

Philips UHD TVs Take to the Cloud at IFA

Written by Marco Attard
10. 09. 2013

Philips Smart TVs (post-2012 models) get a taste of the cloud in the shape of Cloud TV and Cloud Explorer-- a pair of services featuring online TV channels and access to online storage launched at IFA 2013.



According to TP Version Cloud TV streams "hundreds" of local, national, international and special interest OTT channels to Philips Smart TVs via easy-to-use app.

The service arranges available channels by genre and popularity, and also provides a search function.

Meanwhile Cloud Explorer provides access to content saved on the Dropbox cloud-based storage, with a "single sign-on" log in through the user's TV account.

The company also takes advantage of IFA 2013 to launch two UHD/4K additions to the Philips 9000 TV range-- the 65-inch 65PFL9708, and the 84-inch 84PFL9708.

Both feature 3840 x 2160 resolution displays, "Ultra Pixel HD Engine" upscaling technology, sensor-driven LED backlighting, 900Hz Perfect Motion Rate (PMR) and "carefully designed" tweeters and subwoofers.

The Philips Cloud TV services and UHD TVs should be available now in European territories.

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