



Philips LED
4K UHD Android TV

3 sided Ambilight TV

Major HDR formats supported
Dolby Vision and Dolby Atmos
108 cm (43") Android TV



43PUS7956

Vibrant picture. Smooth motion. Magical light

4K UHD HDR Android TV

The action leaps from the screen with this Philips 4K Android TV. HDR content looks great and Ambilight makes movies, shows and games feel bigger and more immersive. Dolby Atmos gives you premium sound to match the brilliant picture.

Smooth motion. Great colour and depth.

- Cinematic vision and sound. Dolby Vision and Dolby Atmos
- Great for gaming. Low latency on any console.

Looks great off or on

- The one with magical Ambilight. Only from Philips.
- Vibrant HDR picture. Philips 4K UHD TV.
- Silver bezel. Slender feet.
- Slim, attractive design

Content at your command.

- Simply smart. Android TV.
- Works with Google Assistant.

PHILIPS

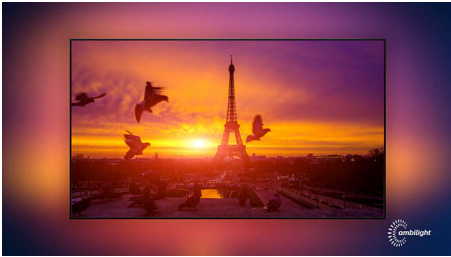
4K UHD Android TV

3 sided Ambilight TV Major HDR formats supported, Dolby Vision and Dolby Atmos, 108 cm (43") Android TV

Highlights

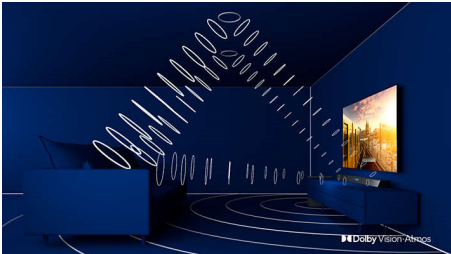
43PUS7956/12

3 sided Ambilight



With Philips Ambilight, every moment feels closer. Intelligent LEDs around the edge of the TV respond to the on-screen action and emit an immersive glow that's simply captivating. Experience it once and wonder how you enjoyed TV without it.

Dolby Vision + Dolby Atmos



Support for Dolby's premium sound and video formats means that the HDR content that you watch will look—and sound—glorious. You'll enjoy a picture that reflects the director's original intentions and experience spacious sound with real clarity and depth.

Simply smart. Android TV



Your Philips Android TV gives you the content you want—when you want it. You can customise the home screen to display your favourite apps, making it simple to start streaming the movies and shows you love. Or pick up where you left off.

Supports all major HDR formats



Your Philips 4K UHD TV is compatible with all major HDR formats, including Dolby Vision. Whether it's a must-watch series or the latest video game, shadows will be deeper. Bright surfaces will shine. Colours will be truer.

HDMI connectivity



Ready for gaming

Your Philips TV boasts the latest HDMI connectivity, and the TV automatically switches to a low latency setting when you start playing a game on your console. Ambilight's gaming mode brings the thrill right into the room.

Slim, attractive design

Looking for a TV that fits with your room? This 4K smart TV is dressed for the occasion! The virtually bezel-free screen goes with just about any interior scheme. While the slim feet make it seem as if the screen is floating above your TV unit or table.

Silver bezel. Slender feet.

Silver bezel. Slender feet.

AI voice control

This Philips Android TV gives you a choice of voice assistants! Control the TV via Google Assistant-compatible smart home devices with your voice.



4K UHD Android TV

3 sided Ambilight TV Major HDR formats supported, Dolby Vision and Dolby Atmos, 108 cm (43") Android TV

Specifications

Ambilight

- Ambilight Features: Game Mode, Lounge mode, Wall colour adaptive, Built-in Ambilight
- Ambilight Version: 3 sided

Picture/Display

- Aspect ratio: 16:9
- Diagonal screen size (inch): 43 inch
- Diagonal screen size (metric): 108 cm
- Display: 4K Ultra HD LED
- Panel resolution: 3840 x 2160

- Picture enhancement: Ultra Resolution, Dolby Vision, HLG (Hybrid Log Gamma), HDR10+ compatible
- Diagonal screen size (inch): 43 inch

Supported Display Resolution

- Computer inputs on all HDMI: up to 4K UHD 3840 x 2160 @60 Hz, HDR supported, HDR10/HLG
- Video inputs on all HDMI: up to 4K UHD 3840 x 2160 @60 Hz, HDR supported, HDR10/HLG

43PUS7956/12

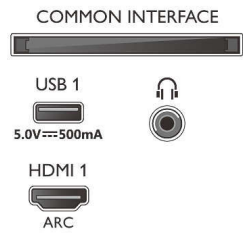
(Hybrid Log Gamma), HDR10+/Dolby Vision

Tuner/Reception/Transmission

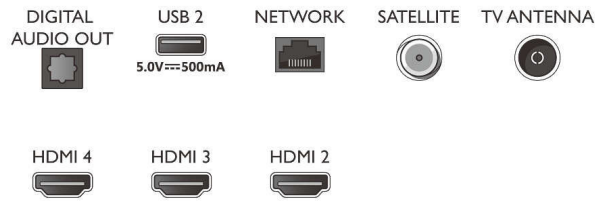
- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- Video Playback: PAL, SECAM
- MPEG Support: MPEG2, MPEG4
- TV Programme guide*: 8-day Electronic Programme Guide
- Signal strength indication
- Teletext: 1000 page Hypertext
- HEVC support

Connections

Side



Bottom



4K UHD Android TV

3 sided Ambilight TV Major HDR formats supported, Dolby Vision and Dolby Atmos, 108 cm (43") Android TV

Specifications

Android TV

- OS: Android TV™ 10 (Q)
- Pre-installed apps: Amazon Prime Video, BBC iPlayer, Disney+, Netflix, YouTube
- Memory size (Flash): 8 GB

Smart TV Features

- User Interaction: Screen mirroring
- Interactive TV: HbbTV
- SmartTV apps*: Online video stores, Open Internet browser, TV on demand, YouTube, Netflix TV
- Ease of Use: One-stop smart menu button, On-screen user manual
- Firmware upgradeable: Firmware auto upgrade wizard, Firmware upgradeable via USB, Online firmware upgrade, App upgrade in background
- Screen Format Adjustments: Advance - Shift, Basic - Fill Screen, Fit to screen, Zoom, stretch, Wide screen
- Voice assistant*: Google Assistant ready*

Multimedia Applications

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

Processing

- Processing Power: Quad Core

Sound

- Output power (RMS): 20 W
- Speaker configuration: 2 x 10 W full-range speaker
- Sound Enhancement: 5 Band Equalizer, Clear Dialogue, Dolby Atmos®, Auto Volume Leveller, Dolby Bass Enhancement

Connectivity

- Number of HDMI connections: 4
- HDMI features: Audio Return Channel, 4K
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, One touch play
- Number of USBs: 2
- Wireless connection: Wi-Fi 802.11n, 2 x 2, Dual band, Bluetooth 5.0

- Other connections: Satellite Connector, Common Interface Plus (CI+), Digital audio out (optical), Ethernet-LAN RJ-45, Headphone out, Service connector
- HDCP 2.3: Yes on all HDMI
- HDMI ARC: Yes on HDMI1

EU Energy card

- EPREL registration numbers: 441327
- Diagonal screen size (inch): 43
- Diagonal screen size (metric): 108
- Energy class for SDR: G
- On mode power demand for SDR: 65 kWh/1000h
- Energy class for HDR: G
- On mode power demand for HDR: 63 kWh/1000h
- Off mode power consumption: n.a.
- Networked standby mode: 2.0 W
- Panel technology used: LED LCD

Power

- Mains power: AC 220 - 240 V 50/60 Hz
- Ambient temperature: 5°C to 35°C
- Standby power consumption: 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, Power cord, Quick start guide, Legal and safety brochure, Tabletop stand

Design

- Colours of TV: Light silver bezel
- Stand design: Light silver v sticks

Dimensions

- Set Width: 962.8 mm
- Set Height: 558.2 mm
- Set Depth: 78.1 mm
- Product weight: 8.5 kg
- Set width (with stand): 962.8 mm
- Set height (with stand): 585.2 mm
- Set depth (with stand): 235.7 mm
- Product weight (+stand): 8.7 kg
- Box width: 1070.0 mm
- Box height: 650.0 mm
- Box depth: 140.0 mm
- Weight incl. Packaging: 11.3 kg
- Stand width: 779.3 mm
- Stand height: 27.0 mm
- Stand depth: 235.7 mm
- Wall-mount compatible: 100 x 200 mm



Issue date 2023-08-17

Version: 12.4.1

EAN: 87 18863 02837 7

© 2023 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

* EPG and actual visibility (up to 8 days) is country- and operator-dependent.

* 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.

* Smart TV app availability varies per TV model and country. For more details please visit: www.philips.com/smarttv.

* 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.

* Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in selected languages and countries.

* Google Assistant is available on Philips Android TVs running on Android O (8) or higher OS version. GA is available in selected languages and countries with English-UK and German-DE and French-FR being supported from the start. Supported language/countries list to be expanded over time.