

PHILIPS

4K UHD OLED
Smart TV

OLED 7 series

139 cm (55") Ambilight TV

4500 Picture Performance
Index

HDR 10+/ WCG 99%

P5 Perfect Picture Engine



55OLED754



4K UHD OLED Android 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

Spacious 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

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+

HDR10+. See more of what the director intended

The smart way to enjoy your 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 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.



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

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, NowOnTV, TV Guide, Video On Demand

Remote Control: with Voice, with Keyboard

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

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: 0.3 W

Ambient temperature: 5 °C to 35 °C

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

Energy Label Class: B

Eu Energy Label power: 124 W

Annual energy consumption: 182 kW·h

Mercury content: 0 mg

Presence of lead: Yes*

Sound

Speaker configuration: 8Wx2 mid-high speaker, 24W sub-woofer

Audio: 2.1 Channel

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)

Dimensions

Box dimensions (W x H x D):

174.0 x 867.0 x 1400.0 mm

Set dimensions (W x H x D):

1127.8 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

* 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 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.

* 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 devices. For more details, please visit ChromeCast built-in product pages.

* Google Assistant built-in will come as a software update for 2018 Android TVs.

