

PHILIPS



4K Ambilight TV

OLED+

194 cm (77") Ambilight TV

4K OLED. 144 Hz

Dolby Vision & Atmos

P5 Dual AI Picture Engine



77OLED950

Master of vision

Our finest OLED+ TV is for those who want to indulge in our most perfectly bright and lifelike picture—and four-sided Ambilight's matchless immersion. Pair with a high-end sound system for an experience that's like no other.

4K OLED+ Ambilight TV. Ultimate picture quality.

- Whatever you watch, a picture so real. P5 Dual AI engine
- All-around immersion. 4 sided Ambilight TV
- OLED META 3 panel. Precision, brightness and detail

Your entertainment. Taken care of beautifully.

- Thoughtful design. Responsible packaging
- Connect to smart home networks, voice assistants and more

Movies, TV shows, games. Immerse in lifelike.

- Immersive surround-sound technology
- Total Gaming Solution. Thrilling play for every gamer
- Entertainment you love, with a little help from Google
- Cinematic viewing for all you watch and play

OLED+

4K Ambilight TV

77OLED950/12

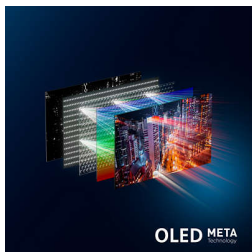
Highlights

Ambilight TV



With four-sided Ambilight, sports, films, music and games will feel bigger than ever. Integrated LED lights at the back react to what you watch or listen to, immersing you in a halo of colourful light that emanates from the top, bottom and sides of the TV. For the full impact, hang your Ambilight TV on the wall.

Bright OLED META 3 panel



Thanks to its OLED META 3 panel, this OLED+ Ambilight TV does lifelike better and brighter than ever and the picture looks superb at any angle. With astonishing peak brightness levels, contrast and colour are beautifully well defined: even the smallest details leap from shadows and bright areas. All major HDR formats are supported.

P5 Dual AI engine



Enjoy a picture so real it feels you could step right into it! Twin P5 AI chips get the most out of the latest and brightest OLED panel, perfecting sharpness and detail and optimising for any

changes to ambient lighting. Whatever's on screen—from bright stadium sports to dark sci-fi drama—you'll see it all so clearly.

Cinematic viewing



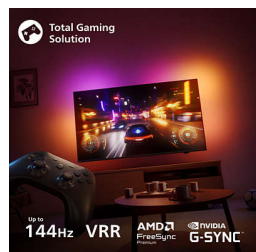
Hold onto the edge of your seat! With Dolby Vision on board, you'll see the picture the director wanted you to see, no more disappointing scenes that are too dark to make out. From movies to games, say hello to every glorious detail.

Surround-sound technology



Compatibility with Dolby Atmos and DTS:X takes the sound of this TV to another level, in any room. The latest movies, the newest games, the biggest sports events: with sound effects placed in the space above and around you, you'll feel like you're right in the middle of the action.

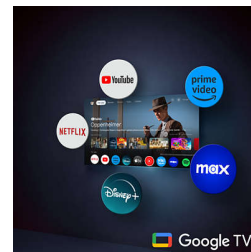
Total Gaming Solution



HDMI 2.1, 120 Hz native refresh rate and an ultra-low input lag. Indie game or AAA title, this Ambilight TV gives you the specs you need to

game how you want! For more control, Game Bar 2.0 lets you customise how you play, and you can connect a Bluetooth controller for cloud gaming. PC gamers can also enjoy 144 Hz VRR via HDMI.

Google TV™

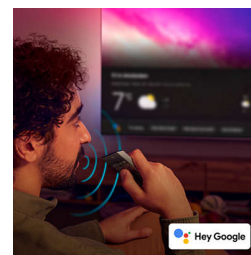


What do you want to watch? Google TV brings together movies, shows and more, from across your apps and subscriptions—and organises them just for you. You'll get suggestions based on what you like and you can even use the Google TV app on your phone to curate your watchlist on the go.

Sustainable materials

The almost bezel-free screen is the perfect canvas for this TV's stunning picture—and four-sided Ambilight creates mesmerising mood lighting when the screen's off. The slender metal TV remote recharges wirelessly and has motion-activated backlighting. Our packaging uses FSC-certified recycled cardboard and inserts are printed on recycled paper.

Seamless control



Seamless compatibility with Matter means you can easily integrate this 4K Ambilight TV into your existing smart home network. You can also use the TV remote to control your satellite or cable box or wake the Google Assistant—and the TV is compatible with Alexa-enabled devices and Apple AirPlay too.

AMBILIGHT tv

OLED+

P5 AI Intelligent
Dual Picture Engine

Dolby Vision-Atmos

dts X

Total Gaming
Solution

Google TV

Hey Google

Specifications

Ambilight

Ambilight Features: Wall colour adaptive, Music Mode, Ambilight Suite, Game Mode, AmbiSleep
Ambilight Version: 4 sided

Picture/Display

Diagonal screen size (inch): 77 inch
Diagonal screen size (metric): 194 cm
Display: 4K Ultra HD OLED
Panel resolution: 3840 x 2160p
Native refresh rate: 144 Hz
Picture engine: P5 AI Dual Picture Engine
Picture enhancement: Calman Autocal Ready and Manual Calibration, Calman, Crystal Clear, ECO, Film-maker mode, Game, Home Cinema, MEMC / FRC Embedded, Micro Dimming Perfect, Monitor, Personal, Perfect Natural Motion
Variable Refresh Rate: 144 Hz

Display input resolution

Resolution-Refresh rate: 576p - 50 Hz, 645 x 480 - 60 Hz, 720p - 50/60 Hz, 1920 x 1080p - 24/25/30/50/ 60/100/120/144 Hz, 2560 x 1440 - 60/120/144 Hz, 3840 x 2160p - 24/25/30/50/60/100/120/144 Hz

Tuner/Reception/Transmission

Digital TV: DVB-T/T2/T2-HD/C/S/S2
Signal strength indication
Teletext: 1000 page Hypertext
HEVC support

Smart TV

SmartTV apps*: Disney+, Apple TV, Netflix, YouTube, Amazon Prime Video, NFT app*
OS: Google TV™
Memory size (Flash)*: 32 GB

Smart TV Features

Interactive TV: HbbTV
Voice assistant*: RC with Mic., Hey Google, Works with Alexa
Smart Home experience: MATTER, Control4, Works with Apple Home
Gaming Control Bar: Gamebar 2.0
TTS support

Multimedia Applications

Video Playback Formats: AVI, MKV, HEVC, H.264/MPEG-4 AVC, MPEG1, MPEG2, MPEG4, VP9, HEVC (H.265), AV1
Music Playback Formats: MP3, WAV, AAC, FLAC

Subtitles Formats Support: SRT, SMI, SSA, SUB, ASS, TXT

Picture Playback Formats: JPEG, GIF, PNG, BMP, HEIF

Sound

Audio: 2.1 Channel
Output power (RMS): 70 Watt (RMS)
Speaker configuration: 10 W x 4 mid-high speaker, 30 W subwoofer
Codec: Dolby Atmos®, Dolby Digital, DTS:X
Sound Enhancement: A.I. EQ, AI mode, Clear Dialogue, Dialogue, Dolby Media Intelligence, Entertainment, Music, Spatial Music, Personal, Original, AVL Mode, Night mode
Headphone Features: Dolby Atmos for Headphone
Main Speaker: 2-Way Mid + Tweeter
Woofer: Triple Ring Balance Quad PR

Specifications

Connectivity

Number of HDMI connections: 4

HDMI features: 4K, Audio Return Channel

EasyLink (HDMI-CEC): One touch play, Remote control pass-through, System standby, System audio control

Number of USBs: 2

Wireless connection: Wi-Fi 802.11ax, 2x2, Dual band, Bluetooth 5.2, Works with Apple AirPlay, Google Fast Pair

HDCP 2.3: Yes on all HDMI

HDMI ARC: Yes on HDMI2

HDMI 2.1 features: eARC/VRR/ALLM supported, eARC on HDMI 2, Max 48 Gbps data rate

EasyLink 2.0: External setting via TV UI, HDMI-CEC for Philips TV/SB

Supported HDMI video features

HDMI 1/2: HDMI 2.1 full bandwidth 48 Gbps, up to 4K 144Hz

Gaming: AMD FreeSync Premium, Nvidia G-Sync compatible, ALLM, Dolby Vision Game, HDMI VRR, HGiG

HDMI 3/4: HDMI 2.0

HDR: Dolby Vision, HDR10, HDR10+ Adaptive, HLG

EU Energy card

EPREL registration numbers: 2342947

Energy class for SDR: G

On mode power demand for SDR:

147 kWh/1000h

Energy class for HDR: G

On mode power demand for HDR:

175 kWh/1000h

Off mode power consumption: n.a

Networked standby mode: 2.0 W

Panel technology used: OLED

Power

Mains power: AC 100 – 240 V 50/60 Hz

Standby power consumption: less than 0.3 W

Power Saving Features: Auto switch-off timer, Eco mode, Light sensor, Picture mute (for radio)

Accessories

Included accessories: Tabletop stand, 1x USB-C cable for remote control charging, Quick start guide, Power cord, Remote Control, Safety and Legal Leaflet

Design

Colours of TV: Metal bezel frame

Stand design: Metal diamond shape black stand

Dimensions

Distance between 2 stands: 798 mm

Wall-mount compatible: 400 x 300 mm

TV without stand (W x H x D): 1712 x

991 x 67 mm

TV with stand (W x H x D):

1712 x 1011 x 310 mm

Package carton (W x H x D):

1950 x 1170 x 200 mm

Weight of TV without stand: 33.8 kg

Weight of TV with stand: 34.25 kg

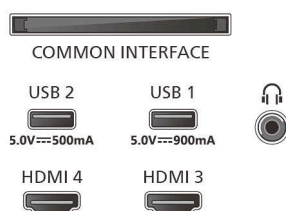
Weight incl. packaging: 44.5 kg



- * 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.
- * 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 by TV model, operator and country, as well as smart device model and OS. For more details, please visit: www.philips.com/TVRemoteapp.
- * EPG and actual visibility (up to 8 days) is country- and operator-dependent.
- * Netflix subscription required. Subject to terms on <https://www.netflix.com>
- * Amazon Prime is available in selected languages and countries.
- * Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in selected languages and countries.
- * Over-the-top media services button on the remote control will be different in each country. Please refer to the actual product in the box.
- * Google Assistant is available in different languages and countries specific to product types.
- * Availability and functionality of voice-control services varies according to country and language.
- * Google TV is the name of this device's software experience and a trademark of Google LLC.
- * Google TV is the name of this device's software experience and a trademark of Google LLC. YouTube, OK Google and other marks are trademarks of Google LLC.
- * Availability of Apple TV app & Apple TV+ may vary by country or region, please check support pages of Google Play and Apple Inc
- * 144 Hz HDMI VRR, G-sync and FreeSync are achievable when gaming on a PC, connected to your OLED TV via HDMI
- * Matter/Control4: this feature will become available in 2025 via a software update.
- * Apple, AirPlay, Apple Home, HomeKit and iOS are trademarks of Apple Inc., registered in the U.S. and other countries and regions. IOS is a trademark or registered trademark of Cisco in the U.S. and other countries and is used under licence.

Connections

Side



Down

