

All Hail the new King!

Philips new OLED807 brings PQ and SQ improvements to one of 2021's most award-winning OLED TVs

- Philips OLED807 features New 6th P5 Gen AI picture processing suite to guarantee superb picture quality.
- Next Gen OLED EX panel offers a 30% increase in light output compared to regular OLED panels.
- New improved Four-sided Ambilight system with increased colour detail and accuracy for a totally immersive viewing experience.
- Enhanced Ambient intelligence adjusts brightness, gamma and colour in real time to suit changing ambient lighting conditions.
- IMAX Enhanced compatibility.
- Extended AI Auto Film mode with new Crystal-Clear smart picture option.
- New on-screen Game bar offers optimized settings for different game genres.
- Powerful, high-quality 70W 2.1 sound system.
- OLED807 can act as a dedicated centre channel speaker while DTS-Play-Fi technology allows easy wireless AV system building.
- Philips OLED807 is available in 48", 55", 65" and 77" screen sizes
- HDMI2.1 with 48Gbps bandwidth with HDR VRR 48-120Hz support.

Amsterdam 27 January 2022 - It's always a difficult but ultimately enjoyable challenge to try and improve upon a product that most experts consider to be the current superstar TV.

TP Vision is rising to that challenge in 2022 by introducing a wide series of performance improvements to ensure that the new OLED807 Ambilight series retains the previous model's position as the specialist reviewer's favourite TV.

In addition to an improved 6th Gen P5 AI processing suite the OLED807 will feature the latest OLED-EX panel which replaces hydrogen-based compounds within its construction with more efficient and stable deuterium to offer an increase in light output of 30% over a standard OLED panel.

Improvements to the 6th Gen P5 AI processing include adding more 'intelligence' to the incorporation of the TV's light sensor in the sets AI functionality.

The enhanced version of the P5's Ambient Intelligence monitors the current ambient light within the room



and can now continually adjust brightness, gamma and colour in real time, to ensure that contrast for both SDR or HDR content is always fully optimised.

The 6th Gen P5 AI will allow viewers to prioritise the system by selecting either Eye Care, Dark Detail Optimization or Colour Temperature Optimization options.

A new version of AI Auto Film Mode is included in the 2022 OLEDs and extends the number of alternative smart picture modes from the original two to seven when a movie is detected – including Filmmaker Mode. If the TV is already in Filmmaker Mode the set will automatically switch to Dolby Vision Dark settings when detecting Dolby Vision content.

Smart picture modes now also contain a new option with Crystal Clear mode replacing the previous Vivid mode by offering the same ultra-crisp images and rich colours and but with a better more natural balance between sharpness, colour and contrast.

Philips Ambilight TV continues to offer the full range of HDR formats including Dolby Vision, HLG, HDR10 and HDR10+ and HDR10+ adaptive compatibility. New for 2022 will be the addition of IMAX Enhanced support.

IMAX Enhanced versions of movies use IMAX Digital Media Remastering technology (DMR) to reproduce the highest-quality, sharpest 4K images by utilizing an advanced algorithm to remove image imperfections and present the film exactly as the filmmaker intended – DMR and Philips 6th Gen P5 AI will together optimize that content to its IMAX aspect ratio and to the much higher-quality and higher-brightness of an IMAX Enhanced certified display.

The OLED807 has a razor thin, zero bezel design with an outside metal frame that allows a seamless connection to the new and improved four-sided Ambilight system, with increased colour detail and accuracy, to create the most immersive viewing experience.

Most versions of the OLED807 feature an elegant and narrow metal silver chrome arch T-bar swivel stand with the only exception being the 77" model which adopts metal, dark chrome round 'sticks' as feet.



The new OLED807 is also perfect for advanced gaming with HDMI 2.1 capability including: e-Arc, VRR support for 4K from 40Hz to 120Hz at a full bandwidth of 48Gbps (444, 12 bit) FreeSync Premium and G-SYNC compatibility plus Auto Game and Auto-Low-Latency modes.

A new on-screen Game bar gives quick access to picture and sound settings via a simplified menu that allows game settings to be quickly checked or adjusted while gaming. Gamers can also easily enable VRR, NVIDIA G-SYNC and AMD FreeSync™.

Philips TV's unique anti-burn technology 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 OLED807 also features an upgraded, high-quality and more powerful 70W 2.1 sound system with a dedicated triple ring, rear facing bass driver supported by four passive radiators.

The set also part of the Philips TV & Wireless Home System – powered by bespoke DTS Play-Fi wireless technology - and can be used as part of an App controlled high-resolution, multi-room audio

system with the easy and seamless connection between compatible TVs, mobile devices, sound bars, and speakers, located throughout the home.

Connection to a soundbar, additional rear speakers or a subwoofer is both incredibly simple and wireless while a new update for 2022 gives the option for the OLED807 to be used as the dedicated centre-channel in a multi-speaker AV system.

Smart duties are handled by the latest Android 11 TV OS offering a slick and intuitive interface with both Google Assistant Built-in – via push to talk on the remote – and Works with Alexa compatibility.

A premium Remote Control with elegant, silver metalized finish and flush, backlit keys for easy operation in low light levels, has its sides and rear wrapped in responsibly sourced leather from Scottish leather specialists Muirhead for the ultimate touch of luxury.

Follow us on Twitter: [@TPVision](https://twitter.com/TPVision)

Media contact:

Andrew Burslem

Tel: +44 203 494 4422

E-mail: info@cmcpr.co.uk

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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.