



Philips OLED
4K Ambilight TV

194 cm (77") Ambilight TV

P5 AI perfect picture engine
Dolby Atmos sound
Google TV™



77OLED808

Gorgeous. In every way.

4K Ambilight TV

Movies to shows, the lifelike picture and full-bodied sound of this OLED TV combine with Ambilight's immersive halo to give you an exceptional experience. The polished, razor-thin stand and leather-backed remote bring the elegance.

4K OLED Ambilight TV. Designed to mesmerize.

- More immersive than ever. Ambilight TV.
- Whatever you watch, a picture so real. P5 engine with AI.
- Bright OLED screen. See every detail even in a well-lit room.
- OLED EX panel. Higher peak brightness and thinner bezel.
- Premium design. Packed for the future.

Extraordinary detail. Flexible sound.

- Bring IMAX home. IMAX Enhanced certified.
- Cinematic vision and sound. Dolby Vision and Dolby Atmos.
- Supports all major HDR formats.
- Philips Wireless Home System powered by DTS Play-Fi

Seamless in every way.

- Epic gaming. 120Hz, ultra-low lag, G-sync, VRR, FreeSync.
- Entertainment you love, with a little help from Google.
- Voice control. Google Assistant. Works with Alexa.

PHILIPS

4K Ambilight TV
194 cm (77") Ambilight TV P5 AI perfect picture engine, Dolby Atmos sound, Google TV™

77OLED808/12

Highlights

Next-gen Ambilight

With next-gen Ambilight, LEDs behind the screen immerse you in a halo of colorful light that's more detailed, better defined, and more in sync with the action than ever! Plus, you can liven up a blank screen with the Aurora curated collection of images and videos, which look great with Ambilight.

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 color, and smooth motion.

Bright OLED screen

Bright OLED screen. See every detail even in a well-lit room.

Premium design

The ultra-thin metal bezel lends a real sense of style, and the satin-chrome swivel stand makes placement a breeze. The backlit remote features shortcut buttons for your favorite streaming services—and our TV packaging uses FSC-certified recycled cardboard with materials printed on recycled paper.

IMAX Enhanced



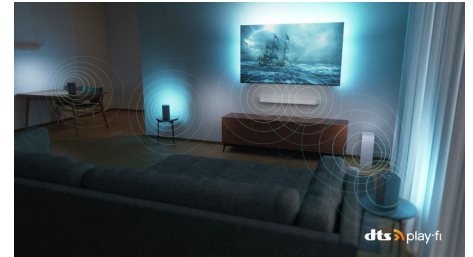
Welcome to Hollywood! Your Philips OLED TV lets you experience the full impact of movies originally made to play in IMAX cinemas. Immerse in a far greater sense of scale. See more in every scene. Combined with Ambilight, you're in for a movie night to remember.

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.

DTS Play-Fi



You get great, clear TV sound right out of the box. If you want more, Philips Wireless Home System with DTS Play-Fi lets you connect to compatible soundbars and wireless speakers around your home in seconds. You can even create a home theatre surround-sound system using your TV as a central speaker.

Epic gaming

Play without limits and immerse in OLED's incredible realism! HDMI 2.1, a blazing-fast 120Hz native refresh rate, and ultra-low input lag get the best out of next-gen gaming gear with fluid, responsive gameplay, and super-smooth natural motion. Ambilight's gaming mode brings even bigger thrills.

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.

AI voice control

Voice control. Google Assistant. Works with Alexa.

IMAX
ENHANCED

Dolby
VISION-ATMOS

Specifications

Ambilight

- Ambilight Version: next generation 3-sided
- Ambilight Features: Built in Ambilight+hue, Wall colour adaptive, Lounge mode, Game Mode, Ambilight Music, AmbiWakeup, AmbiSleep, Philips Wireless Home Speakers, Ambilight Aurora, Ambilight Bootup Animation

Picture/Display

- Display: 4K Ultra HD OLED
- 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, Wide Color Gamut 99% DCI/P3, Dolby Vision, HLG (Hybrid Log Gamma), A.I. PQ mode, CalMAN Ready, IMAX enhanced mode, HDR10+ Adaptive, Filmmaker mode

Display input resolution

- Resolution-Refresh rate: 576p-50Hz, 720p-50Hz,60Hz, 1920x1080p-24Hz,25Hz,30Hz,50Hz, 60Hz,100Hz,120Hz., 2560x1440-60Hz,120Hz, 3840x2160p-24Hz,25Hz,30Hz,50Hz, , 60Hz,100Hz,120Hz.

Android TV

- OS: Google TV™
- Memory size(Flash): 16GB*
- Pre-installed apps: Google Play Movies*, Google Search, YouTube, Netflix, Apple TV, BBC iplayer, Amazon Prime Video, Disney+, Fitness App, YouTube Music
- Gaming cloud: Geforce Now, Stadia

Processing

- Processing Power: Quad Core

Smart TV Features

- Interactive TV: HbbTV
- Remote Control: with Voice
- Voice assistant*: Google Assistant built-in, RC with Mic., Works with Alexa

Tuner/Reception/Transmission

- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- TV Program guide*: 8 day Electronic Program Guide
- Signal strength indication

- Teletext: 1000 page Hypertext
- HEVC support

Power

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

Sound

- Codec: AC-4, Dolby Atmos, Dolby Digital MS12 V2.6.1, DTS:X
- Audio: 2.1 Channel, Output power : 70 Watt (RMS)
- Speaker configuration: 10Wx4 mid-high speaker, 30W sub-woofer
- Sound Enhancement: A.I. Sound, Clear Dialogue, Dolby Atmos, Dolby Bass Enhancement, Dolby Volume Leveler, Night mode, A.I. EQ, DTS Play-Fi, Mimi Sound Personalization, Room Calibration

Connectivity

- Number of HDMI connections: 4
- Number of USBs: 3
- Wireless connection: Wi-Fi 802.11ac, 2x2, Dual band, Bluetooth 5.0
- HDMI features: 4K, Audio Return Channel
- HDMI ARC: Yes on HDMI2
- HDMI 2.1 features: eARC on HDMI 2, eARC/VRR/ ALLM supported, Max 48Gbps data rate
- HDCP 2.3: Yes on all HDMI
- EasyLink (HDMI-CEC): Remote control pass-through, System audio control, System standby, One touch play
- EasyLink 2.0: HDMI-CEC for Philips TV/SB, External setting via TV UI
- Other connections: Common Interface Plus (CI+), Ethernet-LAN RJ-45, Digital audio out (optical), Headphone out, Service connector, Satellite Connector

Supported HDMI video features

- Gaming: ALLM, AMD FreeSync Premium, Dolby Vision Game, HDMI VRR, HGiG, Nvidia G-Sync compatible
- HDMI 1/2: HDMI 2.1 full bandwidth 48Gbps, upto 4K 120Hz
- HDMI 3/4: HDMI 2.0
- HDR: Dolby Vision, HDR10, HDR10+, HDR10+ Adaptive, HLG, UHD A

Multimedia Applications

- Video Playback Formats: Containers: AVI, MKV, H264/MPEG-4 AVC, MPEG-1, MPEG-2, MPEG-4, VP9, HEVC (H.265), AV1
- Subtitles Formats Support: .SML, .SRT, .SSA, .SUB, .TXT, .ASS
- Music Playback Formats: AAC, MP3, WAV, WMA (v2 up to v9.2), WMA-PRO (v9 and v10), FLAC
- Picture Playback Formats: JPEG, BMP, GIF, PNG, 360 photo, HEIF

Design

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

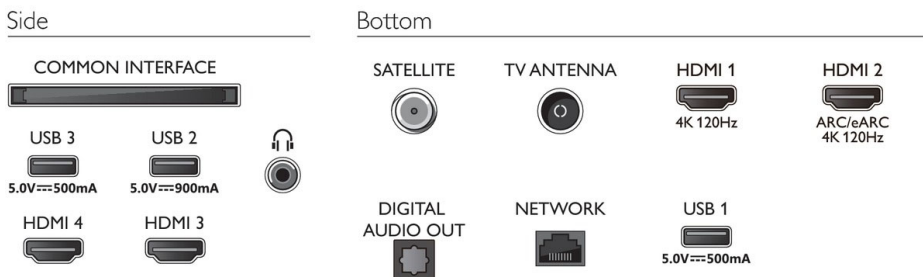
Dimensions

- Box dimensions (W x H x D): 1950.0 x 1170.0 x 200.0 mm
- Set dimensions (W x H x D): 1723.0 x 987.0 x 79.0 mm
- Set dimensions with stand (W x H x D): 1723.0 x 1011.0 x 310.0 mm
- Product weight: 35.8 kg
- Product weight (+stand): 36.5 kg
- Weight incl. Packaging: 46.9 kg
- Wall mount compatible: 400 x 300 mm
- Stand dimensions (W x H x D): 803.0 x 22.0 x 310.0 mm
- Distance between 2 stands: 803.0 mm
- Stand height to TV bottom edge: 22.0 mm

Accessories

- Included accessories: Remote Control, 2 x AAA Batteries, Table top stand, Power cord, Quick start guide, Legal and safety brochure

Connections



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* 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.
* 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 per TV model, operator, and country, as well as smart device model and OS. For more details please visit: www.philips.com/TVRemoteapp.
* 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.
* Memory size (Flash) : 16G, the actual available disc space may differ (dependant on e.g. (pre-)installed apps, installed operating system, etc.)
* Amazon, Alexa and all related logos are trademarks of Amazon.com, Inc. or its affiliates. Amazon Alexa is available in selected languages and countries.
* Amazon Prime is available in selected languages and countries.
* Disney+ subscription required. Subject to terms at <https://www.disneyplus.com> (c) 2020 Disney and its related entities. Disney+ is available in selected languages and countries.
* Google Assistant is available on Philips Android TVs running on Android O (8) or higher OS version. Google Assistant is available in selected languages and countries.
* Netflix subscription required. Subject to terms at <https://www.netflix.com>
* Rakuten TV is available in selected languages and countries.
* Philips OLED TV panels have been certified as flicker-free and discomfort glare free by UL.
* Google TV is the name of this device's sware experience and a trademark of Google LLC.
* Google TV is the name of this device's sware experience and a trademark of Google LLC. YouTube,Ok Google and other marks are trademarks of Google LLC.