



AMBILIGHT tv

20

years of innovation

Philips TV & Sound. The
difference is real.

TPVISION

AMBILIGHT tv 20 years of innovation



<p>2004</p> <p>Launch of Ambilight in high-end plasma and LCD TV ranges, based on CCFL technology</p>  <p>42PF9908</p>	<p>ambilight</p> <p>First Ambilight logo is introduced</p>	<p>2007</p> <ul style="list-style-type: none"> Ambilight swaps fluorescent lamps with LEDs for improved brightness & colour saturation Launch of Aurea, a flat-screen TV with a translucent frame, invisible speakers, and 4-sided Ambilight Spectra  <p>42PF9900</p>	<p>2009</p> <p>Launch of Cinema 21:9 TV, with Ambilight Spectra 3 capable of playing films in their original cinematic aspect ratio</p>  <p>56PFL9954</p>	<p>2012</p> <p>Philips and TPV create TP Vision</p> <p>TPVISION</p>	<p>2014</p> <p>First Android TV with Ambilight</p>  <p>55PF58109</p>	<p>2017</p> <p>ambilight</p> <p>Ambilight logo updated</p> <p>First OLED with P5 Perfect Picture Processor</p>  <p>55PUS3304</p>	<p>2019</p> <p>Launch of The One as the mid-market TV that has it all—4K picture, P5 processing, and Ambilight—helping TV buyers navigate a cluttered market</p>  <p>55PUS3304</p>	<p>2023</p> <p>AMBILIGHT tv FC BARCELONA</p> <p>Partnership with FC Barcelona</p> 
--	--	--	--	---	---	---	---	---

CCFL TECHNOLOGY

LED TECHNOLOGY

PROJECTION TECHNOLOGY

LED TECHNOLOGY

MINILENS TECHNOLOGY

<p>Ambilight 2 channel reacts to the left and right side of the screen independently</p>  <p>42PF9631D</p> <p>Launch of 3-sided (Surround) and 4-sided (Full Surround) Ambilight</p>  <p>42PFL9631D</p> <p>2006</p>	<p>2008</p> <p>First full-array local dimming TV with Ambilight</p>  <p>42PFL9803H</p>	<p>2011</p> <p>First active 3D TV with Ambilight</p>  <p>46PFL9706</p>	<p>2013</p> <p>First 4K UHD TV with Ambilight</p>  <p>65PFL9708</p>	<p>2016</p> <p>First OLED with Ambilight</p> <p>Launch of Ambilux TV which casts action onto the wall using a system of 9 projectors</p>  <p>65PFL9803</p>  <p>55PUS901F</p>	<p>2018</p> <p>Partnership with Bowers & Wilkins leads to the launch of OLED+, the first OLED to combine Ambilight, P5 processing, and Bowers sound</p> <p>OLED+</p>  <p>55OLED903</p>	<p>2022</p> <p>AMBILIGHT tv</p> <p>Ambilight TV launched as a TV category</p> 	<p>2024</p> <p>First Ambilight TV with Ambilight plus technology</p> <p>Ambilight plus</p>  <p>65OLED959, coming soon</p>
--	---	--	--	---	--	--	--

AMBILIGHT 20 Years – 100 + 20 days trial



BACKGROUND

WHY:

- Get shoppers familiar with Ambilight
- Trial – designed to overcome shopper hesitation and support shop staff in sales process.

- 20 years of innovation
- Eisa awards
- +10 mio fans
- 97% satisfaction
- 85% will never go back
- Ambilight+ (OLED959)

GOAL:

- Increase consideration /gain credibility
- Increase sell out
- Overcome shopper/buyer hesitation to buy/list our range
- Generate new AMBILIGHT tv registrations for re-targeting

RANGE included:

Ambilight TV range

IMPLEMENTATION

MECHANIC:

Buy an AMBILIGHT TV and get **120** days (100+20) money back guarantee and chance to win

PARTICIPATION:

Consumers have to register within 14 days from purchase

TV RETURN:

Consumer to register on Enginio (same as before)

WHEN: Week 43-03

ASSETS

TOOLKIT:

Assets for online and in-store communication

- Video
- Anniversary "stamp" / screen fill
- AL history visualization
- PR
- Trainings
- SoMe posts/contests
- Banners and POS

REGISTRATION PAGE:

Enginio platform (same as before)

RETURN MECHANIC:

Handled by TP Vision

AMBILIGHT 20 YEARS
Try Ambilight for **100+20** days
FC Barcelona

- Focus on trial, "Get 20 days extra"
- Bring Ambilight top of mind
- Strong bold copy/message!
- Get registrations for re-targeting
 - Drive conversion



PHILIPS

AMBILIGHT tv

Discover the special Ambilight TV anniversary edition OLED+959 with Ambilight plus.



AMBILIGHT 20 Years Anniversary Edition



OLED 959

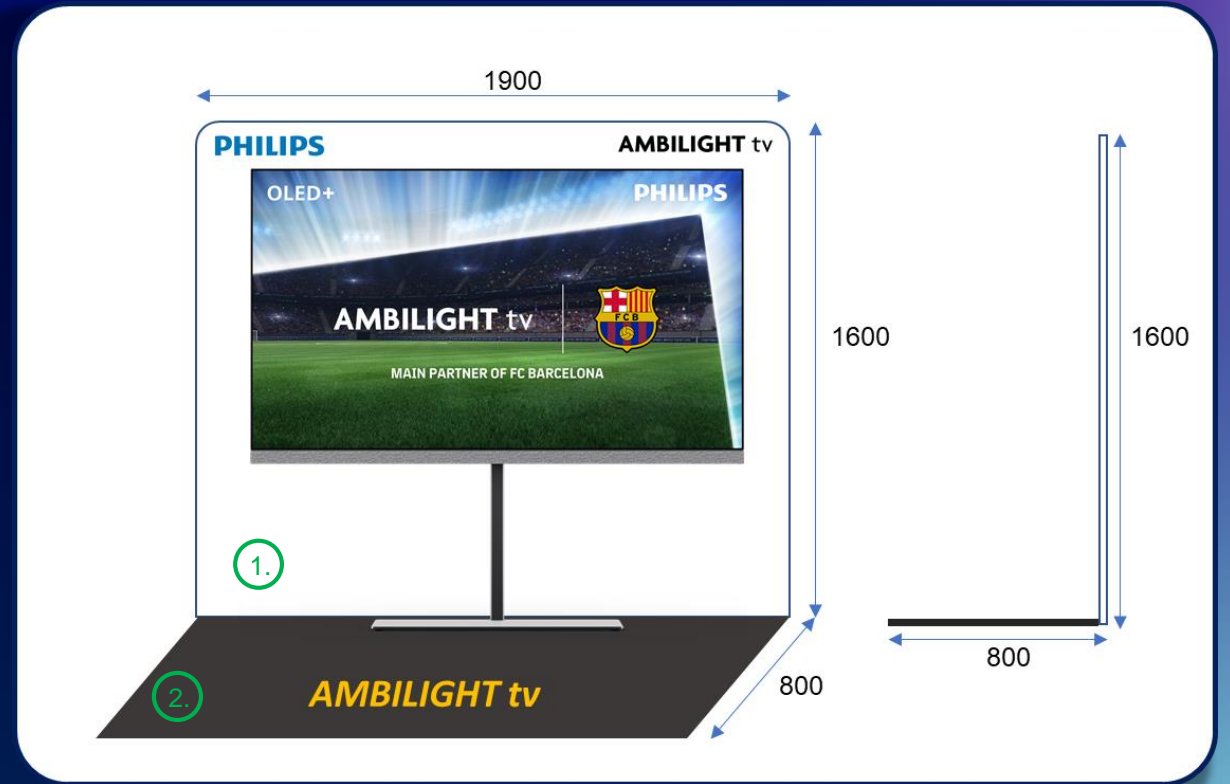
- Set a premium feeling on 20 years anniversary
- Super exclusive "high-end club"
- Selective distribution – only 12 pcs available in Sweden
- Available for Black Friday offer
- Ambilight instore display
- We offer instore training and set-up



OLED959 In-store display



- Easy to install in-store display
- Enhances and support demo of Ambilight with white background
- Stands out



1. White 25mm lightweight board
2. Grey carpet with print (4mm)

New OLED remote

- Backlit buttons
- With microphone
- Metal premium design
- Rechargeable with USB C



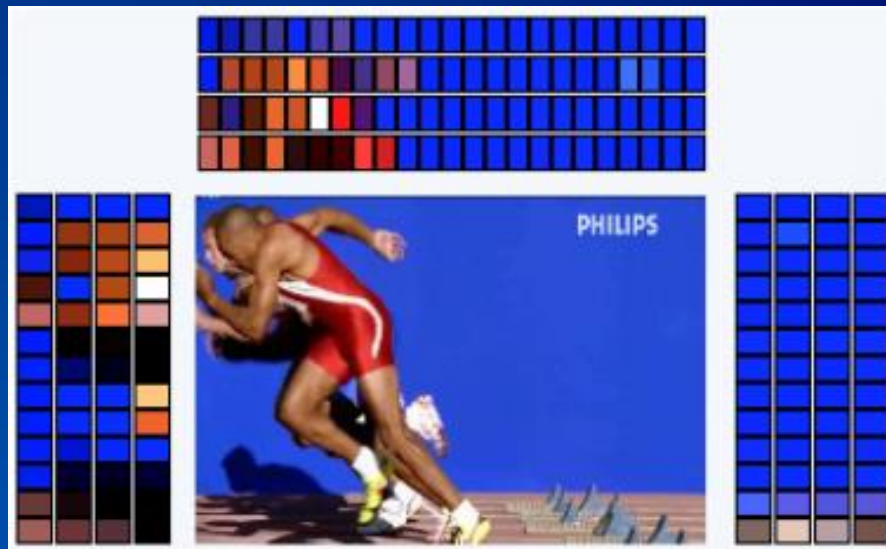
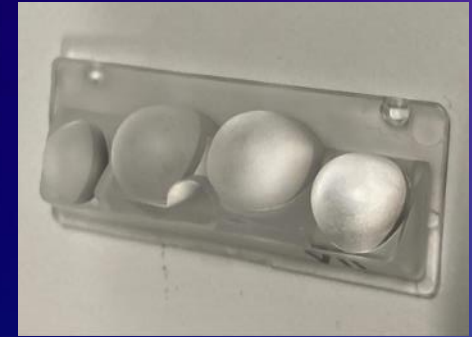
Press to light up the numeric keyboard

AMBILIGHT plus



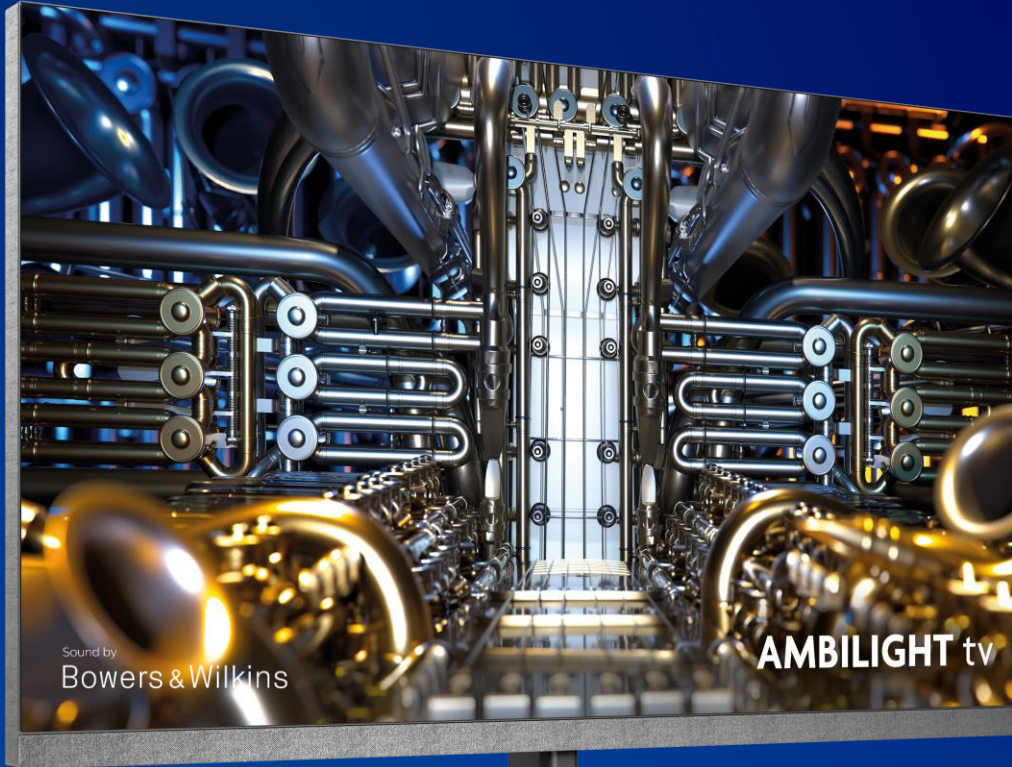
- Special lenses to create a 2D Ambilight effect.
- *Ambilight plus* will have more resolution & be more dynamic.
- We are able to create 4 layers with different distances from the display.
- 196 zones.

“An enhanced Ambilight motion-effect with extended dynamic throw”



OLED959

OLED+ AMBILIGHT tv



Fidelio W1

- 65"
- **Ambilight Plus**
- **P5 AI Dual Picture Engine**
- **OLED MLA panel 2024 3000nits**
- **Native 144Hz panel**
- **Dolby Vision/HDR10+/HDR10+ Adaptive**
- **Google TV / Chromecast / Google Assistant built in**
- **HDMI 2.1 VRR 144Hz/4K, ALLM, eARC, FreeSync Premium, G-Sync, Game bar**
- **Sound By Bowers & Wilkins (18 drivers)**
- **5.1.2 102W (6x8W + 30W + 4x6W) + subwoofer out**
- **Dolby Atmos/DTS X**
- **Home Sound Made Easy (DTS Play-Fi) -Home Theater mode**
- **Calman Ready**
- **Rechargeable Remote with microphone and backlit buttons**
- **WiFi 6**
- **Bluetooth 5.2**
- **Works with Google Assistant, Airplay 2, Matter, Control 4, Alexa**



reddot winner 2024



Philips TV & Sound. The difference is real.



Philips TV & Sound
The difference is real