



Philips OLED+
4K Ambilight TV

194 cm (77") Ambilight TV

Sound by Bowers & Wilkins
P5 AI picture engine
Google TV™



77OLED909

Immersion feels like this

4K Ambilight TV-Bowers & Wilkins sound

Go deeper into the action, the emotion and the music with this bright OLED+ TV. With 4-sided Ambilight, a jaw-droppingly lifelike picture and detailed Bowers & Wilkins sound, you get a more thrilling and immersive experience every time.

4K OLED+ Ambilight TV. Immerse in lifelike.

- All-around immersion. 4-sided Ambilight TV.
- Legendary Bowers & Wilkins sound.
- Whatever you watch, a picture so real. P5 engine with AI.
- Entertainment you love, with a little help from Google.

Our ultimate experience. Packed responsibly.

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

Your entertainment. Taken care of beautifully.

- Supports all major HDR formats
- Easily connect to smart home networks and voice assistants.
- Compatible with Matter and Control4.
- Philips Wireless Home System powered by DTS Play-Fi.

PHILIPS

4K Ambilight TV
194 cm (77") Ambilight TV Sound by Bowers & Wilkins, P5 AI picture engine, Google TV™

Highlights

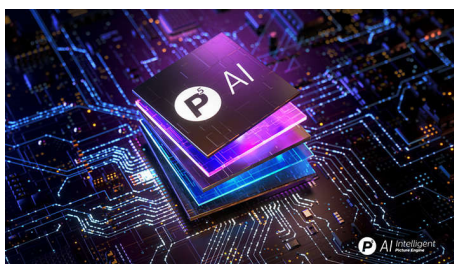
Ambilight TV

With four-sided Ambilight, sports, films, music and games will feel bigger than ever. Integrated LED lights at the back react to what you watch or listen to, immersing you in a halo of colourful light that emanates from the top, bottom and sides of the TV. For the full impact, hang your Ambilight TV on the wall.

Sound by Bowers & Wilkins

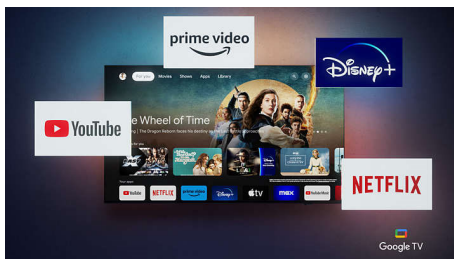
A slim, integrated sound system from Bowers & Wilkins creates an extra-wide soundstage for incredible immersion. Nine front-firing drivers and a dedicated centre channel direct detailed sound with clear dialogue directly towards you. A rear-mounted subwoofer provides deep, accurate bass.

P5 AI perfect picture engine



Enjoy a picture so real it feels like you could step straight into it! Our P5 AI chip gets the most out of this bright OLED+ TV and effortlessly compensates for any changes to ambient lighting. Whatever's on screen—from a bright football pitch to a dark sci-fi drama—you get lifelike definition and contrast, vibrant colours, smooth motion and incredible details.

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.

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.

Sustainable materials

The integrated Bowers & Wilkins sound system looks chic, and 4-sided Ambilight creates mesmerising mood lighting when the screen is off. The slender TV remote is made from recycled plastic, recharges wirelessly and has motion-activated backlighting. Our packaging uses FSC-certified recycled cardboard, and the inserts are printed on recycled paper.

Dolby Vision & 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

77OLED909/12

clearly. Experience sound effects like they're really happening around you.

IMAX Enhanced



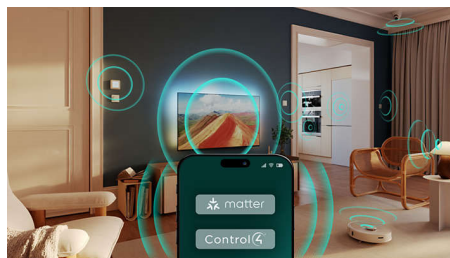
Welcome to Hollywood! Your Philips OLED TV lets you experience the full impact of films originally made to play in IMAX cinemas. Be immersed in a far greater sense of scale. See more in every scene. Combined with Ambilight, you're in for a film night to remember.

Seamless control



Seamless compatibility with Matter and Control4 means you can easily integrate this 4K Ambilight TV into your existing smart home network. You can also use the TV remote to control your satellite or cable box, or wake the Google Assistant* — and the TV is compatible with Alexa-enabled devices too.

Compatible with Matter and Control4



Compatible with Matter and Control4.

OLED+

Sound by
Bowers & Wilkins

P AI Intelligent
Picture Engine

Google TV

Dolby Vision Atmos

IMAX
ENHANCED

Hey Google

dts play-fi

Specifications

Ambilight

- Ambilight Features: Wall colour adaptive, Lounge mode, Game Mode, Ambilight Music, Sunrise Alarm, AmbiSleep, Ambilight FTI Animation
- Ambilight Version: 4 sided

Picture/Display

- Diagonal screen size (inch): 77 inch
- Diagonal screen size (metric): 194 cm
- Display: 4K Ultra HD OLED
- 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 Colour Gamut 99% DCI/P3, Dolby Vision, A.I. PQ mode, 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, 1920 x 1080p -24/25/30/50/ 60/100/ 120Hz, 720 p - 50 Hz, 60 Hz, 2560 x 1440 - 60 Hz, 120 Hz, 3840 x 2160p - 24/25/30/50/60/100/

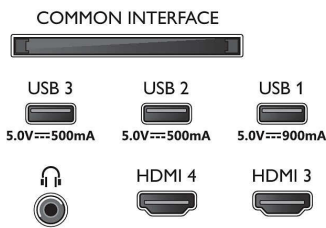
120 Hz

Tuner/Reception/Transmission

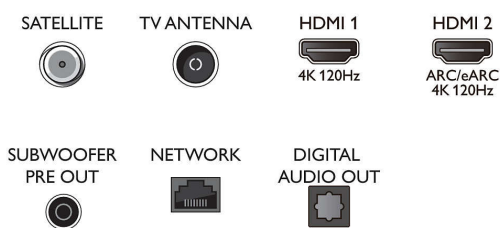
- Digital TV: DVB-T/T2/T2-HD/C/S/S2
- Video Playback: PAL, SECAM
- TV Programme guide*: 8-day Electronic Programme Guide
- Signal strength indication
- Teletext: 1000 page Hypertext
- HEVC support

Connections

Side



Bottom



Specifications

Smart TV Features

- Interactive TV: HbbTV
- Voice assistant*: Google Assistant built in, RC with Mic.
- Smart Home experience: Works with Amazon Alexa, Works with Google Home, Compatible with Matter, Connects with Control4

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: Sound by Bowers & Wilkins, 3.1 Channel, Output power: 81 Watt (RMS)
- Speaker configuration: 8.5 W x 6, woofer 30 W
- Codec: AC-4, Dolby Atmos®, Dolby Digital MS12 V2.6.1, DTS:X
- Sound Enhancement: A.I. Sound, Clear Dialogue, Dolby Atmos®, Dolby Bass Enhancement, Dolby Volume Leveller, Night mode, A.I. EQ, Room Calibration

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 6, Bluetooth 5.2, Wi-Fi 802.11ax, 2x2, Dual band
- 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

Supported HDMI video features

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

4K 120 Hz

- Gaming: HDMI VRR, ALLM, AMD FreeSync Premium, Dolby Vision Game, HGiG, 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: 1963574
- Energy class for SDR: F
- On mode power demand for SDR: 134 kWh/1000h
- Energy class for HDR: G
- On mode power demand for HDR: 156 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 with wireless charging, Tabletop stand, Power cord, Quick start guide, Legal and safety brochure, 1 x Li-ion battery, 1x USB-C cable for remote control charging

Design

- Colours of TV: Metal bezel frame
- Stand design: Black sticks

Dimensions

- Weight incl. Packaging: 46.8 kg
- Distance between 2 stands: 805 mm
- Stand height to TV bottom edge: 23 mm
- Wall-mount compatible: 400 x 300 mm
- TV without stand (W x H x D): 1712 x 1017 x 67 mm
- TV with stand (W x H x D): 1712 x 1040 x 310 mm
- Package carton (W x H x D): 1950 x 1170 x 200 mm
- Weight of TV without stand: 35.5 kg
- Weight of TV with stand: 36.3 kg



Issue date 2024-07-25

Version: 6.6.1

EAN: 87 18863 04223 6

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- * 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" broadcasts. 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
- * Memory size (Flash) : 16 G, the actual available disc space may differ dependent on e.g. (pre-)installed apps, installed operating system, etc.)
- * EPG and actual visibility (up to 8 days) is country- and operator-dependent.
- * 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.
- * Netflix subscription required. Subject to terms on <https://www.netflix.com>
- * 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.
- * 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.
- * 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.
- * Apple, AirPlay and Apple Home are trademarks of Apple Inc., registered in the U.S. and other countries and regions.
- * 144 Hz HDMI VRR, G-sync and FreeSync are achievable when gaming on a PC, connected to your OLED+ TV via HDMI.
- * Matter/Control4: this feature will become available in 2024 via a software update.