



Philips Cinema 21:9 Gold Series
Smart LED TV with
Ambilight Spectra 2 and
Multi-view

127 cm (50")

Ultra wide screen
Easy 3D

CINEMA 21:9



50PFL7956T



World's first cinema-proportion Smart TV

with Ambilight and Multiview

Be blown away as you watch Blu-ray movies or HDTV on this spectacular 127 cm (50") ultra-wide TV. The Philips Cinema 21:9 Gold series LED TV offers a true cinematic widescreen experience that perfectly matches the original 21:9 movie format.

True Cinema experience on authentic movie format

- Cinema 21:9 movie aspect ratio, no black bars at the bottom and top
- Ambilight Spectra 2-sided intensifies the viewing experience
- Easy 3D for a truly immersive 3D movie experience

Enjoy the online world with Smart TV

- Integrated Wi-Fi to use Net TV apps and SimplyShare wireless
- Surf the Internet while you watch TV with Multi-view
- A wealth of online apps, videos to rent and catch-up TV
- With SimplyShare, enjoy photos, music and films on your TV
- Control the TV with your smart phone, tablet or keyboard

Breathtaking perfect pictures and Sound

- Watch any content in the format are used to, or convert it to a 21:9 screen
- Full HD TV with Pixel Precise HD for details in action
- Brilliant LED images with incredible contrast



PHILIPS

Smart LED TV
127 cm (50") Ultra wide screen, Easy 3D

Highlights

Cinema 21:9 ultra wide screen

Most TVs have an aspect ratio of 16:9 (or 1.78:1) and a resolution of 1080p Full HD. However, Hollywood blockbusters are usually filmed in 2.39:1 aspect ratio. Philips new Cinema 21:9 TVs perfectly match the original movie format used by directors with a 21:9 (2.39:1) aspect ratio. So no matter which movie, you can now watch it in its original aspect ratio and without the black bars.

Multi-view



The Ultra wide screen of the Cinema 21:9 is the ideal screen to enjoy a world of connectivity in a comfortable way. With Multi-view, while watching football on the left-hand side of the screen, you can simultaneously browse the Internet on the right side, or chat on Twitter. With Philips Net TV, top online content and services are available at the touch of a button: Video on demand, catch up TV, Twitter and many more! A Net TV window can be opened next to the TV, or the TV can be combined with another video device. The small screen can easily be swapped with your main activity to keep you in control.

Optimal viewing on 21:9 screen



On the Cinema 21:9, you can watch any type of content just the way you want. While watching your favourite TV programme, the Unique Smart formatting technology can automatically adapt any content to the 21:9 screen or you can choose to watch it in its

original format. At the push of a button, the choice is yours!

Ambilight Spectra 2



Add a new dimension to your viewing experience with Ambilight Spectra 2. This patented Philips technology enlarges the screen by projecting a glow of light from 2 sides of the back of the TV screen onto the surrounding wall. Ambilight automatically adjusts the colour and brightness of the light to match the TV picture. Thanks to the wall-adaptive function, the colour of the light is perfect, regardless of your wall colour.

Easy 3D



Easy 3D ensures you get long hours of comfort while watching 3D thanks to the flicker-free, low ghosting performance. The compatible 3D glasses are lightweight and do not require batteries. Enjoy 3D easily at home today!

Full HD LED TV



The most advanced LED lighting technology in this Full HD LED TV combines an eye-catching

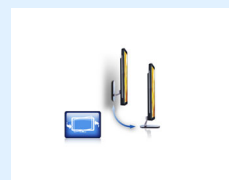
50PFL7956T/12

minimalistic design with stunning image quality as well as the lowest power consumption in its category. On top of that, LED lighting technology does not contain any hazardous materials. Thus, with LED backlights you can enjoy low power consumption, high brightness, incredible contrast, sharpness and vibrant colours.



Smart TV

Smart TV for an easier and wireless TV experience in four areas. Net TV lets you enjoy a wealth of online apps on your TV: rent films, watch catch-up TV and enjoy social media. Stay in Control: change channels or enter text using your Smartphone or tablet. Use SimplyShare to enjoy photos, music and video from your computer, phone and tablet on your TV. Watch your favourite Programmes whenever you want: our programme guide helps you with Smart USB recording.



2 in 1 Stand

This TV comes with a revolutionary tabletop stand that can also be used to wall mount your television. There is no need to buy additional wall mount brackets: it comes conveniently with the TV in the box. The patented design allows for no less than 4 mounting positions: Tabletop swivel stand, Wall mount with swivel, ultra-flat wall mount and Vesa compatible wall mount fixation. Mounting is easy with 2 fixation points on the wall and smart levelling to get the TV perfectly horizontal with the touch of your hand!



CINEMA 21:9



Specifications

Ambilight

- Ambilight Version: 2 sided
- Ambilight Features: Wall colour adaptive, Lounge light mode

Picture/Display

- 3D: Easy3D*, 2D to 3D conversion, 3D Depth adjustment, 2 Player Full Screen Gaming*
- Picture enhancement: Pixel precise HD, HD Natural Motion, Active Control + Light sensor, Super Resolution, 400 Hz Perfect Motion Rate
- Display: edge LED backlight
- Panel resolution: 2560 x 1080p
- Aspect ratio: 21:9, 2.39:1
- Diagonal screen size: 50 inch / 127 cm
- Brightness: 450 cd/m²
- Response time (typical): 2 ms
- Peak Luminance ratio: 65 %
- Dynamic screen contrast: 500,000:1

Sound

- Output power (RMS): 34 W (2 x 17 W)
- Sound Enhancement: Auto Volume Leveller, Clear Sound, Incredible Surround, Treble and Bass Control

Smart TV Applications

- Control: MyRemote app (iOS & Android), USB Keyboard and Mouse support
- SimplyShare: DLNA media browser, USB media browser, Wi-Fi MediaConnect*
- Net TV: Catch-up TV, Online Video shops, Open Internet browser, Online apps
- Programme: Pause TV

Connectivity

- Number of HDMI connections: 4
- HDMI features: 3D, Audio Return Channel
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, Plug and play add to Homescreen, Auto subtitle shift (Philips), Pixel Plus link (Philips), One touch play
- Number of components in (YPbPr): 1
- Number of scarts (RGB/CVBS): 1
- Number of USBs: 2
- Other connections: Antenna IEC75, Common Interface Plus (CI+), Ethernet-LAN RJ-45, SD card slot (Videostore), Digital audio out (optical), PC-in

- VGA + Audio L/R in, Headphone out, Service connector
- Wireless connections: Wi-Fi Certified

Multimedia Applications

- Video Playback Formats: Codec support:, Containers: AVI, MKV, H264/MPEG-4 AVC, MPEG-1, MPEG-2, MPEG-4, WMV9/VC1
- Music Playback Formats: AAC, MP3, WMA (v2 up to v9.2)
- Picture Playback Formats: JPEG
- Net TV: Included

Supported Display Resolution

- Computer inputs: up to 1920 x 1080 @ 60 Hz
- Video inputs: 24, 25, 30, 50, 60 Hz, up to 1920 x 1080p

Convenience

- PC network link: DLNA 1.5 certified
- Screen Format Adjustments: Autofill, Autozoom, (includes 4:3, 14:9, 21:9), Cinema 21:9, Cinema 21:9 subtitle-shift, Movie expand 16:9, Super Zoom, Unscaled, Widescreen
- Electronic Programme Guide: 8-day Electronic Programme Guide*
- Signal strength indication
- Ease of Installation: Auto detect Philips devices, Channel installation wizard, Device connection wizard, Network installation wizard, Settings assistant wizard, 2-in-1 Wallmount Stand
- Ease of Use: One-stop Home button, On-screen User manual, Touch control buttons, Multiview dual window display
- Teletext: 1200-page Hypertext
- Firmware upgradeable: Firmware auto upgrade wizard, Firmware upgradeable via USB, Online firmware upgrade

Tuner/Reception/Transmission

- Digital TV: DVB-C MPEG2*, DVB-C MPEG4*, DVB-T MPEG2*, DVB-T MPEG4*, DVB-T2, Freeview HD
- Video Playback: NTSC, PAL, SECAM

Power

- Mains power: AC 220 - 240 V 50/60 Hz
- Ambient temperature: 5°C to 35°C
- Energy Label Class: B

- EU Energy Label power: 114 W
- Annual energy consumption: 158 kW h
- Standby power consumption: < 0.15 W
- Off mode power consumption: < 0.01 W
- Power Saving Features: 0 Watt Power-off switch, Auto switch-off timer, Eco mode, Eco settings menu, Light sensor, Picture mute (for radio)
- Presence of lead: Yes*

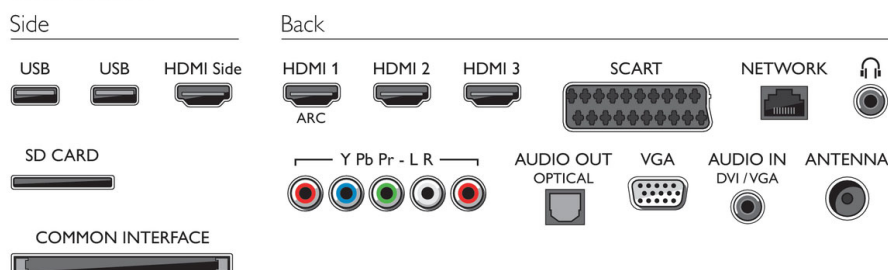
Dimensions

- Product weight: 22 kg
- Product weight (+stand): 24 kg
- Set dimensions (W x H x D): 1242 x 580 x 32 mm
- Set dimensions with stand (H x D): 633 x 253 mm
- Compatible wall mount: 400 x 400 mm
- Stand width: 462 mm

Accessories

- Included accessories: Safety/legal instructions, Power cord, Quick start guide, Remote Control, Tabletop swivel stand, 2 x 3D Glasses, Wall mounting bracket, Smart TV Quick Guide, Wi-Fi MediaConnect voucher
- Optional accessories: 3D glasses PTA426, 3D glasses PTA416, 3D glasses Game kit PTA436

Connections



Issue date 2019-06-22

Version: 6.3.14

12 NC: 8670 000 74687
EAN: 87 12581 59554 8

© 2019 Koninklijke Philips N.V.
All Rights reserved.

Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips N.V.
or their respective owners.

www.philips.com

* Net TV: Visit www.philips.com/smarttv to discover the services available in your country.

* Wi-Fi Media connect: The playback of video can be affected by your PC speed and Wi-Fi bandwidth. For minimum and recommended system requirements go to www.philips.com/wifimediaconnect. Displays content with a delay of some seconds. Small differences between image and sound can occur.

* Parents should monitor their children during 3D viewing and ensure they do not experience any discomfort as mentioned above. Watching 3D is not recommended for children under 6 years of age as their visual system is not fully developed yet.

* The TV supports DVB reception for 'Free to air' broadcast. Specific DVB operators may not be supported. An up to date list can be found in the FAQ section of the Philips support website. For some operators Conditional Access and subscription are required. Contact your operator for more information.

* 8 days EPG, service not available in all countries

* USB recording is only possible for digital channels covered by the TV IP bases Electronic Programme Guide (country and channel restrictions may apply); recordings may be limited by broadcast copy protection (CI+). An Internet connection is required.

* Energy consumption in kWh per year based on the power consumption of the television operating 4 hours per day for 365 days. The actual energy consumption will depend on how the television is used.

* This television contains lead only in certain parts or components where no technology alternatives exist in accordance with existing exemption clauses under the RoHS Directive.

* For 2D games only.

* Ensure that the game console is connected to the HDMI connector of the TV.