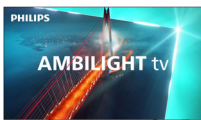




Philips OLED
4K Ambilight TV

139 cm (55") Ambilight TV

P5 AI perfect picture engine
Dolby Atmos sound
Google TV™



55OLED708

Whatever you watch. Whatever you play.

4K Ambilight TV

Our most affordable OLED TV brings you closer to everything you love. The lifelike picture, Dolby Atmos sound, and Ambilight's immersive halo create cinema-sized excitement for every show, movie, and game. Right there in your living room.

True color. Incredible depth. Flexible sound.

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

4K OLED Ambilight TV. Where TV comes alive.

- Immerse in what you love. Ambilight TV.
- Whatever you watch, a picture so real. P5 engine with AI.
- Detail and depth. OLED Ambilight TV.

Epic play. Smart control.

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

PHILIPS

4K Ambilight TV
139 cm (55") Ambilight TV P5 AI perfect picture engine, Dolby Atmos sound, Google TV™

Highlights

Ambilight TV



Ambilight TVs are the only TVs with LED lights behind the screen that react to what you watch, immersing you in a halo of colorful light. It changes everything: your TV seems bigger, and you'll be drawn deeper into your favorite shows, movies, and games.

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 color, and smooth motion.

OLED Ambilight TV



The lifelike picture of your 4K (UHD) OLED Ambilight TV always looks incredible, even if viewed at an angle. Blacks are always black, not gray, and you'll see every detail in shadows or bright areas. All major HDR formats are

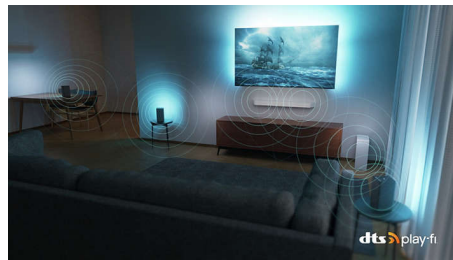
supported—you'll feel the full power of every scene.

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 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.

DTS Play-Fi



You get great, clear TV sound right out of the box. If you want more, Philips Wireless Home System with DTS Play-Fi lets you connect to compatible soundbars and wireless speakers around your home in seconds. You can even create a home theatre surround-sound system using your TV as a central speaker.

Epic gaming



Play without limits and immerse in OLED's incredible realism! HDMI 2.1, a blazing-fast 120Hz native refresh rate, and ultra-low input

55OLED708/98

lag get the best out of next-gen gaming gear with fluid, responsive gameplay, and super-smooth natural motion. Ambilight's gaming mode brings even bigger thrills.

Google TV™



What do you want to watch? Google TV brings together movies, shows, and more, from across your apps and subscriptions—and organizes them just for you. You'll get suggestions based on what you like, and you can even use the Google TV app on your phone to curate your watchlist on the go.

AI voice control



You get a choice of voice assistants! Push the Google Assistant button on your remote and you can use your voice to find movies and shows, get recommendations, control compatible smart home devices, and more. Or ask Alexa to control the TV via Alexa-enabled devices.

HDR supported

Supports all major HDR formats.

Specifications

Ambilight

- Ambilight Features: Wall colour adaptive, Lounge mode, Game Mode, Ambilight Music, AmbiWakeup, AmbiSleep, works with Philips Wireless Home Speakers, Ambilight Aurora, Ambilight Bootup Animation
- Ambilight Version: 3-sided

Picture/Display

- 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, Dolby Vision, A.I. PQ mode, CalMAN Ready, HDR10+ Adaptive, Filmmaker mode, HLG (Hybrid Log Gamma)

Display input resolution

- Resolution-Refresh rate: 576p-50Hz, 640x480-60Hz, 720p-50Hz,60Hz, 1920x1080p-24Hz,25Hz,30Hz,50Hz, ,60Hz,100Hz,120Hz., 2560x1440-60Hz,120Hz, 3840x2160p-24Hz,25Hz,30Hz,50Hz, , 60Hz,100Hz,120Hz.

Tuner/Reception/Transmission

- Digital TV: DVB-T/T2
- TV Program guide*: 8 day Electronic Program 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, Amazon Prime Video, Disney+, YouTube Music, Ambilight Aurora, meWATCH app
- Memory size(Flash): 32GB*
- Gaming cloud: Geforce Now

Smart TV Features

- 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: 2.0 Channel, Output power : 40 Watt (RMS)
- Output power (RMS): 40W
- Speaker configuration: 10Wx4
- Codec: Dolby Atmos, Dolby Digital MS12 V2.6.1, DTS:X
- Sound Enhancement: A.I. Sound, Clear Dialogue, Dolby Atmos, Dolby Bass Enhancement, Dolby Volume Leveler, Night mode, A.I. EQ, DTS Play-Fi, Mimi Sound Personalization, 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, 2x2, Dual band, Bluetooth 5.0
- Other connections: Ethernet-LAN RJ-45, Digital audio out (optical), Headphone out
- HDCP 2.3
- HDMI ARC: Yes on HDMI2
- HDMI 2.1 features: eARC on HDMI 2, eARC/VRR/ ALLM supported, Max 48Gbps 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 48Gbps, upto 4K 120Hz
- 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, UHD A

Power

- Mains power: AC 220 - 240 V 50/60Hz
- Standby power consumption: <0.5W
- Power Saving Features: Auto switch-off timer, Picture mute (for radio), Eco mode, Light sensor

Accessories

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

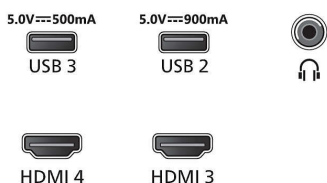
Dimensions

- Set Width: 1228 mm
- Set Height: 702 mm
- Set Depth: 58 mm
- Product weight: 17 kg
- Set width (with stand): 1228 mm
- Set height (with stand): 724 mm
- Set depth (with stand): 240 mm
- Product weight (+stand): 17.5 kg
- Box width: 1400 mm
- Box height: 860 mm
- Box depth: 160 mm
- Weight incl. Packaging: 22 kg
- Distance between 2 stands: 798 mm
- Wall mount dimensions: 300 x 300 mm

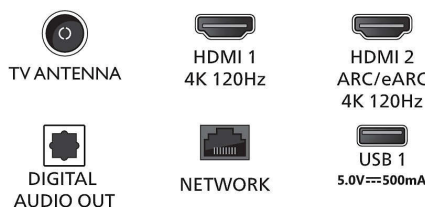


Connections

Side



Down



Issue date 2024-05-09

Version: 6.6.2

EAN: 87 18863 03958 8

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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.
* 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.
* 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 at <https://www.netflix.com>
* Image depicted on the website are non-contractual pictures. Please always refer to the actual TV that are sold in the retail or stores.
* Memory size (Flash) : 32GB, the actual available disc space may differ (dependent on e.g. (pre-)installed apps, installed operating system, etc.)
* Philips OLED TV panels have been certified as flicker-free and discomfort glare free by UL.
* 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.