

MIRA



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sense and simplicity





## A modern piece of art

Throughout the decades, groundbreaking designs have transformed how we see and interact with the world around us, becoming iconic classics along the way. The same holds true for our new Mira.

With its sleek and elegant silhouette, black and white minimalist color combination, and attractive, curved contours, Mira challenges conventional perceptions about telephone design.

Yet while it undoubtedly complements any modern home interior, Mira is more than a triumph of form and function. Think high-quality construction, crystal clear sound, distinctive design, and eye-catching profile – all cleverly combined in one remarkable, eco-friendly phone.

It's timeless. It's unique. It's stylish. It's the one and only Mira.

# Beautiful everywhere

Undeniably easy on the eyes, Mira's single and continuous oval-shaped design is not just aesthetically pleasing. You'll discover using the handset is effortless and intuitive, especially with the calibrated keypad for precise dialing. The durable, high-gloss outer shell is fingerprint resistant while the graceful curves sit naturally in your hand.

Mira includes a convenient charging feature, so it will always be charged and ready for use no matter which way you place the handset in the base. What's more, a smart cable system keeps wires hidden and out of sight to maintain Mira's sleek lines.

Cleverly designed handset cans ensure maximum comfort during long calls. For convenient, hands-free chatting simply use the speakerphone function.

In any case, you'll be inspired to keep on talking for hours.



**High-gloss outer shell**  
that is durable and fingerprint resistant

**Cleverly designed handset cans**  
for maximum comfort during long calls

**Calibrated keypad**  
for precise dialing

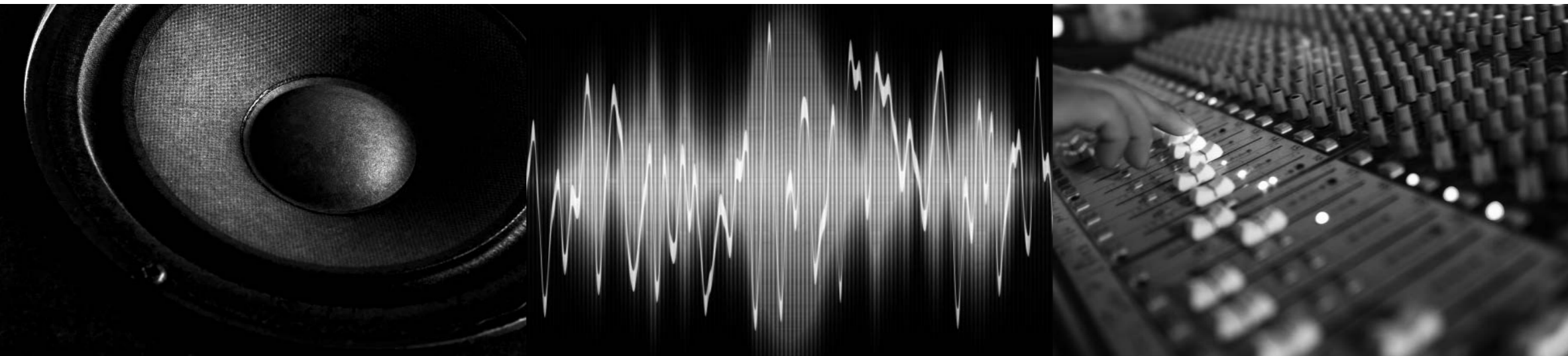
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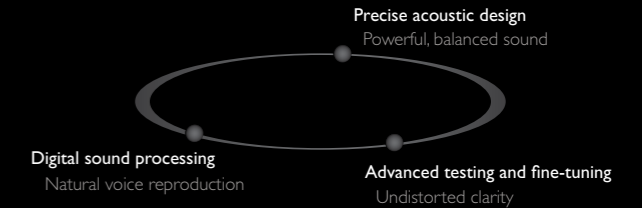
# In a perfect harmony



**Precise acoustic design**  
Component selection  
Component integration

**Digital sound processing**  
Echo cancellation  
Automatic volume control

**Advanced testing and fine-tuning**  
Accurate measurements by experts



Besides stunning good looks, exceptional audio quality is another of Mira's strong points. Thanks to a combination of precise acoustic design, digital sound processing and advanced testing, the caller's voice is reproduced with remarkable authenticity.

## **Precise acoustic design for superb, powerful sound**

Carefully selected components are built into controlled enclosures and housings to create an optimized acoustic system.

## **Digital sound processing for natural voice reproduction**

Echo cancellation keeps your conversation smooth and free of noise, while auto volume control offsets unwanted volume variation.

## **Advanced testing and fine-tuning for undistorted clarity**

Our experts take accurate measurements in real environments for precise sound settings refinement.

# Black, white and very green

Could this be the perfect phone? After all, it's beautiful, intelligent and eco-friendly, too. Mira features built-in technologies that are good for the environment and good for everyone.

## Reducing power radiation

Up to 93% reduction in power transmission when the mono handset is close to the base unit.

## Reducing energy consumption

High-efficiency, switched-mode power supplies further reduce energy consumption by up to 60% compared to linear power supplies.

## ECO+: No emission mode

When ECO+ mode is activated, you'll enjoy zero power emission.

It's a phone you'll love, and the environment will love you for using.



# Specifications

Philips Mira digital cordless phone M555/M550	
Display size	1.6" 2-line graphical display
Display backlight colour	White
Keypad backlight colour	White
Name & number phone book memories	100 entries
Handsfree speakerphone	Yes
Answering machine capacity	Up to 30 minutes (For M555 only)
Caller ID	Yes (If supported by network operator)
Number of ringtones	10 polyphonic
Talk time	Up to 16 hours
Stand-by time	Up to 250 hours
Handset charging	Charge handset either way around
Smart cable management	Yes
Full ECO Mode (ECO+)	Yes



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