

# TPVISION

DIGITAL MERCHANDISING GUIDELINES

WIN THE DIGITAL SHELF



# **PRODUCT DETAIL PAGES**

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**The following section displays:**

- I. How to efficiently use the product title slot on PDPs,**
- II. How to efficiently use the number of product content slots on PDPs,**
- III. Which fundamental product content should be used per content slot,**

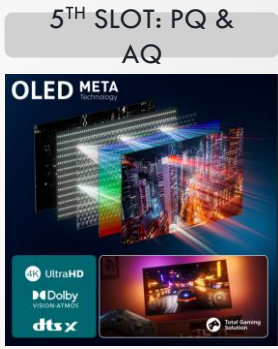
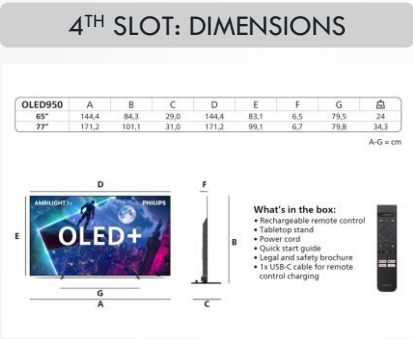
**to convey the right information in the consideration phase.**

# 6.A. DESIGNATED PRODUCT TITLES FOR OLED+

|                             |                |                                                                                                                                                                                                                                                                                                                                                            |
|-----------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>OLED+<br/>900 Series</p> | <p>OLED950</p> | <p>Philips Ambilight TV 65OLED950 4K UHD OLED+ 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 77OLED950 4K UHD OLED+ 194cm 77" Smart TV Dolby Vision and Dolby Atmos Google TV</p> <div data-bbox="2311 866 2469 963"><p>Fixed</p><p>Flexible*</p></div> <p>*If sufficient space left, deploy <i>flexible</i> part</p> |
|-----------------------------|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

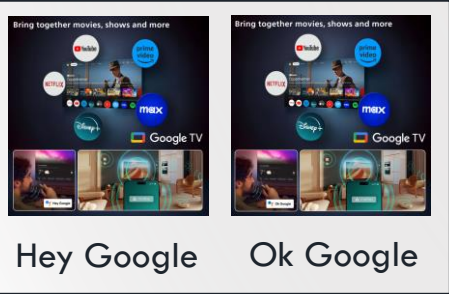
# 6.B. PDP CONTENT ASSETS FOR OLED+

MODELS REPRESENTED HERE:  
**OLED950 65" 77"**



REMAINING SLOTS

CHOOSE EITHER PER GOOGLE ASSISTANT COPY:



Dolby & HDR10+



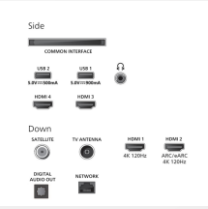
DTS:X



IntelliSound



Voice control



Connectors

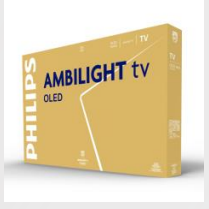


Connectivity



Distance

CHOOSE EITHER PER SIZE:



Packaging 65"



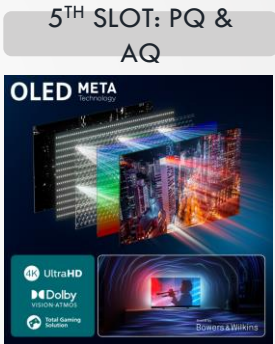
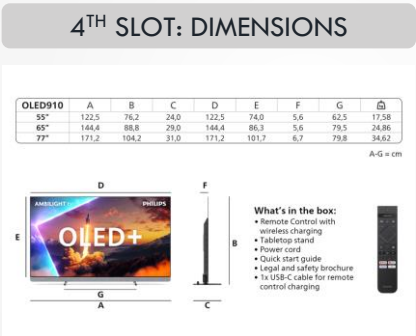
Packaging 77"

# 7.A. DESIGNATED PRODUCT TITLES FOR OLED+

|                             |                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>OLED+<br/>900 Series</p> | <p>OLED910</p> | <p>Philips Ambilight TV 55OLED910 4K UHD OLED+ 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 65OLED910 4K UHD OLED+ 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 77OLED910 4K UHD OLED+ 194cm 77" Smart TV Dolby Vision and Dolby Atmos Google TV</p> <div data-bbox="2311 865 2469 963"><p>Fixed</p><p>Flexible*</p></div> <p>*If sufficient space left, deploy <i>flexible</i> part</p> |
|-----------------------------|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

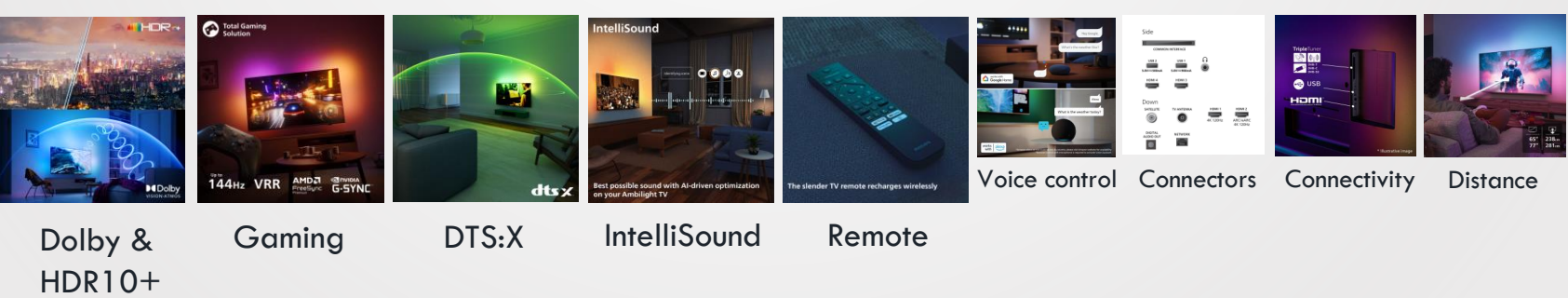
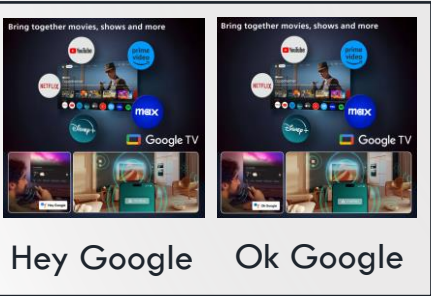
# 7.B. PDP CONTENT ASSETS FOR OLED+

MODELS REPRESENTED HERE:  
**OLED910 55" 65" 77"**



## REMAINING SLOTS

CHOOSE EITHER PER GOOGLE ASSISTANT COPY:



CHOOSE EITHER PER SIZE:



# 8.A. DESIGNATED PRODUCT TITLES FOR OLED

|                                                 |         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------|---------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OLED<br>800 Series                              | OLED810 | Philips Ambilight TV 42OLED810 4K UHD OLED 106cm 42" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 48OLED810 4K UHD OLED 121cm 48" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 55OLED810 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 65OLED810 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 77OLED810 4K UHD OLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Google TV |
|                                                 | OLED820 | Philips Ambilight TV 42OLED820 4K UHD OLED 106cm 42" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 48OLED820 4K UHD OLED 121cm 48" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 55OLED820 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 65OLED820 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 77OLED820 4K UHD OLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Google TV |
|                                                 | OLED850 | Philips Ambilight TV 55OLED850 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 65OLED850 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV                                                                                                                                                                                                                                                                                                                         |
|                                                 | OLED860 | Philips Ambilight TV 55OLED860 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br>Philips Ambilight TV 65OLED860 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV                                                                                                                                                                                                                                                                                                                         |
| *If sufficient space left, deploy flexible part |         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |

Fixed

Flexible\*

# 8.B. PDP CONTENT ASSETS FOR OLED

MODELS REPRESENTED HERE:

OLED810 42" 48" 55" 65"

OLED820 42" 48" 55" 65"

OLED850 55" 65"

OLED860 55" 65"

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: AMBILIGHT



4<sup>TH</sup> SLOT: DIMENSIONS

| OLED810 | A     | B    | C    | D     | E    | F   | G    | H     |
|---------|-------|------|------|-------|------|-----|------|-------|
| 42"     | 93.2  | 60.6 | 20.8 | 93.2  | 54.1 | 7.0 | 40.0 | 15.24 |
| 48"     | 108.8 | 68.4 | 22.0 | 108.8 | 61.8 | 6.8 | 45.0 | 17.40 |
| 55"     | 122.5 | 77.3 | 23.0 | 122.5 | 70.8 | 6.8 | 50.0 | 20.8  |
| 65"     | 144.4 | 89.6 | 28.0 | 144.4 | 83.1 | 6.8 | 55.0 | 27.62 |

A-G = cm

What's in the box:

- Remote Control with wireless charging
- Tabletop stand
- Power cord
- Quick start guide
- Legal and safety brochure
- TV USB-C cable for remote control charging

5<sup>TH</sup> SLOT: PQ & AQ



6<sup>TH</sup> SLOT: AMBILIGHT AI

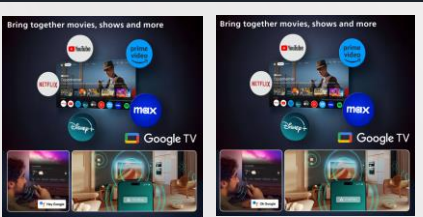
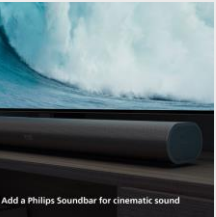


7<sup>TH</sup> SLOT: P5 AI



REMAINING SLOTS

CHOOSE EITHER PER GOOGLE ASSISTANT COPY:



Hey Google Ok Google



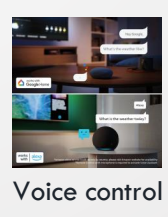
Gaming



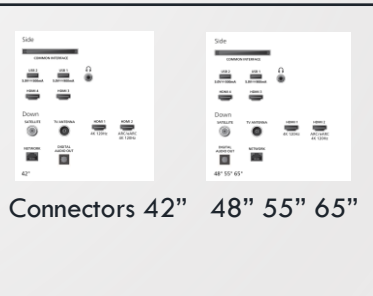
DTS:X



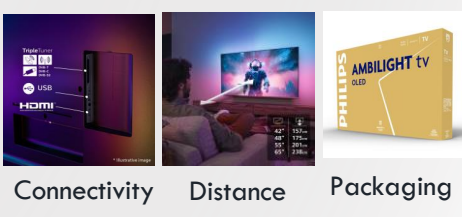
Remote



CHOOSE EITHER PER SIZE:



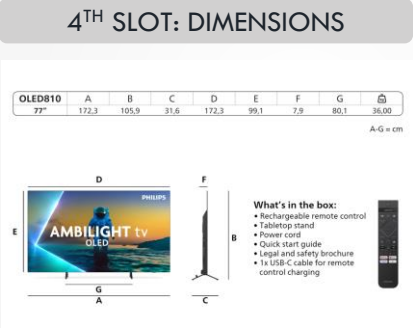
Connectors 42" 48" 55" 65"



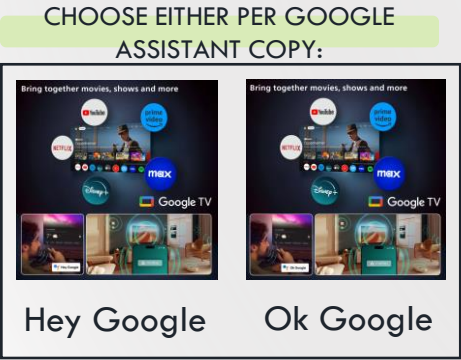
Connectivity Distance Packaging

# 8.C. PDP CONTENT ASSETS FOR OLED XXL

MODELS REPRESENTED HERE:  
**OLED810 77"**  
**OLED820 77"**



REMAINING SLOTS



Gaming



DTS:X



Remote



Voice control



Connectors



Connectivity



Distance



Packaging

# 9.A. DESIGNATED PRODUCT TITLES FOR OLED

|                    |     |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|--------------------|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| OLED<br>700 Series | 760 | <div>Philips Ambilight TV 48OLED760 4K UHD OLED 121cm 48" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 55OLED760 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 65OLED760 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 77OLED760 4K UHD OLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> |
|                    | 770 | <div>Philips Ambilight TV 48OLED770 4K UHD OLED 121cm 48" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 55OLED770 4K UHD OLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 65OLED770 4K UHD OLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips Ambilight TV 77OLED770 4K UHD OLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> |

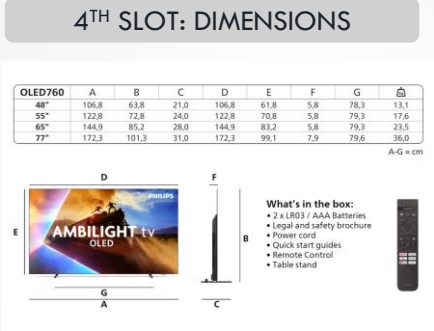
Fixed

Flexible\*

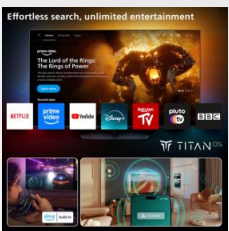
\*If sufficient space left, deploy flexible part

# 9.B. PDP CONTENT ASSETS FOR OLED

MODELS REPRESENTED HERE:  
**OLED760 48", 55", 65", 77"**  
**OLED770 48", 55", 65", 77"**



## REMAINING SLOTS



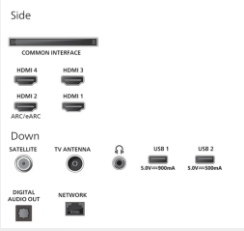
Titan & IOT



DTS:X



Voice control



Connectors



Connectivity



Distance

## CHOOSE EITHER PER SIZE:



Packaging 48" 55" 65"



Packaging 77"

# 10.A. DESIGNATED PRODUCT TITLES FOR MLED

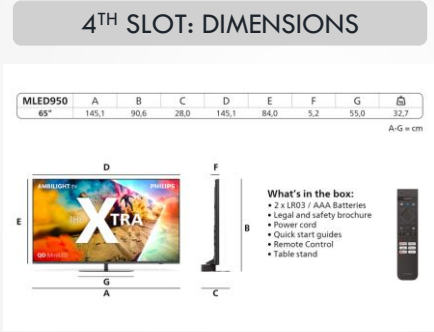
|                                                        |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MLED<br>900 Series                                     | 910             | Philips Ambilight TV 55MLED910 4K QD MiniLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65MLED910 4K QD MiniLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 77MLED910 4K QD MiniLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 85MLED910 4K QD MiniLED 215cm 85" Smart TV Dolby Vision and Dolby Atmos Titan OS |
|                                                        | 920             | Philips Ambilight TV 55MLED920 4K QD MiniLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65MLED920 4K QD MiniLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 77MLED920 4K QD MiniLED 194cm 77" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                          |
|                                                        | 950<br>THE XTRA | Philips Ambilight TV 65MLED950 4K QD MiniLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 75MLED950 4K QD MiniLED 194cm 75" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                                                                                                                                   |
| *If sufficient space left, deploy <i>flexible</i> part |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                  |

Fixed

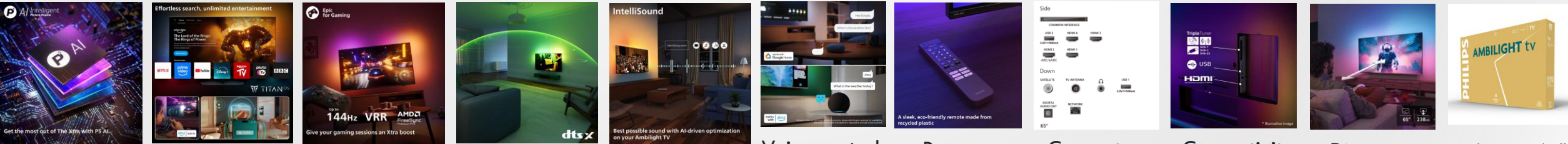
Flexible\*

# 10.B. PDP CONTENT ASSETS FOR THE XTRA

MODELS REPRESENTED HERE:  
**MLED950 65"**



## REMAINING SLOTS



P5 AI

Titan & IOT  
Matter

Gaming

DTS:X

IntelliSound

Voice control

Remote

Connectors

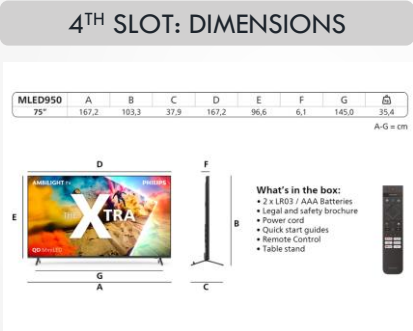
Connectivity

Distance

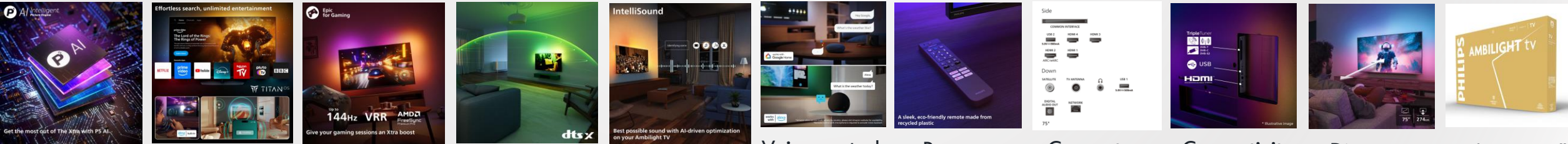
Packaging 65''

# 10.C. PDP CONTENT ASSETS FOR THE XTRA XXL

MODELS REPRESENTED HERE:  
**MLED950 75"**



## REMAINING SLOTS



P5 AI

Titan & IOT  
Matter

Gaming

DTS:X

IntelliSound

Voice control

Remote

Connectors

Connectivity

Distance

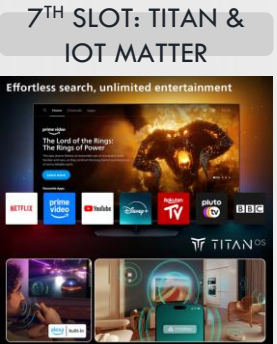
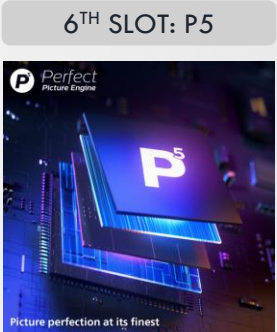
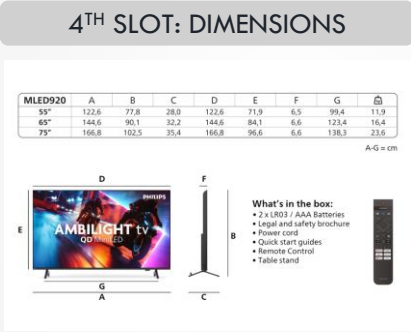
Packaging 75"

# 10.D. PDP CONTENT ASSETS FOR MLED

MODELS REPRESENTED HERE:

MLED910 55", 65", 75"

MLED920 55", 65", 75"



REMAINING SLOTS

CHOOSE EITHER PER SIZE:



DTS:X



Gaming



IntelliSound



Voice control



Remote



Connectors



Connectivity



Distance



Packaging 55" 65"

75"

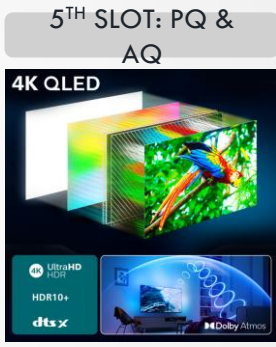
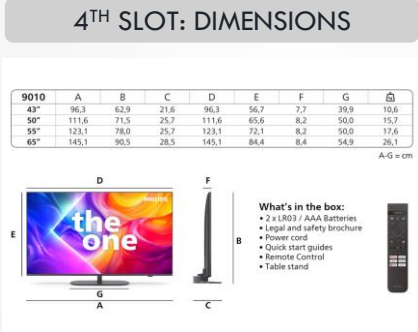
# 11.A. DESIGNATED PRODUCT TITLES FOR THE ONE

|                                                 |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |
|-------------------------------------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| THE ONE<br>QLED<br>9000 Series                  | 9000 | Philips Ambilight TV 43PUS9000 4K UHD QLED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS9000 4K UHD QLED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS9000 4K UHD QLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS9000 4K UHD QLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 75PUS9000 4K UHD QLED 189cm 75" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 85PUS9000 4K UHD QLED 215cm 85" Smart TV Dolby Vision and Dolby Atmos Titan OS |                                       |
|                                                 | 9010 | Philips Ambilight TV 43PUS9010 4K UHD QLED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS9010 4K UHD QLED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS9010 4K UHD QLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS9010 4K UHD QLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 75PUS9010 4K UHD QLED 189cm 75" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                        |                                       |
|                                                 | 9050 | Philips Ambilight TV 43PUS9050 4K UHD QLED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS9050 4K UHD QLED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS9050 4K UHD QLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS9050 4K UHD QLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                                                                                                                               |                                       |
|                                                 | 9060 | Philips Ambilight TV 43PUS9060 4K UHD QLED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS9060 4K UHD QLED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS9060 4K UHD QLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS9060 4K UHD QLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                                                                                                                               |                                       |
|                                                 | 9080 | Philips Ambilight TV 43PUS9080 4K UHD QLED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS9080 4K UHD QLED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS9080 4K UHD QLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS9080 4K UHD QLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS                                                                                                                                                                                                               | <div>Fixed</div> <div>Flexible*</div> |
| *If sufficient space left, deploy flexible part |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                       |

# 11.B. PDP CONTENT ASSETS FOR THE ONE

MODELS REPRESENTED HERE:

- 9000 43", 50", 55", 65"
- 9010 43", 50", 55", 65"
- 9050 43", 50", 55", 65"
- 9060 43", 50", 55", 65"
- 9080 43", 50", 55", 65"



## REMAINING SLOTS



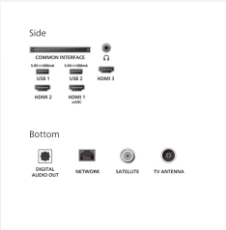
DTS:X



Gaming



Voice control



Connectors



Connectivity



Distance



Packaging

# 11.C. PDP CONTENT ASSETS FOR THE ONE

MODELS REPRESENTED HERE:

9000 75" 85"

9010 75"

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



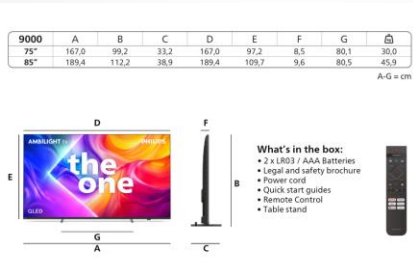
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: AMBILIGHT



4<sup>TH</sup> SLOT: DIMENSIONS



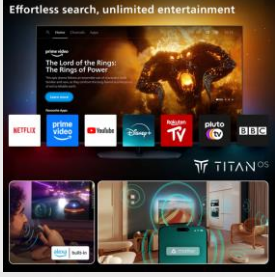
5<sup>TH</sup> SLOT: PQ & AQ



6<sup>TH</sup> SLOT: P5



7<sup>TH</sup> SLOT: TITAN & IOT MATTER



## REMAINING SLOTS



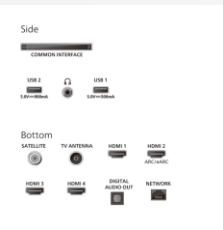
DTS:X



Gaming



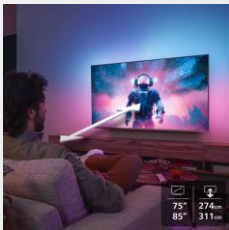
Voice control



Connectors



Connectivity



Distance



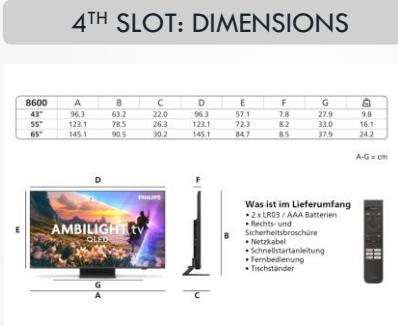
Packaging

# 12.A. DESIGNATED PRODUCT TITLES FOR QLED (DACH-ONLY)

|                                                 |      |                                                                                                                                                                                                                                                                               |                                       |
|-------------------------------------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------|
| QLED<br>8600 Series                             | 8600 | <p>Philips Ambilight TV 43PUS8600 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS</p> <p>Philips Ambilight TV 55PUS8600 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS</p> <p>Philips Ambilight TV 65PUS8600 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS</p> | <div>Fixed</div> <div>Flexible*</div> |
| *If sufficient space left, deploy flexible part |      |                                                                                                                                                                                                                                                                               |                                       |

# 12.B. PDP CONTENT ASSETS FOR QLED (DACH-ONLY)

MODELS REPRESENTED HERE:  
8600 43", 55", 65"



## REMAINING SLOTS



DTS:X



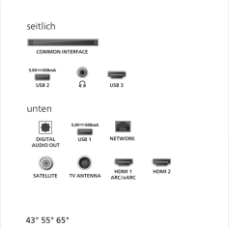
Gaming



IntelliSound



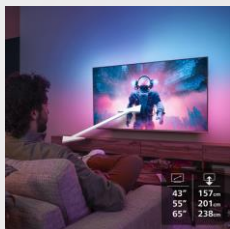
Voice control



Connectors



Connectivity



Distance



Packaging

# 13.A. DESIGNATED PRODUCT TITLES FOR QLED

|                                                 |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| QLED<br>8500 Series                             | 8500 | Philips Ambilight TV 43PUS8500 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8500 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8500 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8500 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 75PUS8500 4K UHD QLED 189cm 75" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 85PUS8500 4K UHD QLED 215cm 85" Smart TV Dolby Atmos Titan OS |
|                                                 | 8510 | Philips Ambilight TV 43PUS8510 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8510 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8510 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8510 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 75PUS8510 4K UHD QLED 189cm 75" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 85PUS8510 4K UHD QLED 215cm 85" Smart TV Dolby Atmos Titan OS |
|                                                 | 8550 | Philips Ambilight TV 43PUS8550 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8550 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8550 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8550 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS                                                                                                                                                                             |
|                                                 | 8560 | Philips Ambilight TV 43PUS8560 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8560 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8560 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8560 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS                                                                                                                                                                             |
| *If sufficient space left, deploy flexible part |      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

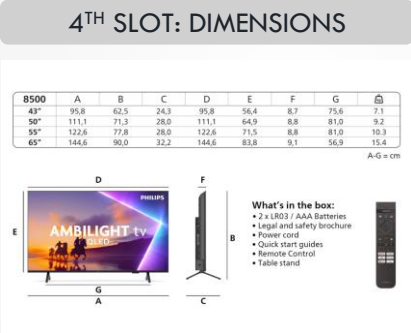
- Fixed
- Flexible\*

# 13.B. PDP CONTENT ASSETS FOR QLED

MODELS REPRESENTED HERE:

- 8500 43", 50", 55", 65"
- 8510 43", 50", 55", 65"
- 8550 43", 50", 55", 65"
- 8560 43", 50", 55", 65"

\*DACH will not have QLED.



## REMAINING SLOTS

CHOOSE EITHER PER SIZE:



DTS:X



Voice control



Connectors 43", 50", 55"

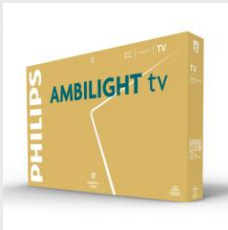
Connectors 65"



Connectivity



Distance



Packaging

# 13.C. PDP CONTENT ASSETS FOR QLED XXL

MODELS REPRESENTED HERE:

8500 75" 85"

8510 75" 85"

\*DACH will not have QLED.

\*\*DACH will use Pixel Precise UHD.

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



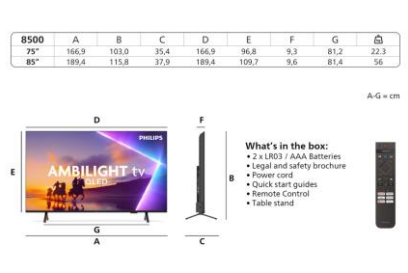
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: AMBILIGHT



4<sup>TH</sup> SLOT: DIMENSIONS



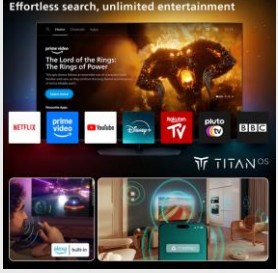
5<sup>TH</sup> SLOT: PQ & AQ\*



6<sup>TH</sup> SLOT: P5\*\*



7<sup>TH</sup> SLOT: TITAN & IOT MATTER



REMAINING SLOTS

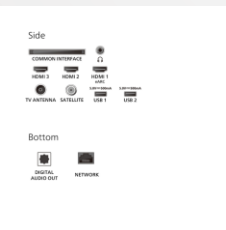
CHOOSE EITHER PER SIZE:



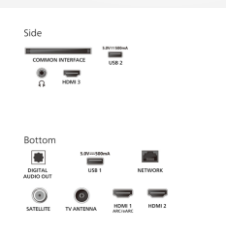
DTS:X



Voice control



Connectors 75"



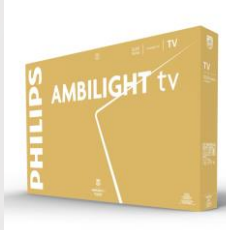
Connectors 85"



Connectivity



Distance



Packaging

# 14.A. DESIGNATED PRODUCT TITLES FOR QLED

|                                 |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|---------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>QLED<br/>8400 Series</div> | <div>8400</div> | <div><div>Philips Ambilight TV 43PUS8400 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS</div><div>Philips Ambilight TV 50PUS8400 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS</div><div>Philips Ambilight TV 55PUS8400 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS</div><div>Philips Ambilight TV 65PUS8400 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS</div></div> <div><div>Fixed</div><div>Flexible*</div></div> <div><div>*If sufficient space left, deploy <i>flexible</i> part</div></div> |
|---------------------------------|-----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# 14.B. PDP CONTENT ASSETS FOR QLED

MODELS REPRESENTED HERE:  
**8400 43", 50", 55", 65"**

*\*DACH will not have QLED.*



4<sup>TH</sup> SLOT: DIMENSIONS

|      | A     | B    | C    | D     | E    | F   | G    | H    |
|------|-------|------|------|-------|------|-----|------|------|
| 8500 |       |      |      |       |      |     |      |      |
| 43"  | 95.8  | 62.5 | 24.3 | 95.8  | 56.4 | 8.7 | 75.6 | 7.1  |
| 50"  | 111.1 | 71.3 | 28.0 | 111.1 | 64.9 | 8.8 | 81.0 | 9.2  |
| 55"  | 122.6 | 77.8 | 28.0 | 122.6 | 71.5 | 8.8 | 81.0 | 10.3 |
| 65"  | 144.6 | 90.0 | 32.2 | 144.6 | 83.8 | 9.1 | 96.9 | 15.4 |

A-G = cm

What's in the box:

- 2 x LR03 / AAA Batteries
- Legal and safety brochure
- Power cord
- Quick start guides
- Remote Control
- Table stand



## REMAINING SLOTS

CHOOSE EITHER PER SIZE:

Side

Bottom

Side

Bottom

Connectors 43", 50", 55"      Connectors 65"



DTS:X



Voice control



IntelliSound



Connectivity



Distance



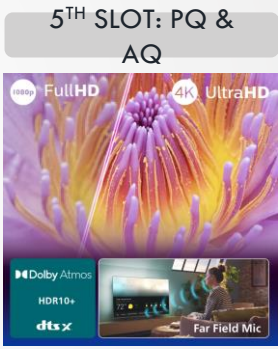
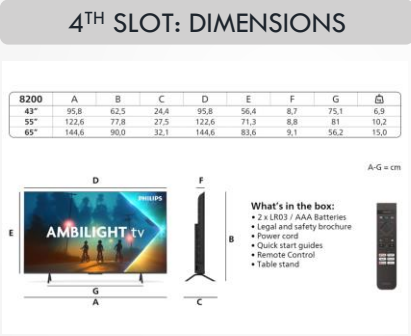
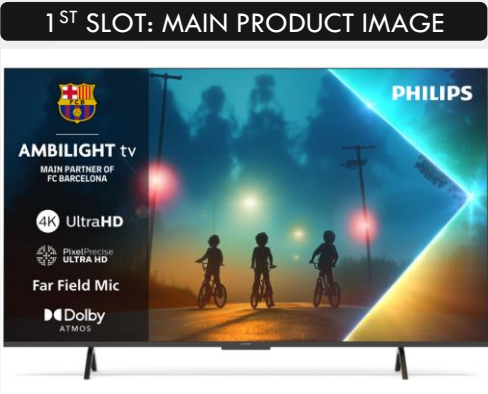
Packaging

# 15.A. DESIGNATED PRODUCT TITLES FOR LED (AMAZON-ONLY)

|                                |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>LED<br/>8200 Series</div> | <div>8200</div> | <div>Philips Ambilight TV 43PUS8200 4K UHD LED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Titan OS<br/>Philips Ambilight TV 55PUS8200 4K UHD LED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS<br/>Philips Ambilight TV 65PUS8200 4K UHD LED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div><div>Fixed</div><div>Flexible*</div></div> <div>*If sufficient space left, deploy <i>flexible</i> part</div> |
|--------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

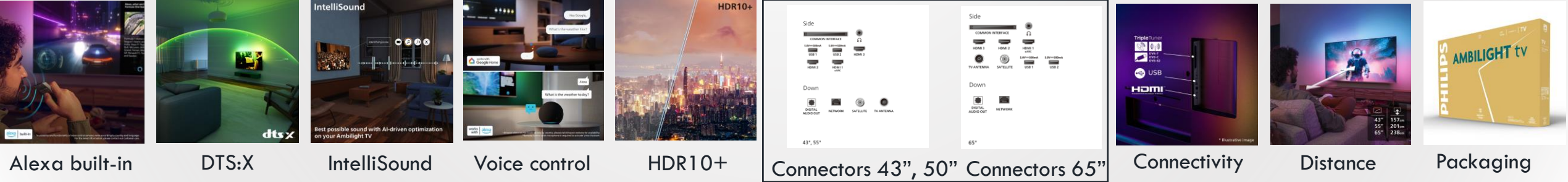
# 15.B. PDP CONTENT ASSETS FOR LED (AMAZON-ONLY)

MODELS REPRESENTED HERE:  
8200 43", 55", 65"



REMAINING SLOTS

CHOOSE EITHER PER SIZE:

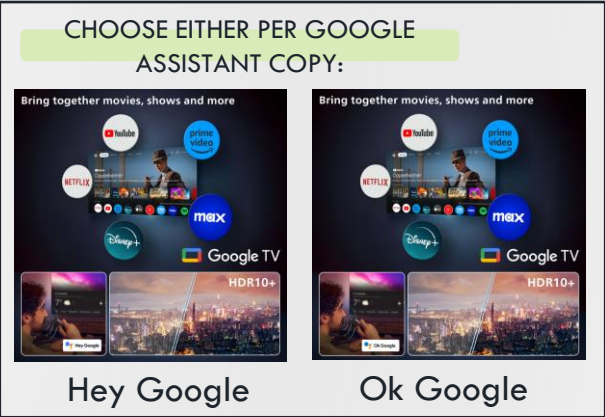
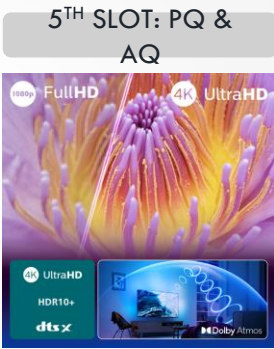
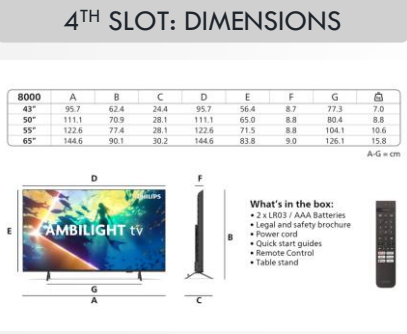


# 16.A. DESIGNATED PRODUCT TITLES FOR LED

|                                |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>LED<br/>8100 Series</div> | <div>8100</div> | <div>Philips Ambilight TV 43PUS8100 4K UHD LED 108cm 43" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 50PUS8100 4K UHD LED 126cm 50" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 55PUS8100 4K UHD LED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Google TV<br/>Philips Ambilight TV 65PUS8100 4K UHD LED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Google TV</div> <div><div>Fixed</div><div>Flexible*</div></div> <div>*If sufficient space left, deploy <i>flexible</i> part</div> |
|--------------------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# 16.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:  
8100 43", 50", 55", 65"



## REMAINING SLOTS

CHOOSE EITHER PER SIZE:



DTS:X



Voice control



Connectivity



Distance



Packaging

# 17.A. DESIGNATED PRODUCT TITLES FOR LED

|                                                 |      |                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------------------------------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LED<br>8000 Series                              | 8000 | Philips Ambilight TV 43PUS8000 4K UHD LED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8000 4K UHD LED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8000 4K UHD LED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8000 4K UHD LED 164cm 65" Smart TV Dolby Atmos Titan OS |
|                                                 | 8010 | Philips Ambilight TV 43PUS8010 4K UHD LED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8010 4K UHD LED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8010 4K UHD LED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8010 4K UHD LED 164cm 65" Smart TV Dolby Atmos Titan OS |
|                                                 | 8050 | Philips Ambilight TV 43PUS8050 4K UHD LED 108cm 43" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 50PUS8050 4K UHD LED 126cm 50" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 55PUS8050 4K UHD LED 139cm 55" Smart TV Dolby Atmos Titan OS<br>Philips Ambilight TV 65PUS8050 4K UHD LED 164cm 65" Smart TV Dolby Atmos Titan OS |
| *If sufficient space left, deploy flexible part |      |                                                                                                                                                                                                                                                                                                                                                  |

Fixed

Flexible\*

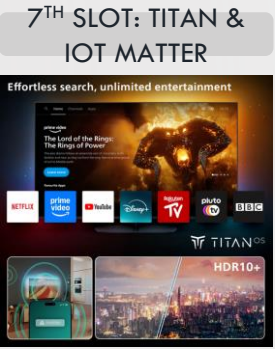
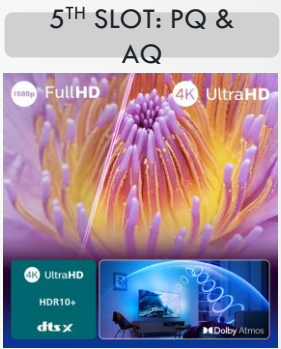
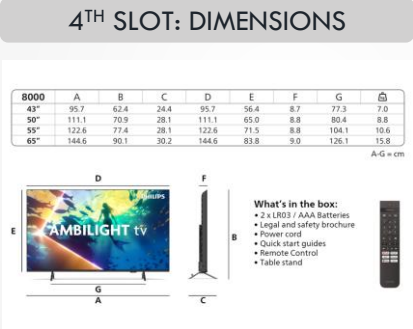
# 17.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:

8000 43", 50", 55", 65"

8010 43", 50", 55", 65"

8050 43", 50", 55", 65"



REMAINING SLOTS

CHOOSE EITHER PER SIZE:



DTS:X



Voice control



Connectivity



Distance



Packaging

# 18.A. DESIGNATED PRODUCT TITLES FOR LED

|                    |      |                                                                                   |
|--------------------|------|-----------------------------------------------------------------------------------|
| LED<br>6900 Series | 6900 | Philips Ambilight TV 32PFS6900 Full HD LED 80cm 32" Smart TV Dolby Audio Titan OS |
|                    | 6950 | Philips Ambilight TV 32PFS6950 Full HD LED 80cm 32" Smart TV Dolby Audio Titan OS |

Fixed

Flexible\*

\*If sufficient space left, deploy *flexible* part

# 18.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:

6900 32"

6950 32"

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



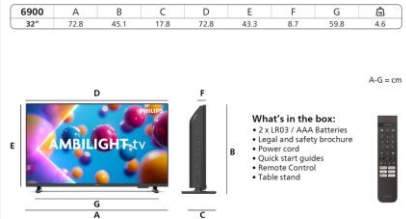
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT:  
AMBILIGHT



4<sup>TH</sup> SLOT: DIMENSIONS



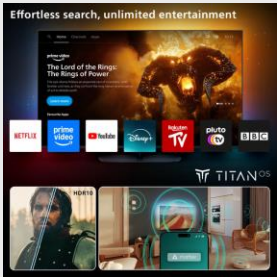
5<sup>TH</sup> SLOT: PQ & AQ



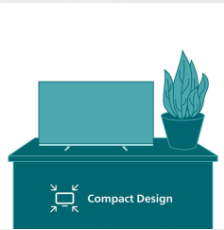
6<sup>TH</sup> SLOT: PIXEL PLUS HD



7<sup>TH</sup> SLOT: TITAN & IOT MATTER



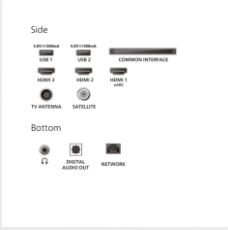
REMAINING SLOTS



Compact



Voice control



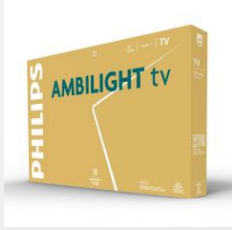
Connectors



Connectivity



Distance



Packaging

# 19.A. DESIGNATED PRODUCT TITLES FOR MLED

|                    |     |                                                                                                                                                                                                                                                                                                             |
|--------------------|-----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MLED<br>800 Series | 810 | <div>Philips 55MLED810 4K QD MiniLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips 65MLED810 4K QD MiniLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips 75MLED810 4K QD MiniLED 189cm 75" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> |
|                    | 820 | <div>Philips 55MLED820 4K QD MiniLED 139cm 55" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips 65MLED820 4K QD MiniLED 164cm 65" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> <div>Philips 75MLED820 4K QD MiniLED 189cm 75" Smart TV Dolby Vision and Dolby Atmos Titan OS</div> |

Fixed

Flexible\*

\*If sufficient space left, deploy flexible part

# 19.B. PDP CONTENT ASSETS FOR MLED

MODELS REPRESENTED HERE:

MLED810 55", 65", 75"

MLED820 55", 65", 75"

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: MINILED



4<sup>TH</sup> SLOT: DIMENSIONS

| MLED810 | A     | B    | C    | D     | E    | F   | G     | H    |
|---------|-------|------|------|-------|------|-----|-------|------|
| 55"     | 122.6 | 73.1 | 24.0 | 122.6 | 71.8 | 6.5 | 99.7  | 11.2 |
| 65"     | 144.6 | 85.8 | 28.0 | 144.6 | 84.1 | 6.6 | 123.6 | 15.3 |
| 75"     | 166.8 | 98.6 | 35.0 | 166.8 | 96.6 | 6.6 | 138.3 | 23.8 |

A-G = cm

What's in the box:

- 2 x LR03 / AAA Batteries
- Legal and safety brochure
- Power cord
- Quick start guides
- Remote Control
- Table stand

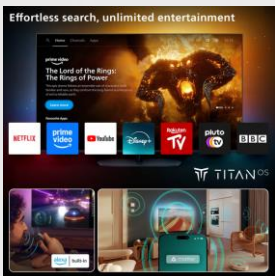
5<sup>TH</sup> SLOT: PQ & AQ



6<sup>TH</sup> SLOT: P5



7<sup>TH</sup> SLOT: TITAN & IOT MATTER



REMAINING SLOTS



DTS:X



IntelliSound



Voice control



Back view



Connectors



Connectivity



Distance



Packaging

# 20.A. DESIGNATED PRODUCT TITLES FOR QLED

|                     |      |                                                                                                                                                                                                                                                                                                                                                                                                                      |
|---------------------|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| QLED<br>7800 Series | 7800 | <div>Philips 43PUS7800 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS</div> <div>Philips 50PUS7800 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS</div> <div>Philips 55PUS7800 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS</div> <div>Philips 65PUS7800 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS</div> <div>Philips 75PUS7800 4K UHD QLED 189cm 75" Smart TV Dolby Atmos Titan OS</div> |
|                     | 7810 | <div>Philips 43PUS7810 4K UHD QLED 108cm 43" Smart TV Dolby Atmos Titan OS</div> <div>Philips 50PUS7810 4K UHD QLED 126cm 50" Smart TV Dolby Atmos Titan OS</div> <div>Philips 55PUS7810 4K UHD QLED 139cm 55" Smart TV Dolby Atmos Titan OS</div> <div>Philips 65PUS7810 4K UHD QLED 164cm 65" Smart TV Dolby Atmos Titan OS</div> <div>Philips 75PUS7810 4K UHD QLED 189cm 75" Smart TV Dolby Atmos Titan OS</div> |

Fixed

Flexible\*

\*If sufficient space left, deploy flexible part

# 20.B. PDP CONTENT ASSETS FOR QLED

MODELS REPRESENTED HERE:

7800 43", 50", 55", 65", 75"

7810 43", 50", 55", 65", 75"

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: HOOK



4<sup>TH</sup> SLOT: DIMENSIONS

|      | A     | B    | C    | D     | E    | F   | G     |      |
|------|-------|------|------|-------|------|-----|-------|------|
| 7800 |       |      |      |       |      |     |       |      |
| 43"  | 95.8  | 58.2 | 23.2 | 95.8  | 56.4 | 8.7 | 75.8  | 6.6  |
| 50"  | 111.1 | 67.0 | 26.2 | 111.1 | 64.9 | 8.8 | 81.1  | 8.2  |
| 55"  | 122.6 | 73.5 | 26.2 | 122.6 | 71.5 | 8.8 | 81.1  | 9.9  |
| 65"  | 144.6 | 85.7 | 30.0 | 144.6 | 83.8 | 9.1 | 96.9  | 14.7 |
| 75"  | 166.0 | 98.7 | 33.3 | 166.0 | 96.8 | 9.3 | 112.2 | 23.1 |

A-G = cm

What's in the box:

- 2 x LR03 / AAA Batteries
- Legal and safety brochure
- Power cord
- Quick start guides
- Remote Control
- Table stand

5<sup>TH</sup> SLOT: PQ & AQ



6<sup>TH</sup> SLOT: PIXEL PRECISE UHD



7<sup>TH</sup> SLOT: TITAN & IOT MATTER



REMAINING SLOTS

CHOOSE EITHER PER SIZE:



DTS:X



Voice control



Back view

43\", 50\", 55\"

65\", 75\"

Connectors 43\", 50\", 55\"      Connectors 65\", 75\"



Connectivity



Distance



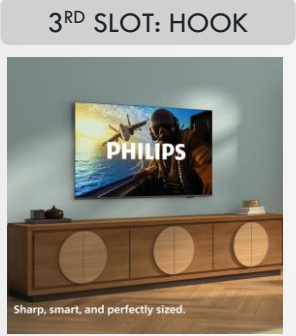
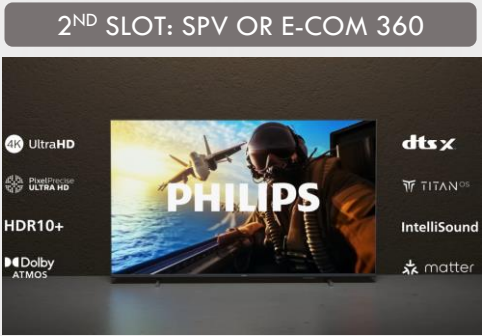
Packaging

# 21.A. DESIGNATED PRODUCT TITLES FOR LED

|                                |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
|--------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div>LED<br/>7000 Series</div> | <div>7000</div> | <div><div>Philips 43PUS7000 4K UHD LED 108cm 43" Smart TV Dolby Atmos Titan OS</div><div>Philips 50PUS7000 4K UHD LED 126cm 50" Smart TV Dolby Atmos Titan OS</div><div>Philips 55PUS7000 4K UHD LED 139cm 55" Smart TV Dolby Atmos Titan OS</div><div>Philips 65PUS7000 4K UHD LED 164cm 65" Smart TV Dolby Atmos Titan OS</div><div>Philips 75PUS7000 4K UHD LED 189cm 75" Smart TV Dolby Atmos Titan OS</div></div> <div><div>Fixed</div><div>Flexible*</div></div> <div><div>*If sufficient space left, deploy <i>flexible</i> part</div></div> |
|--------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# 21.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:  
7000 43", 50", 55", 65", 75"



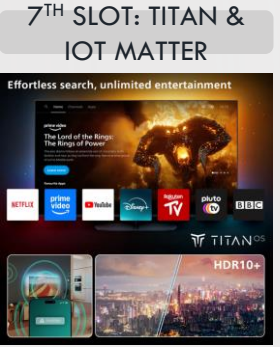
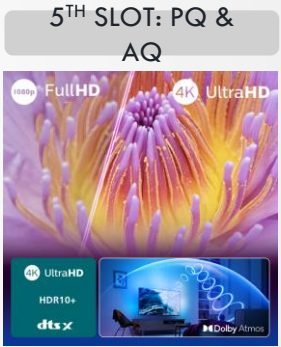
4<sup>TH</sup> SLOT: DIMENSIONS

| 7000 | A     | B    | C    | D     | E    | F   | G     |      |
|------|-------|------|------|-------|------|-----|-------|------|
| 43"  | 95.8  | 58.2 | 22.5 | 95.8  | 56.4 | 8.7 | 77.4  | 5.4  |
| 50"  | 111.1 | 67.0 | 25.6 | 111.1 | 64.9 | 8.8 | 80.5  | 8.1  |
| 55"  | 122.6 | 73.5 | 25.6 | 122.6 | 71.5 | 8.8 | 81.0  | 9.9  |
| 65"  | 144.6 | 85.7 | 29.4 | 144.6 | 83.8 | 9.1 | 96.3  | 14.3 |
| 75"  | 166.9 | 98.7 | 34.8 | 166.9 | 96.8 | 9.3 | 148.6 | 22.5 |

A-G = cm

What's in the box:

- 2 x LR03 / AAA Batteries
- Legal and safety brochure
- Power cord
- Quick start guides
- Remote Control
- Table stand



## REMAINING SLOTS

CHOOSE EITHER PER SIZE:

DTS:X

Voice control

IntelliSound

Back view

Connectors 43", 50", 55"

Connectors 65", 75"

Connectivity

Distance

Packaging

# 22.A. DESIGNATED PRODUCT TITLES FOR LED

|                    |      |                                                                                                                                                                                                                                                                                                                        |
|--------------------|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LED<br>6000 Series | 6000 | <div>Philips 24PHS6000 HD LED 60cm 24" Smart TV Dolby Audio Titan OS</div> <div>Philips 32PHS6000 HD LED 80cm 32" Smart TV Dolby Audio Titan OS</div> <div>Philips 32PFS6000 Full HD LED 80cm 32" Smart TV Dolby Audio Titan OS</div> <div>Philips 40PFS6000 Full HD LED 100cm 40" Smart TV Dolby Audio Titan OS</div> |
|                    | 6050 | <div>Philips 32PHS6050 HD LED 80cm 32" Smart TV Dolby Audio Titan OS</div> <div><div>Fixed</div><div>Flexible*</div></div> <div><div>*If sufficient space left, deploy flexible part</div></div>                                                                                                                       |

# 22.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:  
**6000 24", 32" HD**  
**6050 32"**



2<sup>ND</sup> SLOT: SPV OR E-COM 360

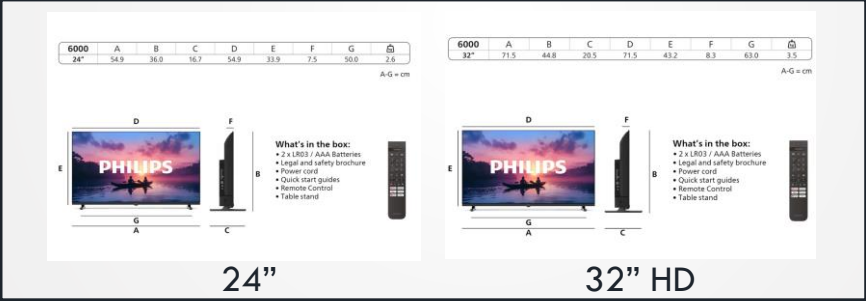


3<sup>RD</sup> SLOT: HOOK



4<sup>TH</sup> SLOT: DIMENSIONS

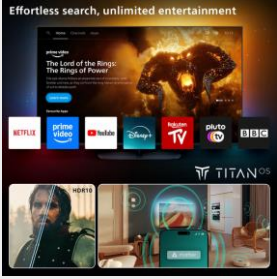
CHOOSE EITHER PER SIZE:



5<sup>TH</sup> SLOT: PIXEL PLUS HD



6<sup>TH</sup> SLOT: TITAN & IOT MATTER



7<sup>TH</sup> SLOT: DOLBY AUDIO



REMAINING SLOTS

CHOOSE EITHER PER SIZE:



Compact



Voice control



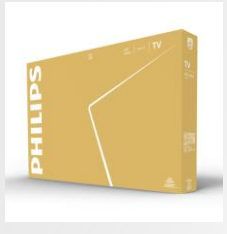
Back view



Connectivity



Distance



Packaging

# 22.C. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:  
**6000 32" FHD, 40"**



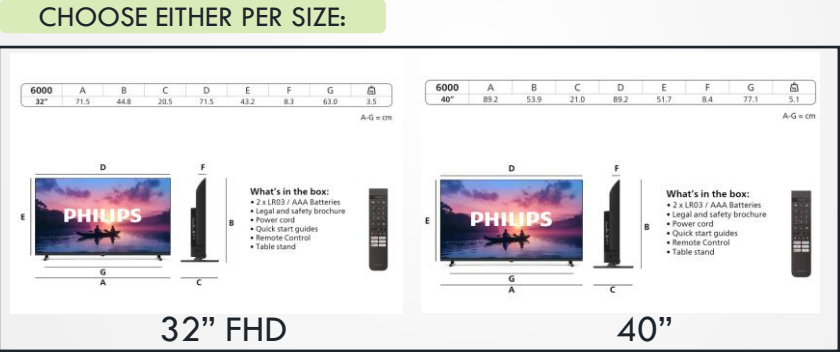
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: HOOK



4<sup>TH</sup> SLOT: DIMENSIONS



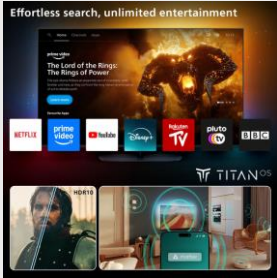
5<sup>TH</sup> SLOT: PQ & AQ



6<sup>TH</sup> SLOT: PIXEL PLUS HD



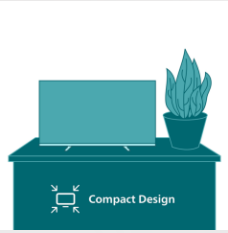
7<sup>TH</sup> SLOT: TITAN & IOT MATTER



REMAINING SLOTS



Dolby Audio



Compact



Voice control



Back view



Connectors



Connectivity



Distance



Packaging

# 23.A. DESIGNATED PRODUCT TITLES FOR LED

|                    |      |                                                                                                                                                                                                                                                 |
|--------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LED<br>5000 Series | 5500 | <div>Philips 32PHS5500 HD LED 80cm 32" TV Dolby Audio</div> <div>Philips 43PFS5500 Full HD LED 108cm 43" TV Dolby Audio</div> <div><div>Fixed</div><div>Flexible*</div></div> <div>*If sufficient space left, deploy <i>flexible</i> part</div> |
|--------------------|------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# 23.B. PDP CONTENT ASSETS FOR LED

MODELS REPRESENTED HERE:  
**5500 32" 43"**

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



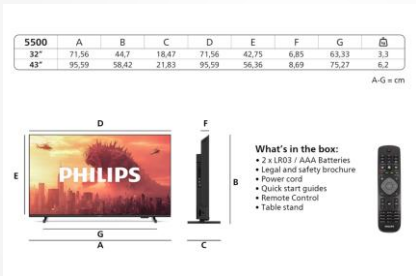
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: HOOK



4<sup>TH</sup> SLOT: DIMENSIONS



5<sup>TH</sup> SLOT: PIXEL PLUS HD



6<sup>TH</sup> SLOT: DOLBY



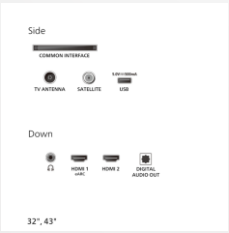
7<sup>TH</sup> SLOT: BACK VIEW



## REMAINING SLOTS



Compact



Connectors



Distance



Packaging

# 24.A. DESIGNATED PRODUCT TITLES FOR SOUNBAR

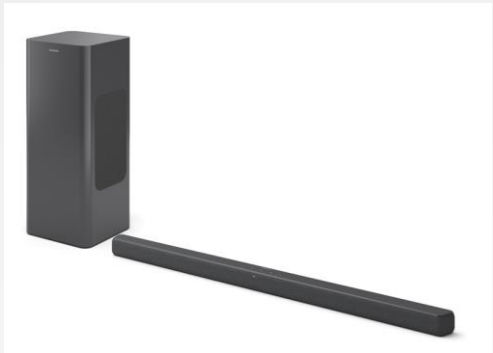
|          |       |                                                                                              |
|----------|-------|----------------------------------------------------------------------------------------------|
| SOUNDBAR | B8200 | Philips TAB8200 Soundbar with wireless subwoofer 2.1 channel Dolby Atmos DTS:X Bluetooth 5.3 |
|          | B6100 | Philips TAB6100 Soundbar with wireless subwoofer 2.1 channel Dolby Atmos DTS:X Bluetooth 5.4 |
|          | B4000 | Philips TAB4000 Soundbar 2.0 channel Bluetooth 5.4                                           |
|          |       | *If sufficient space left, deploy <i>flexible</i> part                                       |

- Fixed
- Flexible\*

# 24.B. PDP CONTENT ASSETS FOR SOUNDBAR

MODELS REPRESENTED HERE:  
**B8200**

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



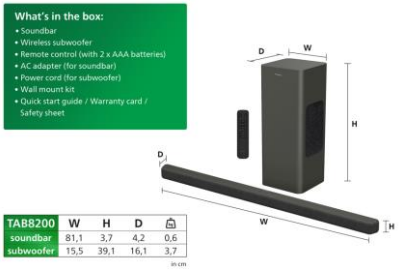
2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: 2.1 CHANNEL



4<sup>TH</sup> SLOT: DIMENSIONS



5<sup>TH</sup> SLOT: MAGNETIC ATTACHMENT



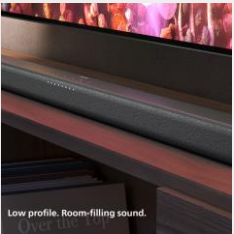
6<sup>TH</sup> SLOT: EASY LINK



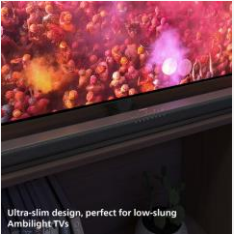
7<sup>TH</sup> SLOT: DOLBY & DTS:X



REMAINING SLOTS



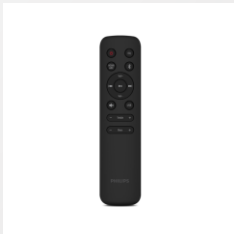
Low profile design



Ultra slim design



Back view



Remote

# 24.C. PDP CONTENT ASSETS FOR SOUNDBAR

MODELS REPRESENTED HERE:  
**B6100**

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



2<sup>ND</sup> SLOT: SPV OR E-COM 360



3<sup>RD</sup> SLOT: 2.1 CHANNEL



4<sup>TH</sup> SLOT: DIMENSIONS



5<sup>TH</sup> SLOT: EASY LINK



6<sup>TH</sup> SLOT: DOLBY & DTS:X



7<sup>TH</sup> SLOT: PHILIPS SOUNDBAR



REMAINING SLOTS



Premium sound



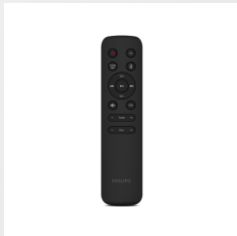
Immersive action



Back view



Top view



Remote

# 24.D. PDP CONTENT ASSETS FOR SOUNDBAR

MODELS REPRESENTED HERE:  
**B4000**

1<sup>ST</sup> SLOT: MAIN PRODUCT IMAGE



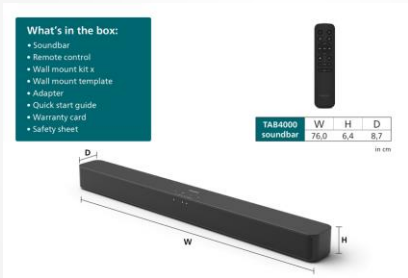
2<sup>ND</sup> SLOT: E-COM 360



3<sup>RD</sup> SLOT: PERFECT MATCH



4<sup>TH</sup> SLOT: DIMENSIONS



5<sup>TH</sup> SLOT: 2.0 CHANNEL



6<sup>TH</sup> SLOT: BT 5.4



7<sup>TH</sup> SLOT: CONNECTIVITY



REMAINING SLOTS



Remote



# Thank you

Please contact [Rumeysa.Olgun@tpv-tech.com](mailto:Rumeysa.Olgun@tpv-tech.com) for further questions.

**TP**VISION