



Philips OLED
4K Ambilight TV

194 cm (77") Ambilight TV

P5 AI perfect picture engine
Dolby Atmos sound
Google TV™



77OLED808

Gorgeous. In every way.

4K Ambilight TV

From films to shows, the lifelike picture and full-bodied sound of this OLED TV combine with Ambilight's immersive halo to give you an exceptional experience. The dark metal frame and zero-bezel design brings the elegance.

4K OLED Ambilight TV. Designed to mesmerise.

- More immersive than ever. Ambilight TV.
- OLED EX panel. Higher peak brightness and thinner bezel.
- Whatever you watch, a picture so real. P5 engine with AI.
- Bright OLED screen. See every detail even in a well-lit room.
- Premium design. Packed for the future.

Extraordinary detail. Flexible sound.

- Cinematic vision and sound. Dolby Vision and Dolby Atmos.
- Supports all major HDR formats.
- Bring IMAX home. IMAX Enhanced certified.
- Philips Wireless Home System powered by DTS Play-Fi

Seamless in every way.

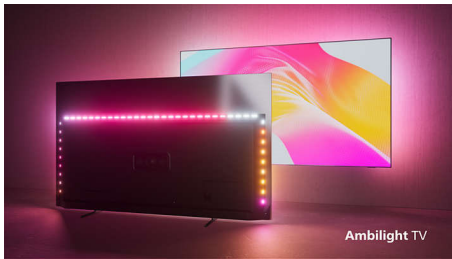
- Voice control. Google Assistant. Works with Alexa.
- Epic gaming. 120 Hz, ultra-low lag, G-sync, VRR, FreeSync.
- Entertainment you love, with a little help from Google.

PHILIPS

4K Ambilight TV
194 cm (77") Ambilight TV P5 AI perfect picture engine, Dolby Atmos sound, Google TV™

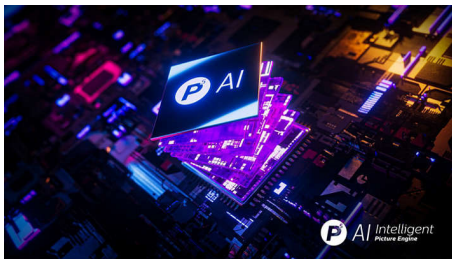
Highlights

Next-gen Ambilight



With next-gen Ambilight, LEDs behind the screen immerse you in a halo of colourful light that's more detailed, better defined and more in sync with the action than ever! Plus, you can liven up a blank screen with the Aurora-curated collection of images and videos, which look great with Ambilight.

P5 AI perfect picture engine



Philips P5 processor with AI delivers a picture so real it feels like you could step right into it. A deep-learning AI algorithm processes images in a manner similar to the human brain. No matter what you're watching, you get lifelike detail and contrast, rich colour and smooth motion.

Bright OLED screen



The bright panel and lifelike picture of your 4K (UHD) OLED Ambilight TV means you'll see

deep blacks, not gray—and the smallest details leap from the shadows and bright areas. The picture looks incredible even if viewed at an angle, and you won't need to turn down the lights! All major HDR formats are supported.

OLED EX panel technology

OLED EX panel. Higher peak brightness and thinner bezel.

Premium design



The dark metal frame, zero-bezel design, and slender satin-chrome feet lend a real sense of style. The remote is backlit for ease of use. Our packaging uses FSC-certified recycled cardboard, and our printed materials use recycled paper.

IMAX Enhanced



Welcome to Hollywood! Your Philips OLED TV lets you experience the full impact of films originally made to play in IMAX cinemas. Feel immersed with a far greater sense of scale. See more in every scene. Combined with Ambilight, you're in for a film night to remember.

77OLED808/12

Dolby Vision and Dolby Atmos

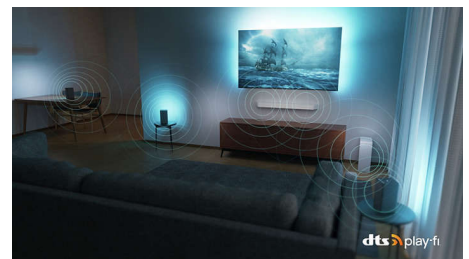


With Dolby Vision and Dolby Atmos on board, your films, shows and games look and sound incredible. See the picture that the director wanted you to see — no more disappointing scenes that are too dark to make out! Hear every word clearly. Experience sound effects like they're really happening around you.

HDR supported

Supports all major HDR formats.

DTS Play-Fi



Philips Wireless Home System powered by DTS Play-Fi lets you connect to compatible soundbars and wireless speakers around your home in seconds. Listen to movies in the kitchen. Play music anywhere. You can even create a home-cinema surround-sound system using your Philips TV as a central speaker.

AMBILIGHT tv

P AI Intelligent Picture Engine

OLED

IMAX ENHANCED

Dolby VISION-ATMOS

nvidia G-SYNC

Google TV

Ok Google

Specifications

Ambilight

- Ambilight Features: Wall colour adaptive, Lounge mode, Game Mode, Ambilight Music, AmbiWakeup, AmbiSleep, Works with Philips Wireless Home Speakers, Ambilight Boot-Up Animation
- Ambilight Version: next generation 3 sided

Picture/Display

- Diagonal screen size (inch): 77 inch
- Diagonal screen size (metric): 194 cm

- Display: 4K Ultra HD OLED
- Panel resolution: 3840 x 2160
- Native refresh rate: 120 Hz
- Picture engine: P5 AI Perfect Picture Engine
- Picture enhancement: Perfect Natural Motion, Micro Dimming Perfect, Wide Colour Gamut 99% DCI/P3, Dolby Vision, HLG (Hybrid Log Gamma), A.I. PQ mode, CalMAN Ready, IMAX enhanced mode, HDR10+ Adaptive, Film-maker mode

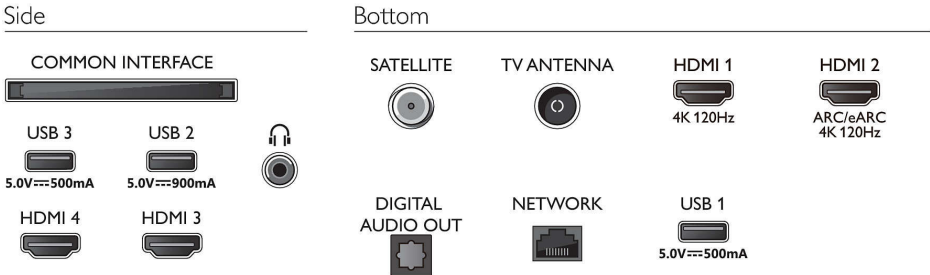
Display input resolution

- Resolution-Refresh rate: 576 p - 50 Hz, 640 x 480 - 60 Hz, 720 p - 50 Hz, 60 Hz, 1920 x 1080 p - 24 Hz, 25 Hz, 30 Hz, 50 Hz, 60 Hz, 100 Hz,120 Hz., 2560 x 1440 - 60 Hz, 120 Hz, 3840 x 2160 p - 24 Hz, 25 Hz, 30 Hz, 50 Hz, , 60 Hz, 100 Hz, 120 Hz.

Tuner/Reception/Transmission

- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- TV Programme guide*: 8-day Electronic

Connections



Specifications

- Programme Guide
- Signal strength indication
- Teletext: 1000 page Hypertext
- HEVC support

Android TV

- OS: Google TV™
- Pre-installed apps: Google Play Movies*, Google Search, YouTube, Netflix, Apple TV, Amazon Prime Video, Disney+, Fitness App, YouTube Music, Ambilight Aurora
- Memory size (Flash): 16 GB*
- Gaming cloud: Geforce Now

Smart TV Features

- Interactive TV: HbbTV
- Remote Control: with Voice
- Voice assistant*: Google Assistant built in, RC with Mic., Works with Alexa

Multimedia Applications

- Video Playback Formats: Containers: AVI, MKV, H264/MPEG-4 AVC, MPEG-1, MPEG-2, MPEG-4, VP9, HEVC (H.265), AV1
- Music Playback Formats: AAC, MP3, WAV, WMA (v2 up to v9.2), WMA-PRO (v9 and v10), FLAC
- Subtitles Formats Support: .SML, .SRT, .SSA, .SUB, .TXT, .ASS
- Picture Playback Formats: JPEG, BMP, GIF, PNG, 360 photo, HEIF

Processing

- Processing Power: Quad Core

Sound

- Audio: 2.1 Channel, Output power: 70 Watt (RMS)
- Speaker configuration: 10 W x 4 mid-high speaker, 30 W sub-woofer
- Codec: AC-4, Dolby Atmos®, Dolby Digital MS12 V2.6.1, DTS:X
- Sound Enhancement: A.I. Sound, Clear Dialogue, Dolby Atmos®, Dolby Bass Enhancement, Dolby Volume Leveller, Night mode, A.I. EQ, DTS Play-Fi, Mimi Sound Personalisation, Room Calibration

Connectivity

- Number of HDMI connections: 4
- HDMI features: 4K, Audio Return Channel
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, One touch play
- Number of USBs: 3
- Wireless connection: Wi-Fi 802.11ac, 2 x 2, Dual band, Bluetooth 5.0
- Other connections: Common Interface Plus (CI+), Ethernet-LAN RJ-45, Digital audio out (optical), Headphone out, Service connector, Satellite Connector
- HDCP 2.3: Yes on all HDMI
- HDMI ARC: Yes on HDMI2

- HDMI 2.1 features: eARC on HDMI 2, eARC/VRR/ALLM supported, Max 48 Gbps data rate
- EasyLink 2.0: HDMI-CEC for Philips TV/SB, External setting via TV UI

Supported HDMI video features

- HDMI 1/2: HDMI 2.1 full bandwidth 48 Gbps, up to 4K 120 Hz
- Gaming: ALLM, AMD FreeSync Premium, Dolby Vision Game, HDMI VRR, HGiG, Nvidia G-Sync compatible
- HDMI 3/4: HDMI 2.0
- HDR: Dolby Vision, HDR10, HDR10+, HDR10+ Adaptive, HLG, UHDA

EU Energy card

- EPREL registration numbers: 1534975
- Energy class for SDR: G
- On mode power demand for SDR: 147 kWh/1000h
- Energy class for HDR: F
- On mode power demand for HDR: 134 kWh/1000h
- Off mode power consumption: n.a.
- Networked standby mode: 2.0 W
- Panel technology used: OLED

Power

- Mains power: AC 220 - 240 V 50/60 Hz
- Standby power consumption: less than 0.3 W
- Power Saving Features: Auto switch-off timer, Picture mute (for radio), Eco mode, Light sensor

Accessories

- Included accessories: Remote Control, 2 x AAA Batteries, Tabletop stand, Power cord, Quick start guide, Legal and safety brochure

Design

- Colours of TV: Metal bezel frame
- Stand design: Satin chrome sticks

Dimensions

- Set Width: 1723.0 mm
- Set Height: 991.0 mm
- Set Depth: 79.0 mm
- Product weight: 35.8 kg
- Set width (with stand): 1723.0 mm
- Set height (with stand): 1011.0/ 1056.0 mm
- Set depth (with stand): 310.0 mm
- Product weight (+stand): 36.5 kg
- Box width: 1950.0 mm
- Box height: 1170.0 mm
- Box depth: 200.0 mm
- Weight incl. Packaging: 46.9 kg
- Stand width: 803.0 mm
- Stand height: 24.0/ 69.0 mm
- Stand depth: 310.0 mm
- Distance between 2 stands: 803.0 mm
- Stand height to TV bottom edge: 24.0/ 69.0 mm
- Wall-mount compatible: 400 x 300 mm



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EAN: 87 18863 03715 7

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- * EPG and actual visibility (up to 8 days) is country- and operator-dependent.
- * Android App offerings vary per country. For more details please visit your local Google Play Store.
- * 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.
- * Philips TV Remote app and related functionalities vary per TV model, operator and country, as well as smart device model and OS. For more details please visit: www.philips.com/TVRemoteapp.
- * Philips OLED TV panels have been certified as flicker-free and discomfort glare free by UL.
- * 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.
- * Memory size (Flash): 16 G, the actual available disc space may differ (dependent on e.g. (pre-)installed apps, installed operating system, etc.)
- * Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in selected languages and countries.
- * Amazon Prime is available in selected languages and countries.
- * Disney+ subscription required. Subject to terms at <https://www.disneyplus.com> (c) 2020 Disney and its related entities. Disney+ is available in selected languages and countries.
- * Google Assistant is available on Philips Android TVs running on Android O (8) or higher OS version. Google Assistant is available in selected languages and countries.
- * Netflix subscription required. Subject to terms on <https://www.netflix.com>
- * Google TV is the name of this device's software experience and a trademark of Google LLC.
- * Google TV is the name of this device's software experience and a trademark of Google LLC. YouTube, OK Google and other marks are trademarks of Google LLC.