



Philips OLED
4K Ambilight TV

139 cm (55") Ambilight TV

P5 AI perfect picture engine
Dolby Atmos sound
Google TV™



55OLED708

Whatever you watch. Whatever you play.

4K Ambilight TV

Our most affordable OLED TV brings you closer to everything you love. The lifelike picture, Dolby Atmos sound, and Ambilight's immersive halo create cinema-sized excitement for every show, movie, and game. Right there in your living room.

4K OLED Ambilight TV. Where TV comes alive.

- Immerse in what you love. Ambilight TV.
- Whatever you watch, a picture so real. P5 engine with AI.
- Detail and depth. OLED Ambilight TV.
- Premium design. Packed for the future.

True color. Incredible depth. Flexible sound.

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

Epic play. Smart control.

- 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
139 cm (55") Ambilight TV P5 AI perfect picture engine, Dolby Atmos sound, Google TV™

55OLED708/56

Highlights

Ambilight TV



Ambilight TVs are the only TVs with LED lights behind the screen that react to what you watch, immersing you in a halo of colorful light. It changes everything: your TV seems bigger, and you'll be drawn deeper into your favorite shows, movies, 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 color, and smooth motion.

OLED Ambilight TV

Detail and depth. OLED Ambilight TV.

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.

Premium design

Premium design. Packed for the future.

HDR supported

Supports all major HDR formats.

Specifications

Ambilight

- Ambilight Version: 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
- Panel resolution: 3840 x 2160
- Native refresh rate: 120 Hz
- Picture engine: P5 AI Perfect Picture Engine
- Picture enhancement: Wide Color Gamut 97% DCI/P3, Perfect Natural Motion, Micro Dimming Perfect, Dolby Vision, A.I. PQ mode, CalMAN Ready, HDR10+ Adaptive, Filmmaker mode, HLG (Hybrid Log Gamma)

Display input resolution

- Resolution-Refresh rate: 576p-50Hz, 640x480-60Hz, 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): 32GB*
- Pre-installed apps: Google Play Movies*, Google Search, YouTube, Netflix, Amazon Prime Video, Disney+, YouTube Music
- Gaming cloud: Geforce Now, Stadia

Processing

- Processing Power: Quad Core

Smart TV Features

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

Tuner/Reception/Transmission

- Digital TV: DVB-T/T2
- Video Playback: PAL, SECAM
- 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: <0.5W
- 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)
- 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
- Speaker configuration: 10Wx4 mid-high speaker, 30W sub-woofer

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: Ethernet-LAN RJ-45, Digital audio out (optical), Headphone out

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, UHD4

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: .SMI, .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

Dimensions

- Box dimensions (W x H x D): 1400.0 x 860.0 x 160.0 mm
- Set dimensions (W x H x D): 1228.0 x 708.0 x 58.0 mm
- Set dimensions with stand (W x H x D): 1228.0 x 723.0 x 240.0 mm
- Distance between 2 stands: 795.0 mm
- Product weight: 17.9 kg
- Product weight (+stand): 18.2 kg
- Weight incl. Packaging: 24.0 kg
- Wall mount dimensions: 300 x 300 mm

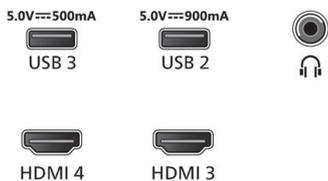
Accessories

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

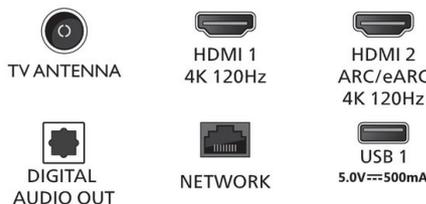


Connections

Side



Down



Issue date 2023-03-22

Version: 1.0.1

12 NC: 8670 001 89342
EAN: 87 18863 03968 7

© 2023 Koninklijke Philips N.V.
All Rights reserved.

Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips N.V. or their respective owners.

www.philips.com

* 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.
* 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.
* 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>
* Image depicted on the website are non-contractual pictures. Please always refer to the actual TV that are sold in the retail or stores.
* Memory size (Flash) : 32G, the actual available disc space may differ (dependent on e.g. (pre-)installed apps, installed operating system, etc.)
* 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 software experience and a trademark of Google LLC.
* Google TV is the name of this device's software experience and a trademark of Google LLC. YouTube, Ok Google and other marks are trademarks of Google LLC.