



Panasonic TX-43MX710E LED 4K Ultra HD Google TV

Picture Quality

Display	Panel	4K ULTRA HD
	Screen Resolution	3,840 (W) x 2,160 (H)
	Panel Drive	4K 1400 Hz RMR
	Picture Mode	Standard/Vivid/Sport/Movie/Game/Dolby Vision
	Ultra HD Premium*1	—
	Muti HDR Support*2	HDR10/HLG/Dolby Vision
	HDR Brightness Enhancer	Y
	Dynamic HDR Effect	N
	Contrast	High Contrast
	Colour Space	N
	Advanced Video Processor/Engine	4K Colour engine
	Local Dimming	N
	Adaptive Backlight Dimming	N
	Filmmaker Mode	Y
	THX Certified Display*3	N
isf Mode	N	
Sound Quality	Dolby Atmos	Y
	Surround	N



Speaker Output	20 W (10 W x 2)
Sound Mode	User, Standard, Vivid, Sport, Movie, Music, News Dolby DAP: Game, Movie, Music, News, Stadium, Smart

Smart Features

Smart TV	Google TV
Voice Personal Assistant	Google Assistant Built-In
Voice Guidance	Y
EPG	Y
On Screen Display Menu Languages	35 Languages* ¹⁶
Digital TV	DVB-T/T2/C/S/S2 - HEVC
Twin Tuner	—
Wireless LAN Built-in	Y
In-House TV Streaming (DVB-IP)	—
Panasonic TV Remote Apps	—
Swipe & Share	—
Web Browser*⁵	N (Web Browser can be downloaded from Google Play Store)
Mirroring	Chromecast built in
Home Network*⁶	N
Bluetooth*⁷	Y
Bluetooth Audio Link*⁸	N
IP Home Control	N
Media Player	Y
Support Format	Video: .mpg/.mpeg/.dat/.vob/.mkv/.mp4/.m4v/.mov/.flv/.3gp/.3gpp/.ts/.trp/.tp/.rmvb/.rm/.avi/.265/.asf/.wmv/.webm/.ogm/.264/.avs/.vc1 Audio: .mp3/.avi/.asf/.wmv/.divx/.mkv/.mka/.3gpp/.3gp/.mp4/.mov/.m4a/.ts/.trp/.tp/.mts/.m2ts/.dat/.vob/.mpg/.mpeg/.flv/.wav/.ogm/.ac3/.ec3/.aac/.wav/.rm/.rmvb/.ra/.ogg/.dts/.flac/.webm/.ac4 Photo: .jpeg/.bmp/.png/.gif/.webP/.heif
Data Broadcasting	Hbb TV 2.0.2
Teletext Reception	1000P

USB-HDD Recording^{*9}	N
Multi Window	N
HDAVI Control	Y (CEC only)

Energy Data

Suppliers Trademark	Panasonic
Model ID	TX-43MX710E
Energy Efficiency Class	F
Visible Screen Size (diagonal)	108 cm / 43 inches
On mode Average Power Consumption^{*10}	51 kWh/1000h
Annual Energy Consumption^{*11}	—
Standby Power Consumption	0.5 W
Off mode Power Consumption	0.3 W
Screen Resolution	3,840 (W) x 2,160 (H)
Power Supply	AC 220 - 240 V, 50/60 Hz
Rated Power Consumption	-
Ambient Sensor (CATS)	N

Design

Switch Design	—
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Terminal

Digital Tuner Reception	DVB-T/T2/C (side) DVB-S/S2 (back)
Analogue Tuner	Y
HDMI^{*12}	2 (side), 1 (back)
HDMI (4K 60/50p with HDCP2.2)	3
Support Feature	HDMI2.1 VRR (Variable Refresh Rate) eARC (enhanced Audio Return Channel) (Input 2) ALLM (Auto Low Latency Mode) (All inputs)

USB	2 (2 side, USB 2.0 x 2)
Ethernet	1 (back)
CI (Common Interface)	1 (CI Plus, Version 1.4, ECP)
Scart Connector	—
Component Video Input shared with Composite	—
Digital Audio Output (Coax)	—
Digital Audio Output (Optical)	1 (back)
PC input(VGA) + PC Audio In	—
Headphone Output	1 (back)

General

Included Accessory *13	TV Remote (Bluetooth/embedded microphone)
Dimensions (W x H x D) (w/o stand)	964 x 560 x 68
Dimensions (W x H x D) (with stand)*14	964 x 614 x 221
Dimension Pedestal	441 x 8.5 x 221
Weight (w/o stand)	7.50 kg
Weight (with stand)	11.00 kg
VESA Compatible	Y
VESA Dimension	100x100 (M4)
Outer Boxed Unit (W x H x D)	1085x710x165
Total Boxed Weight	14 kg

Note

*1 Ultra HD Premium™ logo is a trademark of the UHD Alliance, Inc.

*2 All models: Supporting HDR does not increase the peak brightness capabilities of the TV panel.

Full HD & HD models: The ability to send a non 4K HDR signal via HDMI depends fully on the playback device. The majority of 4K Blu-ray discs require HDCP2.2 on TV to play back HDR, whereas the HDMI input on this TV support only HDCP1.4; accordingly not all HDR contents are guaranteed to be enjoyed on the TV.

*3 THX and the THX logo are trademarks of THX Ltd. which are registered in some jurisdictions. The THX 3D logo is a trademark of THX Ltd. All rights reserved.

*4 Due to network conditions or certain broadcaster restrictions, this function may not be available.

*5 The Web Browser is not available as pre-installed. However, end-user can download from Google Play store. And viewable contents by the Web Browser are subject to the following conditions;

- viewable contents may vary depend on models,
- viewable contents may differ from those for PC,
- viewable contents may be limited.

*6 File formats that are not supported by your Network Contents server (DLNA compatible server, etc.) cannot be played.

*7 HID (Human Interface Device Profile) compliant keyboards are available. A2DP (Advanced Audio Distribution Profile) compliant audio devices are available. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Panasonic Corporation is under license.

*8 When a Bluetooth device is connected to the TV, it is possible that the Bluetooth audio output may not be synchronized (i.e. be delayed) with relation to the images on the screen. This is not a defect of the TV or the device. The delay time will differ depending on the device.

*9 This feature requires a USB hard drive or flash drive with a capacity of at least 160 GB.

*10 Based on IEC 62087 Ed.2 measurement method.

*11 Energy consumption XYZ kWh per year, based on the power consumption of the television operating 4 hours per day for 365 days. The actual energy consumption will depend on how the television is used.

*12 The terms HDMI and HDMI High-Definition Multimedia Interface, and the HDMI Logo are trademarks or registered trademarks of HDMI Licensing, LLC in the United States and other countries.

*13 Not all the accessories are listed here.

*14 Dimension with recommended pedestal style.

*15 Supporting HSP standardized by CTA-2072 (HDR Still Photo Interface)

*16 35 Languages (English, German, French, Danish, Finnish, Norwegian, Swedish, Croatian, Czech, Dutch, Greek, Bulgarian, Hungarian, Italian, Polish, Portuguese, Romanian, Russian, Slovak, Slovenian, Spanish, Turkish, Lithuanian, Latvian, Estonian, Ukrainian, Serbian, Arabic, Persian, Hebrew, Gaelic, Macedonian, Kazakh, Thai, Belarussian)

*17 To playback HDR, a HDR source is required (H.264 or H.265(ST2084 or HLG format)).

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