

PHILIPS

Roku TV



6600 series LED LCD
TV

55" class/po

4K UHD 2160p

HDR / 120PMR

Borderless Design



55PUL6643

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

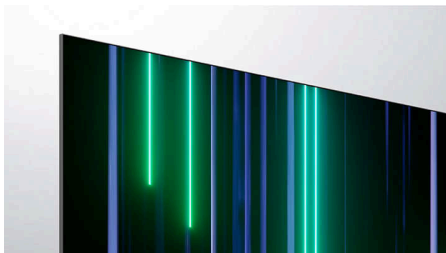
- Compatible with Alexa, Google Assistant, and Apple HomeKit
- Cast your mobile device via AirPlay or Roku App
- Wireless LAN for seamless streaming
- Free Roku mobile app with easy search, control, and more

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



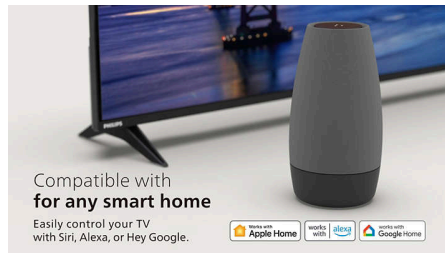
With an elegant stand and 3-sided borderless display, enhance the look of any room with this sleek TV.

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



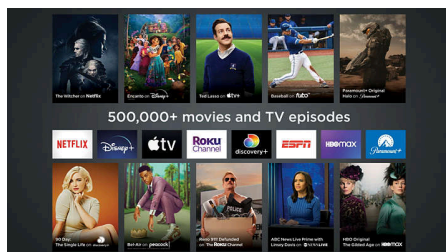
Easily control your TV from anywhere in the room with just your voice. Compatible with Siri, Alexa, or Hey Google.

4K HDR10 and HLG HDR



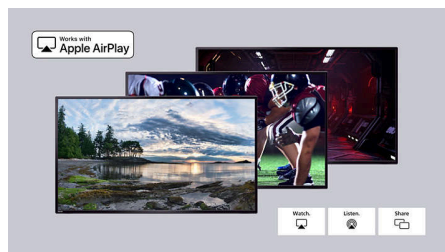
Experience extraordinary picture quality with UHD resolution, combined with HDR for sharp contrast and unbelievably vivid colors.

#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



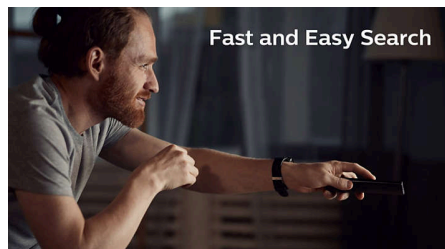
Unprecedented motion sharpness for sports, movies, or any fast-paced scenery with incredible clarity.

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): 55 inch
 Diagonal screen size (metric): 139.7 cm
 Backlight: LED
 Panel resolution: 3840x2160p
 Picture enhancement: Dynamic contrast, 120 PMR, HDR10, HLG
 Visible screen diagonal (inch): 54.9 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: 105 W
 Standby power consumption: < 0.5 W
 Ambient temperature: 5°C to 40°C (41°F to 104°F)
 Main power: 120V/60Hz

Dimensions

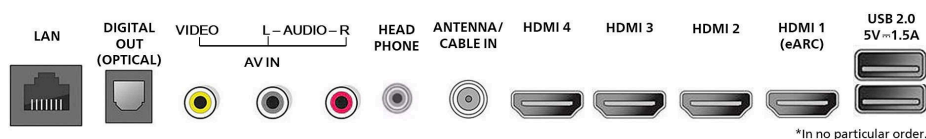
Product weight (lb): 24.07 lb
 Box height (inch): 32.3 inch
 Box width (inch): 52.8 inch
 Box depth (inch): 5.7 inch
 Wall mount compatible: 400 x 300 mm
 Set Width (inch): 48.5 inch
 Set Height (inch): 28.3 inch
 Set Depth (inch): 3.5 inch
 Set width (with stand) (inch): 48.5 inch
 Set depth (with stand) (inch): 10.6 inch
 Set height (with stand) (inch): 30.3 inch
 Product weight (+stand) (lb): 24.38 lb
 Weight incl. Packaging (lb): 33.55
 Stand width (inch): 46.3 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.

