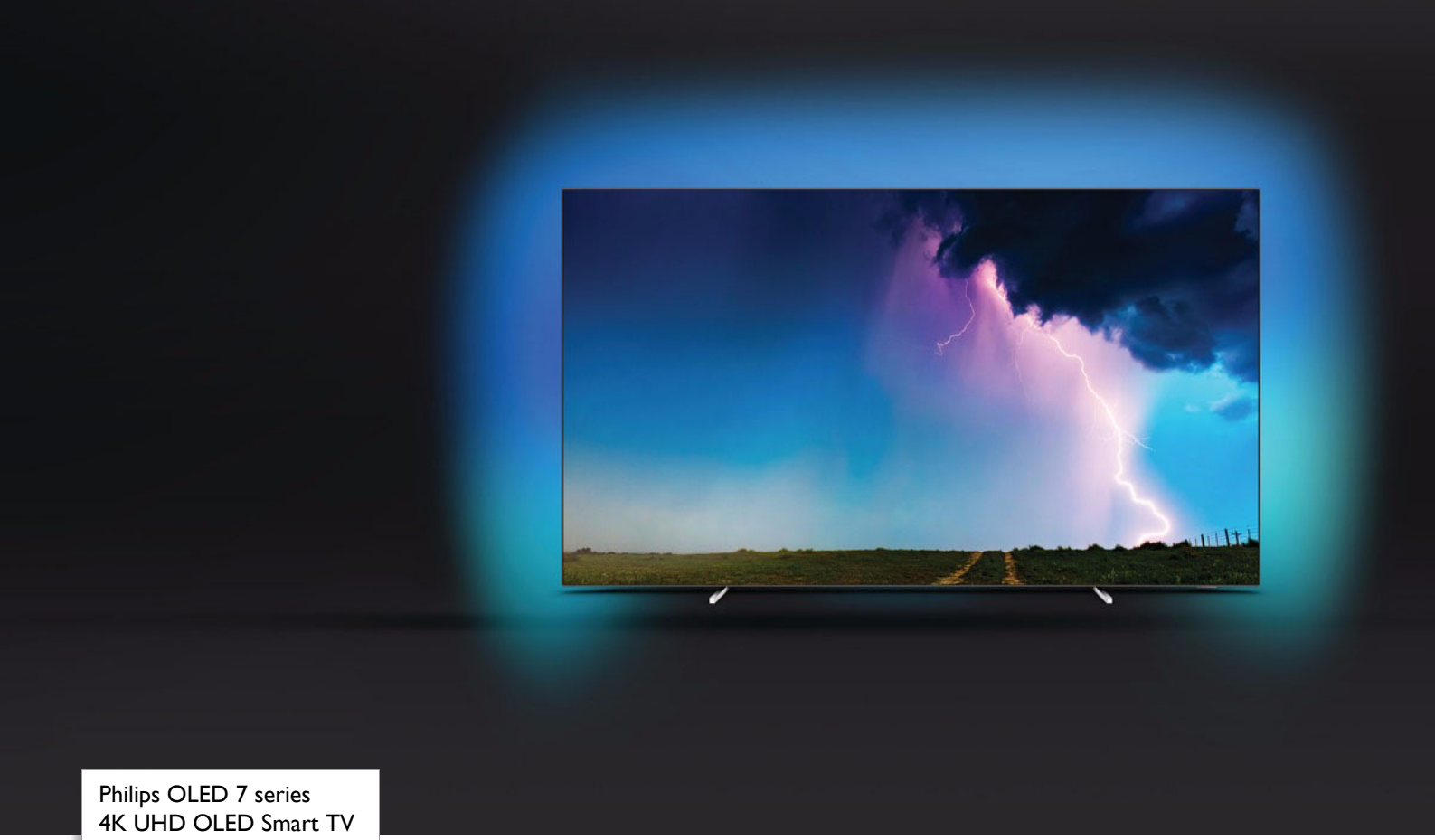


Philips OLED 7 series
4K UHD OLED Smart TV
with Ambilight 3-sided

139 cm (55") Ambilight TV

4500 Picture Performance Index
HDR 10+/ WCG 99%
P5 Perfect Picture Engine

55OLED754

4K UHD OLED Smart TV

with Ambilight 3-sided

Dive into the beauty of Philips OLED. From HDR movies to fast-action sports, you'll enjoy sharper detail, richer colors, and smoother motion. Ambilight sets the mood beautifully, and when you want to change the channel-just ask Alexa.

True beauty

- 4K UHD OLED TV. This is what lifelike feels like.
- Slim design. Slender metal bezel and dark metal stand
- Ambilight. Take the emotion beyond the screen.

Rich color. Sharp detail. Smooth motion.

- Philips P5 Engine. Whatever the source, always perfection.
- Perfect Natural Reality. More depth, more detail.
- Dolby Vision and Dolby Atmos. Cinematic vision and sound.
- HDR10+. See more of what the director intended.

Rich sound. Hear every whisper.

- Detailed audio from an integrated woofer and tweeters
- Crisp dialogue. Subtle details. Thunderous effects.

SAPHI. The smart way to enjoy your TV.

- One-button access to apps including Netflix and Prime Video
- Alexa built-in. Your voice is your remote.

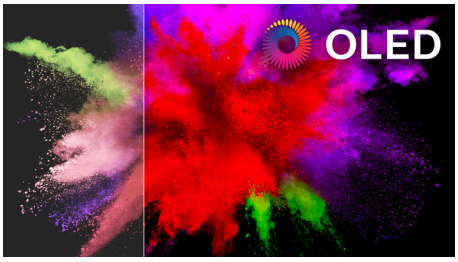
PHILIPS

Highlights

Ambilight 3-sided

With Philips Ambilight, movies and games feel more immersive. Music gets a light show. And your screen will feel bigger than it is. Intelligent LEDs around the edges of the TV cast on-screen colours onto the walls, and into the room, in real time. You get perfectly tuned ambient lighting. And one more reason to love your TV.

OLED TV



With a Philips OLED TV, every scene feels impressively real. Individual pixels can be dimmed or turned off, giving deeper blacks, vibrant colours, and astonishing contrast. Even details in shadows and highlights are precisely reproduced. You also get a wider viewing angle and, thanks to the Philips processing engine, beautifully smooth motion.

P5 Perfect Picture Engine

The Philips P5 Perfect Picture Engine delivers an image as brilliant as the content you love. Details have noticeably more depth. Colours are vivid, while skin tones look natural. Contrast is so crisp you'll feel every detail. And motion is so smooth that you'll never lose sight of the ball, no matter how fast the play.

Dolby Vision and Dolby Atmos

Support for Dolby's premium sound and video formats means the HDR content you watch will look-and sound-gloriously real. Whether it's the latest streaming series or a Blu-Ray disc set, you'll enjoy contrast, brightness, and color that reflect the director's original intentions. And hear spacious sound with clarity, detail, and depth.

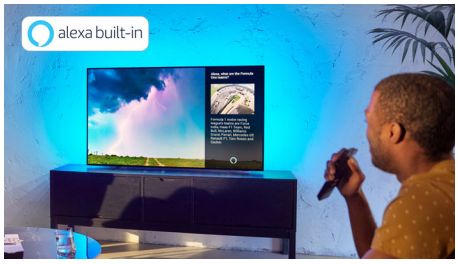
HDR10+

With a Philips HDR10+ TV, picture quality is even more immersive and lifelike. Dynamic metadata enables your TV to adjust brightness levels from frame to frame. From bright skies to candlelit temples, colours look real. Original details are preserved. Contrast is impeccable.

Saphi Smart TV

SAPHI is a fast, intuitive operating system that makes your Philips Smart TV a real pleasure to use. Enjoy great picture quality and one-button access to a clear icon-based menu. Operate your TV with ease, and quickly navigate to popular Philips Smart TV apps including YouTube, Netflix, and Amazon Prime Video.

Alexa built-in



Now you can use your voice to control your Philips smart TV. Change TV channels by saying their name. Switch to your gaming console. Control smart-home devices like your lights and thermostat. You can do all this-and more-with Alexa.

ambilight 3 · OLED · P5 Perfect Picture Engine · ULTRA HD PREMIUM · 99% WIDE COLOR GAMUT · DOLBY VISION • ATMOS · Saphi SMART TV · alexa built-in

4K UHD OLED Smart TV

139 cm (55") Ambilight TV 4500 Picture Performance Index, HDR 10+/ WCG 99%, P5 Perfect Picture Engine

55OLED754/12

Specifications

Ambilight
- Ambilight Version: 3 sided
- Ambilight Features: Built in Ambilight+hue, Ambilight Music, Game Mode, Wall colour adaptive, Lounge mode

Picture/Display
- Display: 4K Ultra HD OLED
- Diagonal screen size: 55 inch / 139 cm
- Diagonal screen size (inch): 55 inch
- Panel resolution: 3840x2160
- Aspect ratio: 16:9
- Pixel engine: P5 Perfect Picture Engine
- Picture enhancement: Ultra Resolution, Micro Dimming Perfect, Wide Color Gamut 99% DCI/P3, 4500 PPI, Dolby Vision, HDR10+, Perfect Natural Motion

Supported Display Resolution
- Computer inputs on all HDMI: up to 4K UHD 3840x2160 @60Hz, HDR supported, HDR10+/ HLG
- Video inputs on all HDMI: up to 4K UHD 3840x2160 @60Hz, HDR supported, HDR10/ HLG (Hybrid Log Gamma), HDR10+/Dolby Vision

Smart TV Features
- User Interaction: SimplyShare
- Interactive TV: HbbTV
- Program: Pause TV, USB Recording*
- SmartTV apps*: Online Video Stores, Open Internet Browser, TV on Demand, Youtube
- Ease of Installation: Auto detect Philips devices, Network installation wizard, Settings assistant wizard, Device connection wizard
- Ease of Use: One-stop Smart Menu button, Onscreen Usermanual
- Firmware upgradeable: Firmware auto upgrade wizard, Firmware upgradeable via USB, Online firmware upgrade
- Screen Format Adjustments: Basic - Fill Screen, Fit to Screen, Advance - Shift, Zoom, Stretch, Wide screen
- Philips TV Remote app*: Apps, Channels, Control, TV Guide, Video On Demand
- Remote Control: with Voice

Processing
- Processing Power: Quad Core

Tuner/Reception/Transmission
- HEVC support
- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- MPEG Support: MPEG2, MPEG4
- Video Playback: NTSC, PAL, SECAM
- TV Program guide*: 8 day Electronic Program Guide
- Signal strength indication
- Teletext: 1000 page Hypertext

Connectivity
- Number of HDMI connections: 4
- Number of USBs: 2
- Number of component in (YPbPr): 1
- Wireless connections: Dual Band, Wi-Fi 802.11n 2x2 integrated
- Other connections: Common Interface Plus (CI+), Digital audio out (optical), Ethernet-LAN RJ-45, Audio L/R in, Headphone out, Satellite Connector
- HDMI features: 4K, Audio Return Channel
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, One touch play
- HDCP 2.2: Yes on all HDMI

Multimedia Applications
- Video Playback Formats: Containers: AVI, MKV, H264/MPEG-4 AVC, MPEG-1, MPEG-2, MPEG-4, WMV9/VC1, VP9, HEVC (H.265)
- Subtitles Formats Support: .SRT, .SUB, .TXT, .SMI
- Music Playback Formats: AAC, MP3, WAV, WMA (v2 up to v9.2), WMA-PRO (v9 and v10)
- Picture Playback Formats: JPEG, BMP, GIF, PNG, 360 photo, HEIF

Power
- Mains power: AC 220 - 240 V 50/60Hz
- Standby power consumption: <0.3W
- Off mode power consumption: N/A W
- Ambient temperature: 5 °C to 35 °C
- Power Saving Features: Auto switch-off timer, Light sensor, Picture mute (for radio), Eco mode
- Energy Label Class: B
- Eu Energy Label power: 140 W
- Annual energy consumption: 205 kW·h
- Mercury content: 0 mg
- Presence of lead: Yes*

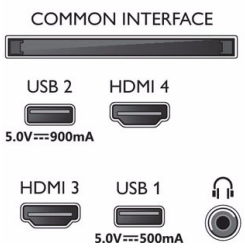
Sound
- Speaker configuration: 8Wx2 mid-high speaker, 24W sub-woofer
- Output power (RMS): 40W
- Sound Enhancement: 5 Band Equalizer, A.I. Sound, Clear Dialogue, Dolby Bass Enhancement, Dolby Volume Leveler, Night mode, Dolby Atmos
- Codec: AC-4, Dolby Atmos, Dolby Digital MS12 V2.3, DTS-HD(M6)
- Audio: 2.1 Channel

Dimensions
- Box dimensions (W x H x D): 1400.0 x 867.0 x 174.0 mm
- Set dimensions (W x H x D): 1227.8 x 705.6 x 49.3 mm
- Set dimensions with stand (W x H x D): 1227.8 x 716.6 x 230.0 mm
- Product weight: 21.2 kg
- Product weight (+stand): 21.5 kg
- Weight incl. Packaging: 25.8 kg
- Stand dimensions (W x H x D): 789.0 x 11.0 x 230.0 mm
- VESA wall mount compatible: 300 x 300 mm

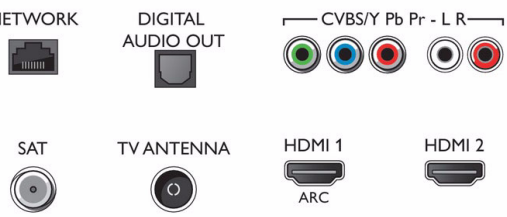
Accessories
- Included Accessories: Legal and safety brochure, Mini-jack to L/R cable, Mini-jack to YPbPr cable, Power cord, Quick start guide, Remote Control, Table top stand
- Included batteries: 2 x AAA Batteries

Connections

Side



Bottom



* EPG and actual visibility (up to 8 days) is country and operator dependent.
* Android App offerings vary per country. For more details please visit your local Google Play Store.
* Energy consumption in kWh per year, based on the power consumption of the television operating 4 hours per day for 365 days. The actual energy consumption will depend on how the television is used.
* 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 subscripction are required. Contact your operator for more information.
* Philips TV Remote app and related functionalities vary per TV model, operator, and country, as well as smart device model and OS. For more details please visit: www.philips.com/TVRemoteapp.
* Smart TV app offerings vary per TV model and country. For more details please visit: www.philips.com/smarttv.
* USB recording for digital channels only, recordings may be limited by broadcast copy protection (CI+). Country and channel restrictions may apply.
* 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.
* Its functionality is subject to ChromeCast built-in apps and smart devises. For more details, please visit ChromeCast built-in product pages.
* Google Assistant built-in will come as a software update for 2018 Android TVs.

Issue date 2019-10-31

Version: 5.1.1

12 NC: 8670 001 57801
EAN: 87 18863 01922 1

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