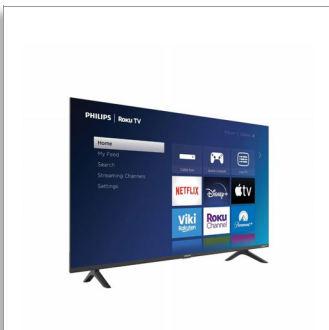




Philips Roku TV  
6600 series LED LCD TV

50" class/po

4K UHD 2160p  
HDR / 120PMR  
Borderless Design



50PUL6643

## Elegant Smart TV made easy

4K Ultra HD RokuTV

Philips Roku TV is smart TV made simple. Get what you want to watch with a simple home screen, easy-to-use remote, and automatic software updates. With an elegant design and beautiful display, experience a whole new level of entertainment.

### Upgrade your viewing experience

- 4K High-Definition Resolution for ultra-sharp images
- HDR10 and HLG HDR support for captivating colors & detail
- Perfect Motion Rate (PMR) 120 for smooth motion sharpness
- Elegant stand and 3-sided borderless design

### A simple way to watch what you love

- Entertainment for everyone with a simple home screen
- Fast and easy search that prioritizes free content
- 500,000+ movies & TV episodes
- Free content streaming on The Roku Channel
- Automatic software updates and easy-to-use remote

### Enjoy a world of connectivity

- Wireless LAN for seamless streaming
- Cast your mobile device via AirPlay or Roku App
- Compatible with Alexa, Google Assistant, and Apple HomeKit

**PHILIPS**

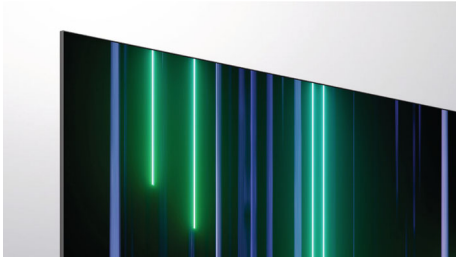
**ROKU TV**

6600 series LED LCD TV  
50" class/po 4K UHD 2160p, HDR / 120PMR, Borderless Design

50PUL6643/F7

# Highlights

## Sleek borderless design



With an elegant stand and 3-sided borderless display, enhance the look of any room with this sleek TV.

## Entertainment and simple home



Quickly access your cable box, satellite, HDTV antenna, and favorite streaming channels all from your home screen.

## Works with voice assistants

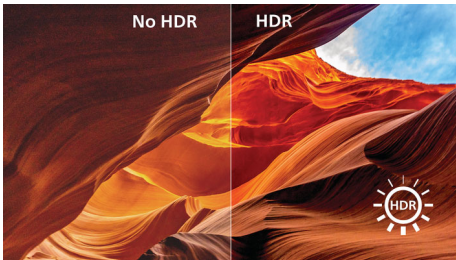


Compatible with  
**for any smart home**

Easily control your TV with Siri, Alexa, or Hey Google.

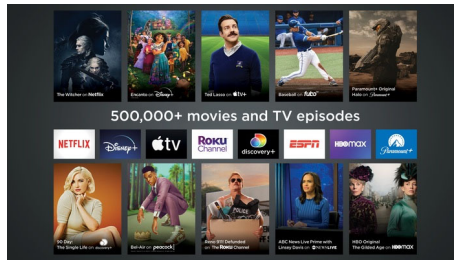


## 4K HDR10 and HLG HDR



Experience extraordinary picture quality with UHD resolution, combined with HDR for sharp contrast and unbelievably vivid colors.

## 500,000+ movies & TV episodes



Get more from your TV. Choose from a large selection of entertainment across popular streaming services.

## Works with Apple AirPlay



Effortlessly stream videos, photos, music, and more from your Apple device to your TV with AirPlay.

## Perfect Motion Rate



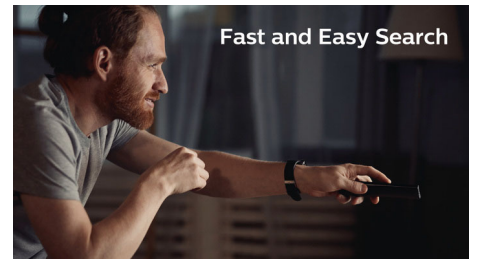
Unprecedented motion sharpness for sports, movies, or any fast-paced scenery with incredible clarity.

## The Roku Channel



Stream hit movies, TV shows, 150+ live channels, family entertainment and more for free.

## Fast and easy search



Search by title, actor or director to see where to stream your favorite shows for free or at the lowest price.

**ROKU TV**

4K UltraHD

HDR10

Works with Apple AirPlay

Works with Apple Home

works with alexa

works with Google Home

Dolby Audio

HDMI

# Specifications

## Picture/Display

- Aspect ratio: Widescreen(16:9)
- Contrast ratio (typical): 3000:1
- Response time (typical): 9.5 ms
- Viewing angle: 178° (H) / 178° (V)
- Diagonal screen size: 50 inch / 127.0 cm
- Visible screen diagonal (inch): 49.5 inch
- Display screen type: LCD UltraHD Display
- Backlight: LED
- Panel resolution: 3840x2160p
- Picture enhancement: Dynamic contrast, 120 PMR, HDR10, HLG

## Supported Display Resolution

- Computer inputs on HDMI: up to 4K UHD 4096 x 2160 @60Hz
- Video inputs on HDMI: up to 4K UHD 3840 x 2160 @60Hz

## Sound

- Output power (RMS): 2 x 8W
- Sound System: Stereo, SAP, Dolby Audio
- Built-in speakers: 2

## Convenience

- Child Protection: Parental Control
- Clock: Sleep Timer
- Ease of Installation: Guided setup
- Remote Control: TV
- Screen Format Adjustments: Auto, Direct, Normal, Stretch, Zoom
- Multimedia: auto slideshow, USB media browser

## Multimedia Applications

- Multimedia connections: USB Storage Device
- Video (H.264/262/265HEVC): MKV, MOV, MP4
- Video (VP9): MKV
- Video: AV1
- Audio: ACC(5.1), MP3, WAV(PCM), AIFF, FLAC, OGG, AC3
- Photo: JPEG, PNG(4Kx4K), non-animated GIF (4Kx4K)

## Tuner/Reception/Transmission

- TV system: ATSC, NTSC
- Video Playback: NTSC, ATSC
- Tuner bands: UHF, VHF
- Aerial input: 75 ohm F-type

## Connectivity

- Number of USB 2.0: 2
- Number of HDMI connections: 4
- HDMI features: 4K, Audio Return Channel (HDMI 1)
- EasyLink (HDMI-CEC): One touch play, Power status, System info (menu language), System audio control, System standby
- Wireless connection: Wireless LAN (802.11ac)
- Audio Output - Digital: Optical
- Other connections: Headphone out, Ethernet, CVBS+Audio L/R in

## Power

- Main power: 120V/60Hz
- Power consumption: 97 W
- Standby power consumption: < 0.5 W
- Ambient temperature: 5°C to 40°C (41°F to 104°F)

## Dimensions

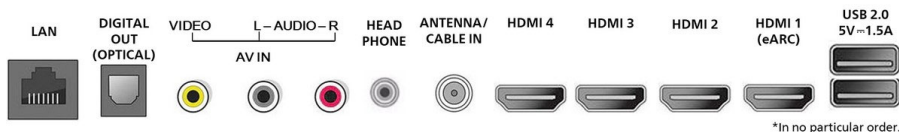
- Set dimensions in inch (W x H x D): 44.0 x 25.7 x 3.3 inch
- Product weight (lb): 19.80 lb
- Set dimensions with stand in inch (W x H x D): 44.0 x 27.7 x 10.6 inch
- Product weight (+stand) (lb): 20.11 lb
- Box dimensions in inch (W x H x D): 49.2 x 29.9 x 5.7 inch
- Stand width (inch): 41.8 inch
- Weight incl. Packaging (lb): 29.50
- Wall mount compatible: 400 x 300 mm

## Accessories

- Included: Quick start guide, Remote control, Batteries for remote control, Tabletop Stand, Screws

## Network Services

- TV Operating System: Roku OS



Issue date 2023-08-11

Version: 1.2.1

12 NC: 8670 001 90691  
UPC: 6 09585 25669 9

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\* Google and Google Home are trademarks of Google LLC. Third party features and services may be subject to change or removal without notice.  
\* Content resolution is based on TV compatibility and may vary by channel. Channels are subject to change, vary by region, and may require payment. Roku search does not work with all channels.  
\* Payment required for some channels and content. Channels can change and vary by region.