



Philips OLED
4K Ambilight TV

194 cm (77") Ambilight TV

P5 AI perfect picture engine
Google TV™
Dolby Vision and Dolby Atmos



77OLED809

Lifelike. Immersive. Gorgeous.

4K Ambilight TV

This elegant OLED Ambilight TV entrances with its lifelike picture and powerful sound. The beautifully thin, bezel-free screen lets the action take centre stage, while Ambilight's glow makes everything seem even bigger and more immersive.

4K OLED Ambilight TV. Designed to mesmerise.

- Immerse yourself in what you love. Ambilight TV.
- Whatever you watch, a picture so real. P5 engine with AI.
- Entertainment you love, with a little help from Google
- Detail and depth. Lifelike OLED picture.

Stunning detail. Thoughtful design.

- Epic gaming. 144 Hz*, ultra-low lag, G-sync, VRR, FreeSync.
- Cinematic vision and sound. Dolby Vision and Dolby Atmos.
- Bring IMAX home. IMAX Enhanced certified.
- Thoughtful design. Responsible packaging.

Seamless in every way.

- Supports all major HDR formats.
- Easy control
- Philips Wireless Home System powered by DTS Play-Fi

PHILIPS

4K Ambilight TV

194 cm (77") Ambilight TV P5 AI perfect picture engine, Google TV™, Dolby Vision and Dolby Atmos

77OLED809/12

Highlights

Ambilight TV



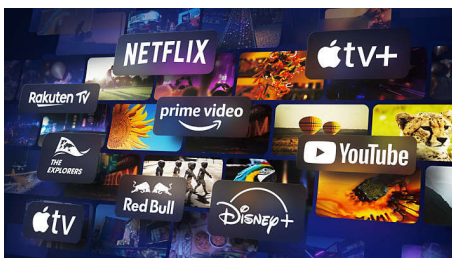
Ambilight TVs are the only TVs with integrated LED lights on the back that react to what you watch, immersing you in a halo of colourful light. It changes everything: your TV seems bigger, and you'll be drawn deeper into your favourite sports, films, music and games.

P5 AI perfect picture 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 colour and smooth motion.

Google TV™



What do you want to watch? Google TV brings together films, 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.

OLED Ambilight TV

The lifelike picture of your 4K (UHD) OLED Ambilight TV always looks incredible, even if viewed at an angle. Blacks are always black, not grey, and you'll see every detail in shadows or bright areas. All major HDR formats are supported — you'll feel the full power of every scene.

Epic gaming



Play without limits and immerse yourself in OLED's incredible realism! HDMI 2.1, a blazing-fast 120 Hz native refresh rate and ultra-low input lag bring fluid, responsive gameplay, super-smooth natural motion and great-looking graphics. Ambilight's gaming mode brings even bigger thrills and, if you're gaming on a PC, you can enjoy 144 Hz VRR via HDMI.

Dolby Vision and Dolby Atmos



With Dolby Vision and Dolby Atmos on board, your films, shows and games look and sound incredible. See the picture the director wanted you to see. No more disappointing scenes that are too dark to make out! Hear every word clearly. Experience sound effects like they're really happening around you.

IMAX Enhanced



Welcome to Hollywood! Your Philips OLED TV lets you experience the full impact of films originally made to play in IMAX cinemas. Be immersed in a far greater sense of scale. See more in every scene. Combined with Ambilight, you're in for a film night to remember.

Sustainable materials

This TV has sleek, dark metal feet, and you can use Ambilight as instant mood lighting when the screen is off. The TV remote recharges wirelessly and is made from recycled plastic. Our packaging uses FSC-certified recycled cardboard and the inserts are printed on recycled paper.

Supports all major HDR formats

Supports all major HDR formats.

Easy control

You can use the slender TV remote to control your satellite or cable box too. For voice control*, you can wake up Google Assistant via the remote's dedicated Google button, or you can ask Alexa to control the TV via Alexa-enabled devices. Stream effortlessly to your TV from your iPhone, iPad or Mac. Watch films from apps. Share photos with friends in the room.*

AMBILIGHT tv

P AI Intelligent Picture Engine

OLED

NVIDIA G-SYNC

Dolby Vision-Atmos

IMAX ENHANCED

Works with Apple AirPlay

dts play-fi

Specifications

Ambilight

- Ambilight Features: Wall colour adaptive, Lounge light mode, Game Mode, Ambilight Music, Sunrise Alarm, AmbiSleep, Ambilight FTI Animation, Works with Philips Wireless Home Speakers
- Ambilight Version: 3 sided

Picture/Display

- Diagonal screen size (inch): 77 inch
- Diagonal screen size (metric): 194 cm

- Panel resolution: 3840 x 2160
- Native refresh rate: 120 Hz
- Picture engine: P5 AI Perfect Picture Engine
- Picture enhancement: Perfect Natural Motion, Micro Dimming Perfect, Dolby Vision, HLG (Hybrid Log Gamma), CalMAN Ready, IMAX enhanced mode, HDR10+ Adaptive, Film-maker mode

Display input resolution

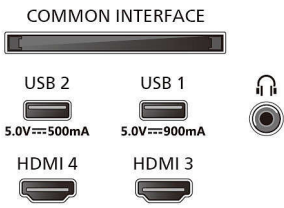
- Resolution-Refresh rate: 576 p - 50 Hz, 640 x 480 - 60 Hz, 720 p - 50 Hz, 60 Hz, 1920 x 1080p -24/25/30/50/ 60/100/120/144Hz, 2560 x 1440 - 60/120/144Hz, 3840x2160p - 24/25/30/50/60/100/120/144Hz

Tuner/Reception/Transmission

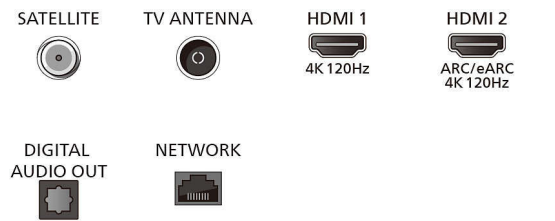
- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- TV Programme guide*: 8-day Electronic

Connections

Side



Bottom



Specifications

- Programme Guide
- Teletext: 1000 page Hypertext

Smart TV Features

- Interactive TV: HbbTV
- Voice assistant*: Google Assistant built in, Works with Alexa, RC with Mic.
- Smart Home experience: Works with Amazon Alexa, Works with Google assistant

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

Processing

- Processing Power: Quad Core

Sound

- Audio: 2.1 Channel
- Output power (RMS): Output power: 70 Watts (RMS)
- Speaker configuration: 10 W x 4 mid-high speaker, 30 W subwoofer
- Codec: Dolby Digital MS12 V2.6.2, DTS:X
- Sound Enhancement: Dolby Atmos®, Clear Dialogue, A.I. Sound, A.I. EQ, Dolby Volume Leveller, Night mode, Dolby Bass Enhancement, Room Calibration, DTS Play-Fi

Connectivity

- Number of HDMI connections: 4
- HDMI features: 4K, Audio Return Channel
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, One touch play
- Number of USBs: 2
- Wireless connection: Wi-Fi 802.11ax, 2x2, Dual band, Bluetooth 5.2, Wi-Fi 6
- Other connections: Common Interface Plus (CI+), Ethernet-LAN RJ-45, Digital audio out (optical), Headphone out, Service connector, Satellite Connector
- HDCP 2.3: Yes on all HDMI
- HDMI ARC: Yes on HDMI2
- HDMI 2.1 features: eARC on HDMI 2, eARC/VRR/ ALLM supported, Max 48 Gbps data rate
- EasyLink 2.0: External setting via TV UI, HDMI-CEC for Philips TV/USB

Supported HDMI video features

- HDMI 1/2: HDMI 2.1 full bandwidth 48 Gbps, up to

- 4K 120 Hz
- Gaming: ALLM, Dolby Vision Game, HDMI VRR, HGiG, AMD FreeSync Premium, Nvidia G-Sync compatible
- HDMI 3/4: HDMI 2.0
- HDR: Dolby Vision, HDR10, HDR10+, HDR10+ Adaptive, HLG, UHDA

EU Energy card

- EPREL registration numbers: 1887660
- Energy class for SDR: F
- On mode power demand for SDR: 134 kWh/ 1000h
- Energy class for HDR: F
- On mode power demand for HDR: 133 kWh/ 1000h
- Off mode power consumption: n.a
- Networked standby mode: 2.0 W
- Panel technology used: OLED

Power

- Mains power: AC 220 - 240 V 50/60 Hz
- Standby power consumption: less than 0.3 W
- Power Saving Features: Auto switch-off timer, Picture mute (for radio), Eco mode, Light sensor

Accessories

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

Design

- Colours of TV: Metal bezel frame
- Stand design: Satin chrome stand

Dimensions

- Stand height to TV bottom edge: 20/ 70 mm
- Wall-mount compatible: 400 x 300 mm
- TV stand width distance: 805 mm
- TV without stand (H x W x D): 991 x 1723 x 80 mm
- TV with stand (H x W x D): 1057 x 1723 x 310 mm
- Package carton (H x W x D): 1170 x 1950 x 200 mm
- Weight of TV without stand: 35.2 kg
- Weight of TV with stand: 36.5 kg
- Weight incl. packaging: 47.0 kg

Google TV

- Memory size (Flash): 16 GB*
- Pre-installed apps: Disney+, Apple TV, Netflix, YouTube, Amazon Prime video, Aurora, Whalefit, NFT, STB control

* 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.

* Smart TV app availability varies by TV model and country. For more details, please visit: www.philips.com/smarttv.

* 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.

* 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



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