

Philips 50PUS8001/12 TV 127 cm (50") 4K Ultra HD Smart TV Wi-Fi Black

Model: 50PUS8001/12

Manufacturer: PHILIPS

EAN: 8718863051719

Product Code: 1553740

R14,952

Next-level immersion, every day

This Ambilight TV delivers stunning picture, Dolby Atmos sound optimised by AI. With Ambilight, every film and series feels bigger and more thrilling—while AmbiScape takes immersion to the next level. All wrapped in a thoughtful design.

Next-level immersion, every day

4K LED for vivid moments, sharper scenes

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With 8 million pixels all working closely together in harmony, this is 4K viewing like no other. With the sharpest images set to define more detailed lifelike scenes, nothing captures the moment more truthfully than with this Philips TV.

There's TV. And there's Ambilight TV

With integrated LED lights that react to each scene, Ambilight immerses you in a halo of colourful light. Movies, sports, music videos and gaming expand beyond the screen to draw you deeper into the moment. Once experienced, you'll never want another TV without it.

AmbiScape -sync your smart bulbs to the action

Step into a new dimension of entertainment. AmbiScape extends Ambilight beyond the TV, syncing with your smart lights to transform your room into a living canvas. Feel every scene, every beat and every moment as your surroundings react in real time—pulling you deeper into the experience.

Get closer to the details with Pixel Precise Ultra HD

Zoom in. Lose yourself in the detail. This is precision that goes beyond the imaginable. With a Pixel Precise Ultra HD screen for sharpness and lifelike detail, it fills each moment with breathtaking experiences.

Colour and contrast unleashed with HDR10+

Expect more details. Frame-by-frame improved picture quality. With greater emphasis on colour and contrast, this is where even the darkest moments and the brightest scenes are made clearer.

Whatever you watch, perfect TV sound. IntelliSound engine

With our IntelliSound engine on board, your QLED TV can use AI to give you the best possible sound! Whether it's series and films, music or speech-heavy content like news, the TV will optimise settings automatically. Don't want to use AI? You can also select preset sound styles manually or customise settings yourself.

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With exclusive Aurora and Moments apps

Titan OS puts everything you love to watch right at your fingertips—from epic sequels to hit series, and documentaries to dramas. Beyond entertainment, explore the Aurora gallery and transform your screen into a canvas of stunning art. Or make it personal with Moments: share photos straight from your phone.

Surround yourself in Dolby Atmos and DTS:X

With Dolby Atmos for sound just as the director intended and DTS:X to create 3D sound experiences, it's as if you're really there. Adding this extra dimension to sound brings a more immersive experience to your home.

Connect seamlessly to smart home networks

Matter Smart Home compatibility brings seamless integration to your existing smart home network. To control the TV from your Matter Smart Home app or with voice control services, simply push the button on your remote and speak. Dim the lights. Adjust your thermostat. Even turn on your Philips Ambilight TV. A single command does it all.

EasyLink+. Seamless and effortless control

EasyLink+ lets you have full control of your Philips TV, soundbar, headphones and even external tuner boxes with just one remote control. Experience seamless and unified command. No more juggling with multiple remote controls. Just smooth, connected convenience every time.

Eco design – European design thinking

Sustainability meets style. This beautifully crafted TV is designed with the planet in mind, from a remote made of recycled plastics to FSC-certified packaging and inserts printed on recycled paper. With Eco Mode, you can lower the TV's energy consumption across all content and settings in just one tap.

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