



Philips Roku  
6600 series LED LCD TV

50" class/po

4K UHD 2160p  
HDR / 120PMR  
Borderless Design



50PUL6643

## 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

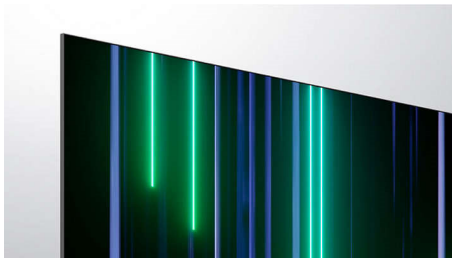
**PHILIPS** | **Roku TV**

6600 series LED LCD TV  
50" class/po 4K UHD 2160p, HDR / 120PMR, Borderless Design

50PUL6643/F6

# 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



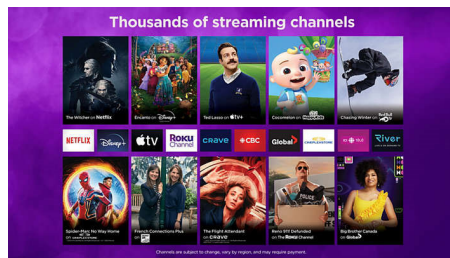
Easily control your TV from anywhere in the room with just your voice. Compatible with Siri, Alexa, or Hey Google.

## 4K HDR10 and HLG HDR



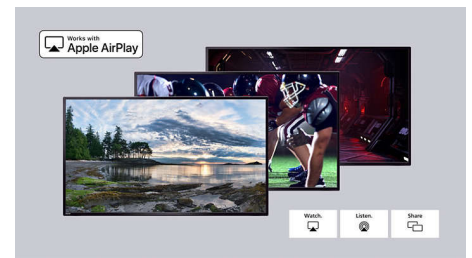
Experience extraordinary picture quality with UHD resolution, combined with HDR for sharp contrast and unbelievably vivid colors.

## #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



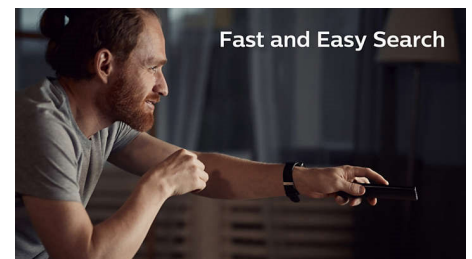
Unprecedented motion sharpness for sports, movies, or any fast-paced scenery with incredible clarity.

## 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.



**Roku TV**

# Specifications

## Picture/Display

- Aspect ratio: Widescreen(16:9)
- Contrast ratio (typical): 3000:1
- Response time (typical): 9.5 ms
- Diagonal screen size (inch): 50 inch
- Diagonal screen size (metric): 127.0 cm
- Backlight: LED
- Panel resolution: 3840x2160p
- Picture enhancement: Dynamic contrast, 120 PMR, HDR10, HLG
- Visible screen diagonal (inch): 49.5 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

- Output power (RMS): 2 x 8W
- 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: 97 W
- Standby power consumption: < 0.5 W
- Ambient temperature: 5°C to 40°C (41°F to 104°F)
- Main power: 120V/60Hz

## Dimensions

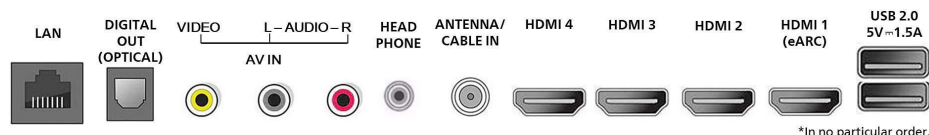
- Product weight (lb): 19.80 lb
- Box height (inch): 29.9 inch
- Box width (inch): 49.2 inch
- Box depth (inch): 5.7 inch
- Wall mount compatible: 400 x 300 mm
- Set Width (inch): 44.0 inch
- Set Height (inch): 25.7 inch
- Set Depth (inch): 3.3 inch
- Set width (with stand) (inch): 44.0 inch
- Set depth (with stand) (inch): 10.6 inch
- Set height (with stand) (inch): 27.7 inch
- Product weight (+stand) (lb): 20.11 lb
- Weight incl. Packaging (lb): 29.50
- Stand width (inch): 41.8 inch

## Accessories

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

## Network Services

- TV Operating System: Roku OS



\*In no particular order.

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\* Content resolution is based on TV compatibility and may vary by channel. Channels are subject to change, vary by region, and may require payment. Roku search does not work with all channels.

\* Payment required for some channels and content. Channels can change and vary by region.