

Philips 7000 series  
LED TV

**109cm (43")**  
4K ULTRA HD  
SmartTV

**43PUT7690**



## Experience the brilliance of Ultra HD

with 4K resolution technology

The Philips LED TV is packed with features, it's a feast for the senses combining stunning Ultra HD resolution, easy connectivity & Ultra slim dimensions to take your breath away

### "See brilliant picture quality"

- Pixel Plus ULTRA HD
- 240Hz Perfect Motion Rate (PMR) for superb motion sharpness
- 4K ULTRA HD
- SmartTV
- MHL technology for enjoying mobile content on big screen
- "IPS Panel for superior performance & widest viewing angle"

### Hear crisp and clear sound

- Incredible Surround for enhanced audio enjoyment
- Rich and clear sound experience

### Easy to connect and enjoy

- Seamless connectivity with 3 HDMI inputs
- Fantastic video, photo and music playback via USB

# PHILIPS

LED TV  
109cm (43") 4K ULTRA HD, SmartTV

# Highlights

## 4K ULTRA HD

# 4K UltraHD

Ultra HD TV has 4 times the resolution of a conventional Full HD TV. With over 8 million pixels and our unique Pixel Plus Ultra HD engine, you'll experience improved images, sharpness, increased depth perception, superior contrast, smooth natural motion and flawless details.

## Pixel Plus ULTRA HD



Pixel Plus ULTRA HD engine to deliver incredible image, depth and clarity

## SmartTV



Explore and enjoy the world of apps and more, directly on your TV.

## "IPS Panel"



"IPS displays use an advanced technology which gives you extra wide viewing angles of 178/178 degree, making it possible to view the display from almost any angle. Unlike standard panels, IPS displays gives you remarkably crisp images with vivid colors, making it ideal not only for Photos and movies, but also for professional applications which demand color accuracy and consistent brightness at all times."

## 240Hz PMR



240Hz Perfect Motion Rate (PMR) creates extreme motion sharpness for clear and vibrant images in fast action movies. The new Philips PMR standard shows the combined visible effect of the fastest panel refresh rate, HD Natural Motion and unique processing formula, for unprecedented motion sharpness.

## Rich & clear sound experience



# 16W SOUND

"Feel the power of the music beat and the atmosphere of the movies. The powerful 16 W

43PUT7690/V7

RMS (2 x 8W RMS) amplifiers create a lifelike soundstage. It gives a clear and spacious sound stage complementary to the rich viewing experience..

## Incredible Surround



"Incredible Surround is an audio technology from Philips that dramatically magnifies the sound field to immerse you in the audio. Using state-of-the-art electronic phase shifting, Incredible Surround mixes sounds from left and right in such a way that it expands the virtual distance between the two speakers. This wider spread greatly enhances the stereo effect and creates a more natural sound dimension. Incredible Surround allows you to experience total surround with greater depth and width of sound, without the use of additional speakers.."

## 3 HDMI inputs

# HDMI™ x3

HIGH-DEFINITION MULTIMEDIA INTERFACE

"HDMI makes an uncompressed digital RGB connection from the source to the screen for the ultimate picture quality. HDMI uses HDCP copy protection. With 2 HDMI inputs on the back of the TV you can connect multiple HD sources, for instance an HD settop box, a Blu-ray player, and Game Console or Digital Camcorder.."

4K UltraHD



MHL



# Specifications

## Picture/Display

- Diagonal screen size (inch): 43 inch
- Panel resolution: 3840x2160
- Picture enhancement: 3/2 - 2/2 motion pull down, 3D Combfiter, Digital Noise Reduction

## Supported Display Resolution

- Computer formats: 800 x 600, 56, 60Hz, Via HDMI/DVI input,, 1280 x 1024, 60Hz, 1280 x 720, 60Hz, 1920 x 1080, 60Hz, 720 x 480, 60Hz, 1024 x 768, 60Hz, 1360 x 768, 60Hz, 3840 x 2160, 30Hz, 640 x 480, 60Hz
- Video formats: 1080i, 50, 60Hz, 480i, 60Hz, 480p, 60Hz, 576i, 50Hz, 576p, 50Hz, 720p, 50, 60Hz, 1080p, 50Hz, 1080p, 60Hz, 2160p, 24Hz, 30Hz

## Tuner/Reception/Transmission

- Tuner bands: UHF, VHF
- TV system: PAL B/G
- Video Playback: NTSC, PAL, SECAM

## Multimedia Applications

- Playback Formats: AVI, JPEG Still pictures, MPEG1, MPEG2, MPEG4, WMA v2 up to v9.2, H.264/ MPEG-4 AVC, PNG still pictures
- Music Playback Formats: MP3, WMA (v2 up to v9.2)
- Picture Playback Formats: JPEG

## Convenience

- Ease of Installation: Autostore, Fine Tuning
- Ease of Use: Graphical User Interface, On Screen Display
- Screen Format Adjustments: 16:9
- On-Screen Display languages: English

## USB - File Extension

- Video: \*.avi, \*.mkv, \*.mov, \*.mp4, \*.mpg, \*.mpeg, \*.wmv

## USB - Container

- Video: ASF, AVI, MKV, MP4, PS

## USB - Video Decoder

- Compression Format: H.264, MPEG 1, MPEG 2, MPEG 4

## Sound

- Output power (RMS): 16W
- Sound System: Stereo
- Sound Enhancement: Incredible Surround

## Loudspeakers

- Built-in speakers: 2

## Connectivity

- AV 1: Audio L/R in, YPbPr, CVBS in, VGA-in (5x cinch RGB+H/V)
- USB: Super speed USB 3.0, USB 2.0
- EasyLink (HDMI-CEC): EasyLink
- HDMI 1: HDMI v1.3
- HDMI 2: HDMI v1.3
- Other connections: Component Video (YPbPr) input, Composite video (CVBS) input, PC-In VGA, Headphone out, Antenna IEC75, S/PDIF out (coaxial)
- HDMI 3: HDMI v1.3
- AV output: Composite (CVBS) x1, Headphone out
- LAN wired: Ethernet (RJ 45) 1x
- LAN wireless: IEEE 802.11 b/g/n

## Power

- Power supply: 100-240VAC, 50/60Hz
- Power consumption: 98 W
- Standby power consumption: Less than 1 watt

## Accessories

- Included accessories: 2 x AAA Batteries, Remote Control, User Manual, Warranty certificate, Power cord, Safety/legal instructions, Table top stand, Wall mounting bracket
- User Manual: English

## Dimensions

- Set Width: 970 mm
- Set Height: 564 mm
- Set Depth: 74 mm
- Product weight: 8.35 kg
- Set width (with stand): 970 mm
- Set height (with stand): 614 mm
- Set depth (with stand): 214 mm
- Product weight (+stand): 8.5 kg

