amsterdam 27 Jan 2021 – Following on from TP Vision's best ever year in 2020, when P5 equipped Philips OLED TVs won over 100 Best TV reviews and awards across European media, the company has continued with its policy of continuous development and improvement by introducing a new enhanced 5th generation P5 AI processing suite.

The 5th Gen P5 AI will debut on the new 2021 Philips OLED806/856 Ambilight models and will also feature on Philips TV's first Ambilight mini-LED sets – in the 9636 and 9506 series - and will offer further picture quality improvements by introducing a new Film Detection category while for the first time adding the operation of the set's light sensor to the AI functionality – to produce an even more refined PQ performance across all ambient light conditions.



The in-house developed AI functionality uses neural networks and machine learning to analyse millions of PQ test clips from a unique database created inhouse by the Philips TV & TP Vision's development teams over the past 30 years.

The AI software creates a better balance between the five pillars of PQ (source, colour, contrast, motion and sharpness) by analysing all elements of the content, frame by frame, to reproduce a much more realistic, natural image.

TP Vision's PQ experts have added an additional sixth category, with Film detection joining Landscape/nature, Face/skin tone, Motion/sports, Dark/contrast and Other. The AI function automatically selects the correct category and analyses all five PQ pillars, to adjust the balance between them - in order to create the most life-like image.

The inclusion of Film detection also allows the 5th Gen P5 to automatically 'flag' movies and offer the viewer the option to switch modes – including to a new Home Cinema Mode, Pure Cinema Mode or FMM.

Gamers or sports fans can also select the new Fast Motion Clarity feature, which avoids the ‘sample & hold’ motion blurring effect by continuously writing on screen images line-by-line, for a gradual transition from one image to the next, effectively operating as a scanning backlight.

Fast Motion Clarity (FMC) gives a subtle but ultra-realistic, smooth transition from image to image with increased sharpness but without introducing artefacts and avoids wide-area, field-flicker by running at 100Hz rather than the more usual 50Hz.

Viewers will be offered four settings for FMC: Off, Low, High or AI

Philips TV continues to be one of very few manufacturers to offer support for all of the current HDR formats including HLG and both HDR10 & HDR10+ sources while also improving Dolby Vision encoded dynamic HDR content using the special “*Dolby Bright mode*”.

The latest generation P5 also offers support for HDR10+ Adaptive which combines HDR10+ dynamic metadata with real-time ambient light information to allow automatically optimize brightness levels to the viewing environment on a scene-by-scene basis.

The 5th Gen AI also includes a new measurement meter to ‘intelligently’ incorporate the functionality of the set’s light sensor to adjust the presentation of both SDR and HDR content and provide the optimum contrast for the ambient light level in all viewing environments.

Improvements to 5th Gen P5 AI also allow the Philips OLED806/856 to include a version of Philips TV’s unique anti-burn-in system designed to specifically protect OLED screens. The anti-burn-in solution which uses an advanced logo detection function to monitor a grid of zones to accurately detect static content and gradually reduce the intensity of its local light output to avoid burn-in - and without compromising the output of other parts of the screen.

The 2021 Philips OLED and mini-LED sets also included all of the features of HDMI 2.1 offering e-arc, VRR for 4K content from 40Hz to 120Hz at an impressive high speed of 48Gbps (444, 12 bit) Freesync Premium Pro and Auto Game mode are added to the Auto latency Mode of the previous generation sets.

While professional level calibration is on offer via the inclusion of the Calman Ready feature that allows the direct communication between the set and a PC running the full suite of Calman software. Calman Ready brings easy access to auto-colour calibration allowing the set to be finely adjusted to ensure absolute colour accuracy to industry agreed standards.

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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