

PHILIPS



4K Ambilight TV

OLED+

Ambilight TV, AmbiScape
4K OLED. Up to 165 Hz
Bowers & Wilkins sound
P5 AI Intelligent Engine



77OLED911

Our ultimate sound and vision experience

This new Bowers & Wilkins OLED911 TV offers a P5 AI intelligent engine that performs like a master. Stunning details and an unrivalled picture on an impressive 4 sided Ambilight TV combine to deliver a truly outstanding immersive experience.

Your entertainment. Beautifully taken care of in every detail

- Connect seamlessly to smart home networks
- Thoughtful design. Responsible packaging

Our ultimate all-in-one experience

- Cinematic viewing. Watch and play with Dolby Vision 2 Max
- Immersive surround sound technology
- Quick and easy to find content with Titan OS
- Total Gaming Solution. Thrilling play for every gamer

4K OLED+ Ambilight TV. Immerse in Lifelike

- All around immersion. 4 sided Ambilight TV
- AmbiScape -sync your smart bulbs to the action
- Bright OLED META panel. Precision, brightness and detail
- Whatever you watch, a picture so real. P5 engine with AI
- Legendary Bowers & Wilkins Sound

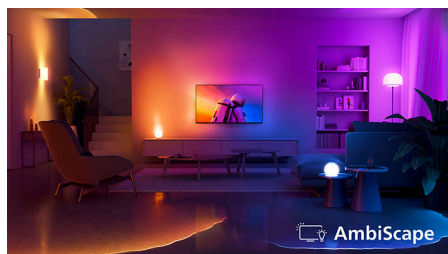
Highlights

Ambilight 4 sided 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 watching or listen to, immersing you in a colourful halo light that emanates from the top, bottom and sides of the TV. For the full impact, hang your Ambilight TV on the wall.

AmbiScape

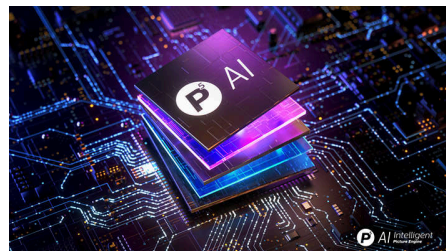


Step into a new dimension of entertainment. AmbiScape extends Ambilight beyond the TV, syncing with your smart lights to transform your room into a living canvas. Feel every scene, every beat and every moment as your surroundings react in real time—pulling you deeper into the experience.

Bright Tandem WOLED panel

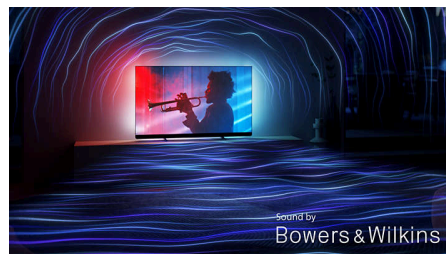
Thanks to its Tandem WOLED panel, this OLED+ Ambilight TV does lifelike better and brighter than ever, with a picture that looks superb at any angle. With astonishing peak brightness levels, contrast and colour are beautifully well defined: even the smallest details leap from shadows and bright areas.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

P5 AI intelligent engine



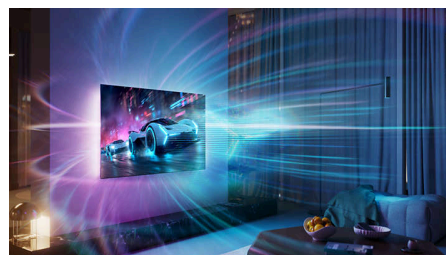
Philips P5 processor with AI delivers a picture so real it feels like you could step right into it. A deep-learning AI algorithm processes images in a manner similar to the human brain. No matter what you're watching, you get lifelike detail and contrast, rich colours and smooth motion.

Sound by Bowers & Wilkins



Revolutionary new frontal, slim and integrated sound system from Bowers & Wilkins creates an extra-wide soundstage for incredible immersion. Front-firing drivers and a dedicated centre channel direct detailed sound with clear dialogue directly towards you. A rear-mounted subwoofer provides deep, accurate bass.

Cinematic viewing



Hold onto the edge of your seat! With Dolby Vision 2 Max on board, you'll see more of the picture the director wanted you to see — no

more disappointing scenes that are too dark to make out! From films 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 films, 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.

Philips Smart TV Titan OS



The Philips Smart TV Titan OS platform brings what you love to watch, and fast. From sequels to series and documentaries to drama, everything you want is there at the touch of a button. Whatever you're looking to watch, keep all the best streaming apps easily within your reach.

OLED+

4K Ambilight TV

77OLED911/12

Highlights

Total Gaming solution

HDMI 2.1, up to 165 Hz native refresh rate and an ultra-low input lag. Whether an 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 to a Bluetooth controller for cloud gaming. PC gamers can enjoy 165 Hz VRR via HDMI.

Matter Smart Home compatible



Matter Smart Home compatibility brings seamless integration to your existing smart home network. To control the TV from your

Matter Smart Home app or with voice control services, simply push the button on your remote and speak. Dim the lights. Adjust your thermostat. Even turn on your Philips Ambilight TV. A single command does it all.

Thoughtful design

This sleek bezel less OLED screen looks sophisticated in any room, and Ambilight creates mesmerising mood lighting even when the screen is off. Our packaging uses FSC-certified recycled cardboard and the inserts are printed on recycled paper.

Specifications

Ambilight

AmbiScape

Ambilight Features: Wall colour adaptive, Ambilight FTI Animation, Auto Ambilight, Ambilight Boot-Up Animation, Ambilight Music, Ambilight Suite, Gaming mode
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: 120 Hz
Picture engine: P5 AI Perfect Picture Engine
Picture enhancement: Personal, Perfect Natural Motion, Micro Dimming Pro, MEMC / FRC Embedded, Monitor, ECO, Calman Autocal Ready and Manual Calibration, Reference, Natural, HDR10+ compatible, Crystal Clear, Game
Variable Refresh Rate: 165 Hz

Display input resolution

Resolution-Refresh rate: 576 p - 50 Hz, 640 x 480 - 60 Hz, 720 p - 50 Hz, 60 Hz, 1920 x 1080p - 24/25/30/50/ 60/100/120/165 Hz, 2560 x 1440 - 24/25/30/50/ 60/100/120/165 Hz, 3840 x 2160p - 24/25/30/50/60/100/120/165 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*: Amazon Prime Video, Apple TV, Disney+, Netflix*, NFT app*, YouTube, HBO, TITAN channel
OS: TITAN OS
Memory size (Flash)*: 8 GB

Smart TV Features

Interactive TV: HbbTV
Voice assistant*: Works with Google Home, RC with Mic., Works with Alexa
Smart Home experience: Control4, MATTER, Works with Google Home, Works with Amazon Alexa
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, TIFF

Sound

Audio: 3.1 Channel
Output power (RMS): 81 W
Speaker configuration: 6 x 8.5 W+30 W
Codec: Dolby Digital MS12 V2.8, DTS:X, Dolby Atmos®
Sound Enhancement: A.I. EQ, AI mode, Clear Dialogue, Dolby Media Intelligence, Vocal Boost,

AVL Mode, Night mode, Spatial Music, Music, Personal, Original, Entertainment

Headphone Features: Dolby Atmos for Headphone

Main Speaker: 2-Way B&W Mid + Tweeter

Woofer: B&W Balanced Quad PR

Connectivity

EasyLink 3.0

Number of HDMI connections: 4

HDMI features: ALLM (Auto Low Latency Mode), Audio Return Channel, 4K

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

Number of USBs: 2

Wireless connection: Wi-Fi 802.11ax, 2x2, Dual band, Bluetooth 5.4, easy-pair (RC blue button), Works with Apple AirPlay

HDCP 2.3: Yes on all HDMI

HDMI ARC: HDMI 3

HDMI 2.1 features: eARC on HDMI 3, VRR on all HDMI ports, 4K 165 Hz 10 bits 4:2:2, HDR on all HDMI ports, FreeSync Premium, ALLM on all HDMI ports, Max 48 Gbps data rate, G-SYNC Compatible

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

Specifications

Supported HDMI video features

HDMI 1/2: HDMI 2.1 full bandwidth 48 Gbps, up to 4K 165Hz

Gaming: AMD FreeSync Premium, ALLM, Nvidia

G-Sync compatible, HGiG, Dolby Vision Game

HDMI 3/4: HDMI 2.1 Bandwidth 48 Gbps, up to 4K 165 Hz

HDR: Dolby Vision 2 Max, HDR10+ Compatible, HLG, HDR10

EU Energy card

EPREL registration numbers: 2709888

Energy class for SDR: F

On mode power demand for SDR:

134 kWh/1000h

Energy class for HDR: G

On mode power demand for HDR:

144 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: <0.3W

Power Saving Features: Auto switch-off timer,

Eco mode, Picture mute (for radio), Light sensor

Accessories

Included accessories: 1x USB-C cable for remote control charging, Power cord, Quick start guide, Remote Control with wireless charging, Tabletop stand, Safety/legal instructions

Design

Colours of TV: Metal bezel frame

Stand design: Rounded Stick Metal Black Sheen

Dimensions

Distance between 2 stands: 871 mm

Wall-mount compatible: 400 x 300 mm

TV without stand (W x H x D):

1714 x 1019 x 40 mm

TV with stand (W x H x D):

1714 x 1043 x 355 mm

Package carton (W x H x D):

1925 x 1190 x 190 mm

Weight of TV without stand: 28.55 kg

Weight of TV with stand: 29.02 kg

Weight incl. packaging: 37.77 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 and Apple TV+ may vary by country or region. Please check the Google Play and Apple Inc. support pages.
- * 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.

