

PHILIPS

OLED

4K UHD OLED TV

OLED 720 series

194 cm (77") 4K UHD OLED TV

Google TV™

Dolby Vision and Dolby Atmos



77OLED720

Every show. Every film. Every game.

4K UHD OLED Google TV

The thrill is real with our most affordable OLED TV. Whatever you watch or play, the lifelike picture and smooth motion dial up the excitement. Dolby Atmos sound for every show, movie and game.

4K OLED TV. Where TV comes alive.

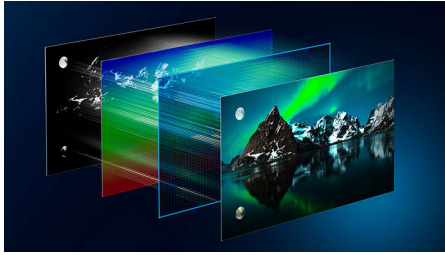
- Detail and depth. Lifelike OLED picture.
- Entertainment you love, with a little help from Google.
- Ultra-sharp picture. Vibrant viewing.
- AI voice control. Google Assistant

True color. Incredible depth. Flexible sound.

- Cinematic vision and sound. Dolby Vision and Dolby Atmos.
- Ready for gaming. 120Hz VRR/ALLM.
- Supports most major HDR formats.

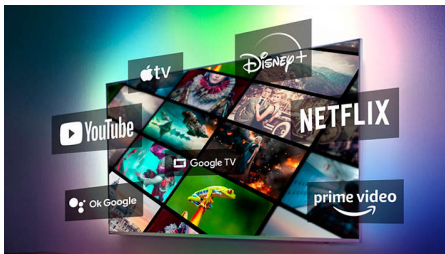
Highlights

OLED TV



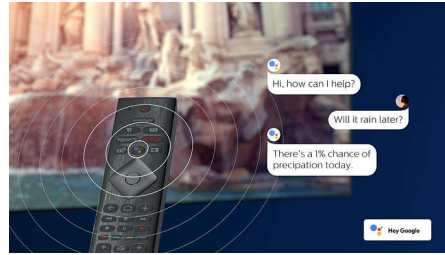
The lifelike picture of your 4K (UHD) OLED TV always looks incredible, even if viewed at an angle. Blacks are always black, not grey, and you'll see every detail in shadows or bright areas. All major HDR formats are supported — you'll feel the full power of every scene.

Google TV™



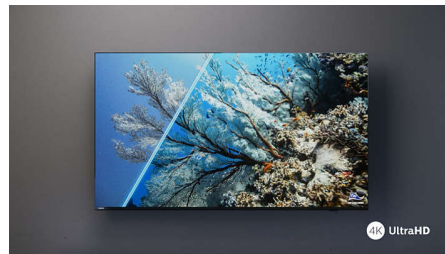
What do you want to watch? Google TV brings together movies, shows, and more from across your apps and subscriptions and organizes them just for you. You'll get suggestions based on what you like, and you can even use the Google TV app on your phone to curate your watchlist on the go.

Google Assistant. Control the TV with your voice.



You get a choice of voice assistants! Push the Google Assistant button on your remote and you can use your voice to find movies and shows, get recommendations, control compatible smart home devices.

Ultra-sharp picture



No matter what you watch, this 4K LED TV gives you a bright, ultra-sharp picture with vivid colors. Plus, the TV is compatible with all major HDR formats so you'll see more detail—even in dark and bright areas—when you're streaming HDR content.

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.

Ready for gaming



Play without limits and immerse in OLED vibrant colors! HDMI 2.1, a blazing-fast 120 Hz native refresh rate gets the best out of next-gen gaming gear with fluid, responsive gameplay, super-smooth natural motion, and great-looking graphics.

HDR supported

Supports most major HDR formats.

OLED 720 series

4K UHD OLED TV

77OLED720/56

Specifications

Picture/Display

Aspect ratio: 16:9

Display: 4K Ultra HD OLED

Panel resolution: 3840 x 2160

Native refresh rate: 120 Hz

Picture enhancement: HDR10, HLG (Hybrid Log Gamma), Dolby Vision, Standard, Dynamic, Movie, ECO, Gentle, Vivid, Sport, Game

Display input resolution

Resolution-Refresh rate: 640 x 480 - 60Hz 576p

-50Hz 720p -50/60Hz 1920 x 1080p

-24/25/30/50/ 60/100/120Hz 2560 x 1440 -

60/120Hz 3840x2160p -

24/25/30/50/60/100/120Hz

Supported Display Resolution

Computer inputs on all HDMI: HDR supported, HDR10/ HLG

Video inputs on all HDMI: HDR supported, HDR10/HLG (Hybrid Log Gamma)

Tuner/Reception/Transmission

Digital TV: DVB-T/T2

MPEG Support: MPEG2, MPEG4

Teletext: 1000 page Hypertext

HEVC support

Smart TV

OS: Google TV™

Memory size (Flash)*: 32GB

Smart TV Features

SmartTV apps*: Youtube, Amazon Prime Video, Google Search, YouTube Music, Netflix

Ease of Use: One-stop smart menu button

Firmware upgradeable: Online firmware upgrade, Firmware upgradeable via USB, Firmware auto upgrade wizard

Remote Control: with Voice

Voice assistant*: Google Assistant built-in, RC with Mic.

Specifications

Multimedia Applications

Video Playback Formats:

MPEG1,MPEG2,MPEG4,H.264,HEVC/H.265,VP8,AVS, VRR
AVS2.0,AV1, Motion JPEG,H,VP9

Music Playback Formats: MPEG1/2

Layer1,MPEG1/2 Layer2,AMR,MPEG1/2
Layer3,AC3,EAC3(DDP),LPCM,AAC, HEAAC

Subtitles Formats Support: .SMI, .SRT, .SUB, .TXT,
.ASS, .SSA

Picture Playback Formats: JPEG, GIF, PNG, BMP,
HEIF

User Interaction

Remote Control: Voice*
Signal strength indication

Sound

Output power (RMS): 70W

Speaker configuration: (2x15W)+(2x10W)+20W
speaker

Sound Enhancement: Dolby Atmos

Connectivity

Number of HDMI connections: 2

Number of USBs: 3

HDMI 1: eARC

Wireless connection: Bluetooth 5.0, Wi-Fi 802
11ac 2x2 Dual band

HDMI 2: 4K 120Hz

Other connections: Antenna IEC75, Ethernet-
LAN RJ-45, Digital audio out (optical), Audio Out
(3.5mm)

HDCP 2.2

HDMI 2.1 features: Max 48Gbps data rate, HDMI

Supported HDMI video features

HDR: Dolby Vision, HDR10, HLG

Power

Mains power: AC 100~240 V 50/60Hz

Ambient temperature: 5 °C to 35 °C

Standby power consumption: <0.5W

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

Accessories

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

Dimensions

Set Width: 1723 mm

Set Height: 998 mm

Set Depth: 53.5 mm

Product weight: 37 kg

Set width (with stand): 1723 mm

Set height (with stand): 1022 mm

Set depth (with stand): 291 mm

Product weight (+stand): 41 kg

Box width: 1920 mm

Box height: 1154 mm

Box depth: 188 mm

Weight incl. Packaging: 54 kg

Wall mount dimensions: 400 x 400 mm

- * Philips TV does not gaurantee 100% interoperability with all HDMI CEC devices
- * Its functionality is subject to ChromeCast built-in apps and smart devices. For more details, please visit ChromeCast built-in product pages.
- * Image depicted on the website are non-contractual pictures. Please always refer to the actual TV that are sold in the retail or stores.
- * 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.
- * Netflix subscription required. Subject to terms at <https://www.netflix.com>
- * 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.
- * Smart TV app offerings vary per TV model and country. For more details please visit: www.philips.com/smarttv.
- * Due to the transmission limitations of Bluetooth wireless technology, a slight sound delay might occur when you hear audio from your bluetooth headphone or bluetooth speakers. When this occur, you might see the character moving his or her mouth but there is a slight delay in spoken dialog accompan
- * 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.
- * 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.
- * Memory size (Flash) : 32GB, the actual available disc space may differ (dependant on e.g. (pre-)installed apps, installed operating system, etc.)
- * Images are for illustrative purpose

