

## **TV becomes a touch more Premium as Philips TV unveils two new OLED+ series**

### **Philips TV and Bowers & Wilkins combine to make OLED+ an extraordinary TV viewing and listening experience**

- Philips multi-award winning OLED+ premium TV series adds four new models with the 65"OLED+986 and 48/55/65" OLED+936.
- 5<sup>th</sup> Gen P5 AI Intelligent Dual Picture Engine with new high-output OLED panels for exceptional PQ
- Improved multi-speaker Bowers & Wilkins sound systems feature bespoke Tweeter-on-Top technology, Continuum cones and Dolby Atmos 'elevation' drivers.
- HDR10+ Adaptive plus compatibility with all major HDR standards including HDR10+, HDR10, HLG & Dolby Vision.
- Four-sided Ambilight integration for the ultimate immersive cinematic or gaming experience.
- Best of European design with steel, Kvadrat cloth and Muirhead leather.
- HDMI 2.1 functionality with VRR & Low Latency for perfect gaming.
- Fast Motion Clarity mode offers the ultimate gaming experience.

**Amsterdam August 31, 2021** – It's not often that developments in the TV market can be described as truly 'game changing' but how else can the introduction of the OLED+ category by partners Philips TV and audio experts Bowers & Wilkins be described?

The two brands combined to ensure OLED+ redefined the definition of Premium TV and will now move the performance boundaries once again with the introduction of the new **Philips OLED+986** and **OLED+936** (already winner of the **EISA Home Theatre TV 2021-2022** award).

Both brands are outright leaders in their field and both are committed to offering wholesale product improvements through the continuous development of all technologies and the upgrade of all key components.

The OLED+986 and OLED+936 both feature the latest, high-performance OLED panels, with a 20% increase in peak light, and the twin-chip, 5th generation P5 Intelligent Dual Picture Engine processing suite to extend PQ performance to new heights - with better sharpness, more accurate colours and skin tones and better contrast for all sources. The combination can even further compliment Dolby Vision enabled content, especially for HDR when using the special 'Dolby Bright mode'

The 5<sup>th</sup> Gen P5 AI adds a new Film Detection Mode to the existing five AI categories while Ambient Intelligence incorporates the TV's light sensor to ensure that contrast, for both SD or HDR content, is always optimised to the local ambient light levels.

Philips continues to be one of very few brands to offer support for all major HDR formats. In addition to HLG, HDR10 and HDR10+ compatibility, both the OLED+986 and OLED+936 now support HDR10+ Adaptive which combines HDR10+ dynamic metadata with the real-time ambient light information to automatically optimise brightness levels to the viewing environment and increase detail in dark images in bright room on a scene-by-scene basis.

In addition to a more immersive TV viewing experience, the new sets also use their four-sided Ambilight system to offer a superior gaming experience by combining with HDMI 2.1 connectivity with VRR, Freesync Premium & G-Sync compatibility and amongst the lowest latency of any of the best 2021 OLED sets.

Gamers will also benefit from the Fast Motion Clarity feature, which 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.

The high output panels of OLED+986 and OLED+936 are also uniquely protected by the power of the 5<sup>th</sup> Gen P5 Intelligent Dual Picture Engine and its 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 – all without compromising the output of other parts of the screen.

Professional level calibration is on offer via the Calman Ready feature that brings easy access to auto-colour calibration allowing the set to be finely adjusted to ensure absolute colour accuracy to industry agreed standards.

The new sets also continue their predecessor's trend of offering the very best in European design, with a finish using authentic materials including Kvadrat cloth, glass and metal and a premium remote control featuring a Muirhead sustainable leather wrap.

In a small change to the previous models, both the OLED+986 and OLED+936 now feature micro-mesh grills on the front of the speaker enclosure with Kvadrat cloth moved to the top of the enclosure.

### **Improved pictures, even better sound.**

The OLED+936 and OLED+986 feature extensively re-engineered and improved Bowers & Wilkins speaker enclosures to guarantee the sets continue to offer the highest TV sound quality currently available.

Both sets feature an improved Dolby Multistream Decoder and HDMI eARC for a more efficient transfer of audio content.

In addition, the familiar Tweeter-on-Top technology, the audiophile quality OLED+986 now includes Bowers & Wilkins proprietary Continuum cones with both technologies also found in the companies iconic, flagship 800 Diamond Series speakers - the preferred choice of TP Vision's partner Abbey Road Studios.



### **OLED+986 – The Statement TV**

Available as a 65" model from the beginning of October, the **OLED+986** is a true statement product that guarantees the highest PQ performance and the most advanced sound systems ever offered on a TV.

The OLED+986's has been designed to offer outstanding audiophile sound quality whether for TV sound or even as a stand-alone music system.

The speaker enclosure is again mounted in a rigid, dedicated cabinet located below the TV, while the Tweeter-on-Top driver now features a new surround and the companies famous metal Nautilus tube to improve heat dissipation from the increased power output of the new amplifiers.

The three 100mm mid/bass drivers now feature Continuum cones plus a higher specification voice coil and crossover components.

The new system can be driven harder to create a larger, more spacious soundstage that tracks dialogue accurately to the centre of the screen while providing, higher resolution, lower-distortion, room-filling sound.

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

Inside the system are three independently isolated enclosures, with the left and right-hand enclosures also featuring decoupled, baffle-mounted tweeters positioned to the far ends of the speaker system to ensure outstanding immersive sound with exceptional clarity and detail.

For even more bass extension, if the customer or the room requires it, both the OLED+986 and OLED+936 include the option to connect an external active subwoofer.

The OLED+986 features the latest generation Dolby Atmos decoding and an Atmos Virtualizer for spacious audio that combines with the four-sided Ambilight system to create the most immersive viewing experience.



## **OLED+936 – Dolby Atmos reaches new heights**

Available from September as 48", 55" and 65" models, the **OLED+936** has also received a host of upgrades when compared to the previous generation model.

The extensive improvements include new higher quality crossover components, new surrounds for all three tweeters, a new profile stiffer 100mm x 65mm cone and more powerful magnet for the dedicated bass driver, new voice coils for the four mid-range drivers and new profile cones for the slightly repositioned Atmos elevation units.



The overall result for the 3.1.2. system is an increase in precision, control and power handling to improve resolution while providing more energy and extension into the room.

The separate rigid speaker enclosure continues to be constructed from thick-wall-section glass-fibre-reinforced ABS, critically braced with internal rib sections to control any unwanted resonance. The enclosure also combines with a minimalist metal angled arm to act as the set's tabletop stand.

As with the OLED+986 there is also a wall mount option.

The OLED+936 will automatically recognise and decode Dolby Atmos content to deliver the very best results while the new profile, repositioned elevation drivers offer a better integration with the on-screen content.

Alternatively, by engaging Movie, Game or Personal mode the TV will activate the 'elevation drivers' to bring the same outstanding immersion of the full Dolby Atmos experience to non-Atmos content.

Philips four-sided Ambilight technology combines perfectly with the state-of-the-art Dolby Atmos sound performance of the OLED+936 to continue to offer the most immersive TV viewing experience available.

**\*\* END**

#### **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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