

# PHILIPS

# Roku TV



6600 series LED LCD  
TV

43" class/po

4K UHD 2160p

HDR / 120PMR

Borderless Design



43PUL6643

## Elegant Smart TV made easy

### 4K Ultra HD RokuTV

Philips Roku TV is smart TV made simple. Get what you want to watch with a simple home screen, easy-to-use remote, and automatic software updates. With an elegant design and beautiful display, experience a whole new level of entertainment.

#### A simple way to watch what you love

- Automatic software updates and easy-to-use remote
- Free content streaming on The Roku Channel
- Fast and easy search that prioritizes free content
- Entertainment for everyone with a simple home screen
- The most popular channels, movies and series are on Roku TV

#### Enjoy a world of connectivity

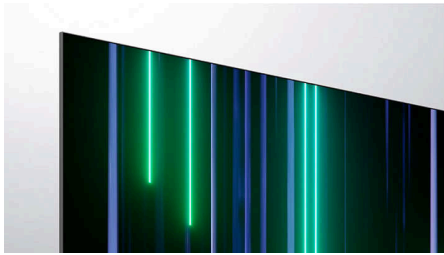
- Compatible with Alexa, Google Assistant, and Apple HomeKit
- Cast your mobile device via AirPlay or Roku App
- Wireless LAN for seamless streaming
- Free Roku mobile app with easy search, control, and more

#### Upgrade your viewing experience

- 4K High-Definition Resolution for ultra-sharp images
- Perfect Motion Rate (PMR) 120 for smooth motion sharpness
- Elegant stand and 3-sided borderless design

# Highlights

## Sleek borderless design



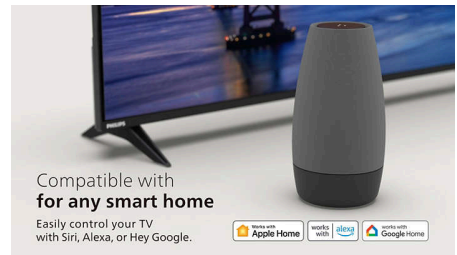
With an elegant stand and 3-sided borderless display, enhance the look of any room with this sleek TV.

## Entertainment and simple home



Quickly access your cable box, satellite, HDTV antenna, and favorite streaming channels all from your home screen.

## Works with voice assistants



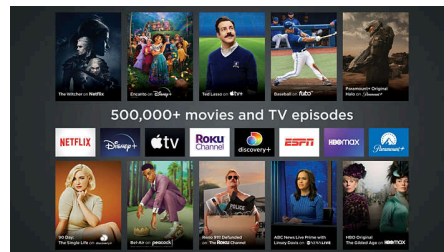
Easily control your TV from anywhere in the room with just your voice. Compatible with Siri, Alexa, or Hey Google.

## 4K HDR10 and HLG HDR



Experience extraordinary picture quality with UHD resolution, combined with HDR for sharp contrast and unbelievably vivid colors.

## #1 smart TV platform in the US



Get more from your TV. Choose from a large selection of entertainment across popular streaming services.

## Works with Apple AirPlay



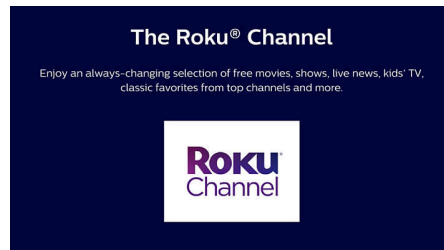
Effortlessly stream videos, photos, music, and more from your Apple device to your TV with AirPlay.

## Perfect Motion Rate



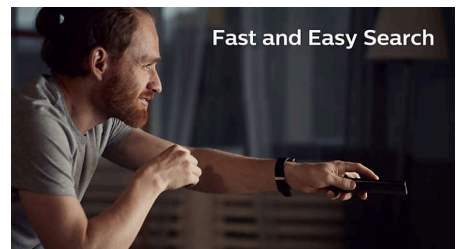
Unprecedented motion sharpness for sports, movies, or any fast-paced scenery with incredible clarity.

## The Roku Channel



Stream hit movies, TV shows, 350+ live channels, family entertainment and more for free.

## Fast and easy search



Search by title, actor or director to see where to stream your favorite shows for free or at the lowest price.



# Specifications

## Picture/Display

Aspect ratio: Widescreen(16:9)  
 Contrast ratio (typical): 3000:1  
 Response time (typical): 9.5 ms  
 Diagonal screen size (inch): 43 inch  
 Diagonal screen size (metric): 109.2 cm  
 Backlight: LED  
 Panel resolution: 3840x2160p  
 Picture enhancement: Dynamic contrast, 120 PMR, HDR10, HLG  
 Visible screen diagonal (inch): 42.5 inch  
 Display screen type: LCD UltraHD Display  
 Viewing angle: 178° (H) / 178° (V)

## Supported Display Resolution

Computer inputs on HDMI: up to 4K UHD 4096 x 2160 @60Hz  
 Video inputs on HDMI: up to 4K UHD 3840 x 2160 @60Hz

## Sound

Sound System: Stereo, SAP, Dolby Audio  
 Built-in speakers: 2

## Convenience

Child Protection: Parental Control  
 Clock: Sleep Timer  
 Remote Control: TV  
 Screen Format Adjustments: Auto, Direct,

Normal, Stretch, Zoom

Ease of Installation: Guided setup

Multimedia: auto slideshow, USB media browser

## Multimedia Applications

Multimedia connections: USB Storage Device

## Tuner/Reception/Transmission

TV system: ATSC, NTSC  
 Video Playback: NTSC  
 Tuner bands: UHF, VHF  
 Aerial input: 75 ohm F-type

## Connectivity

Number of HDMI connections: 4  
 Wireless connection: Wireless LAN (802.11ac)  
 Other connections: Headphone out, Ethernet, CVBS+Audio L/R in  
 HDMI features: 4K, Audio Return Channel (HDMI 1)  
 EasyLink (HDMI-CEC): One touch play, Power status, System info (menu language), System audio control, System standby  
 Audio Output - Digital: Optical  
 Number of USB 2.0: 2

## Power

Power consumption: 66 W  
 Standby power consumption: < 0.5 W  
 Ambient temperature: 5°C to 40°C (41°F to 104°F)  
 Main power: 120V/60Hz

## Dimensions

Product weight (lb): 15.00 lb  
 Box height (inch): 25.0 inch  
 Box width (inch): 40.7 inch  
 Box depth (inch): 5.8 inch  
 Wall mount compatible: 200 x 200 mm  
 Set Width (inch): 37.8 inch  
 Set Height (inch): 22.1 inch  
 Set Depth (inch): 3.5 inch  
 Set width (with stand) (inch): 37.8 inch  
 Set depth (with stand) (inch): 7.3 inch  
 Set height (with stand) (inch): 23.8 inch  
 Product weight (+stand) (lb): 15.14 lb  
 Weight incl. Packaging (lb): 21.56  
 Stand width (inch): 33.7 inch

## Accessories

Included: Quick start guide, Remote control, Batteries for remote control, Tabletop Stand, Screws

## Network Services

TV Operating System: Roku OS

