

## More Immersive TV via Philips AmbiLux

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According to Philips TVs need more than higher resolutions to "take the immersive viewing experience to a new pinnacle"-- the AmbiLux TV uses built-in pico projectors to extend images on surrounding walls.



Launched at IFA 2015, the AmbiLux is a 65-inch 4K TV featuring the next generation of Ambilight, the system using LEDs on the rear of the TV to produce a halo of light matching images shown on the screen. As mentioned earlier, the AmbiLux carries 9 pico-projectors dotted around the perimeter to create "a seamless projection of the on-screen image, motion and colour," thus "break[ing] the boundaries of TV viewing." As one does.

Interestingly the AmbiLux pairs with Philips Hue lightbulbs for an even more immersive viewing experience, while an Ambilight Music Mode generates lightshows based on music played on the TV via either Spotify, USB or music channels.

Further, non-lighting features include image upscaling technology, quad-core processor, Android TV as OS and a remote control complete with QWERTY keyboard, swipe pad and speech recognition.

The AmbiLux TV reaches European markets on Q4 2015.

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