

Preliminary



Philips Cinema 21:9 Gold Series
Smart LED TV with
Ambilight Spectra 2 and
Multi-view option

50"

Ultra wide screen Easy 3D



50PFL7956K

World's first cinema proportion Smart TV

Easy3D Ambilight and Smart TV

The 21:9 ultra wide screen is the authentic movie format and the ideal screen to enjoy a world of entertainment. Powered by Ambilight, Easy3D and multi-view, to enjoy multiple content simultaneously.

True Cinema experience on authentic movie format

- Cinema 21:9 movie aspect ratio, no black bars bottom and top
- Ambilight Spectra 2 sided intensifies the experience
- Easy 3D for a comfortable 3D movie experience

Smart TV meets the Ultra-wide screen

- Surf the internet while you watch TV with Multi-view option
- A wealth of online apps, videos to rent and catch-up TV
- Control the TV with your smart phone or tablet
- Enjoy photos, music and movies from any device on your TV
- Record or pause your program easily

Breathtaking perfect pictures and Sound

- Watch any content as you are used to or adapt to 21:9 screen
- Full HD TV with Pixel Precise HD for details in action
- 100Hz Clear LCD, 2ms performance for superb motion sharpness
- Brilliant LED images with low power consumption

PHILIPS

sense and simplicity

Highlights

Cinema 21:9 ultra wide screen

Most TVs have an aspect ratio of 16:9 (or 1.78:1), and a resolution of 1080p Full HD. Big-budget Hollywood blockbusters, though, are usually filmed in the much wider 2.39:1 aspect ratio. Philips new Cinema 21:9 televisions perfectly match the original movie format used by directors with a 21:9 (2.39:1) aspect ratio. So whether you're watching that famous classic movie, or the latest Hollywood release, you can watch them in their original aspect ratio and without black bars, the way directors intended them to be seen. Enjoy the action in the comfort of your own home!

Multi-view option

The Ultra wide screen of the Cinema 21:9 is the ideal screen to enjoy a world of connectivity in a comfortable way. With Multi-view, while watching soccer on the left side of the screen, you can simultaneously browse the internet on the right side or chat on Twitter. With Philips Net TV, top online content and services are available at the touch of a button: Video on demand, catch up TV, Twitter and many more! A Net TV window can be opened next to TV, or TV combined with another video device. The small screen can easily be swapped with your main activity to keep you in control.

Optimal viewing on 21:9 screen

Watch broadcast content as you are used to or adapt it for optimal viewing on a 21:9 screen

Ambilight Spectra 2

Add a new dimension to your viewing experience with Ambilight Spectra 2. This patented Philips technology enlarges the screen by projecting a glow of light, on the 2 sides of the TV, from the back of the screen

onto the surrounding wall. Ambilight adjusts automatically the colour and brightness of the light to match the picture, creating an immersive viewing experience. The wall adaptive function ensures that the color of the light always matches the picture, no matter what the color of your wall. With Ambilight Spectra 2 movies truly come to life!

Easy 3D

Easy 3D ensures you get long hours of comfort while watching 3D thanks to the flicker free, low ghosting performance. The compatible 3D glasses are light weight and do not require batteries. Enjoy 3D easily at home today!

Pixel Precise HD

Pixel Precise HD builds on the award winning Pixel Plus foundation. It brings the high definition picture quality to the next level with 4 trillion colours with HD Natural Motion making all your movies fluently moving and razor sharp. With Super Resolution, Pixel Precise HD now brings you the best HD TV picture quality whether you are watching a video from the internet or good quality Blu-ray movies.

Full HD LED TV

LED lighting technology is the most advanced available. In this Full HD LED TV it combines an eye-catching minimalistic design with stunning image quality and on top the lowest power consumption in its category. An other environmental benefit is that LED lighting technology does not contain hazardous materials. With LED backlight you can enjoy low power consumption, high brightness, incredible contrast and sharpness and vibrant colors.

Smart TV

Smart TV for an easier & wireless TV experience in 4 areas. Net TV lets you enjoy a wealth of online apps on your TV: rent movies, watch catch-up TV and enjoy social media. Stay in Control: change channels or enter text using your Smartphone or tablet. Use SimplyShare to enjoy photos, music and video from your computer, phone & tablet on your TV. Watch your favorite Program whenever you want: our program guide helps you with Smart USB recording.

Energy Class C

EU Energy Label

For many years Philips has pro-actively been working on the reduction of both on-mode and standby power consumption of its televisions and as a result most Philips televisions has achieved green EU energy labels in 2010. The greener the label, the lower the on-mode power consumption and the lower your energy bill and friendlier to the environment.

2 in 1 Stand

This TV comes with a revolutionary table top stand that can also be used to wall-mount your television. There is no need to buy additional wall-mount brackets, it comes conveniently with the TV in the box. The patented design allows for no less than 4 mounting positions: Tabletop swivel stand, Wallmount with swivel, ultra flat wallmount and Vesa compatible wallmount fixation. Mounting is easy with 2 fixation points on the wall and smart leveling to get the TV perfectly horizontal with the touch of your hand!