

Press Information

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For Immediate Release:

Philips Lumiblade presents unique OLED lighting concepts at 100% Design *Putting imagination to work for cutting-edge hospitality, residential and retail spaces*

Royal Philips Electronics (AEX: PHI, NYSE, PHG) is to unveil four new OLED lighting concepts created for high-design hospitality, residential and retail environments at the upcoming 100% Design Fair in London. These concepts build further on the success of the first-ever commercially viable OLED concepts that Philips Lighting presented at this year's Milan Design Week. The new innovations are the first result of co-creation processes that Philips is participating in to explore the many ways this easy-to-integrate and highly decorative form of solid-state lighting can be used.

An 'outside the box' light source

London's 100% Design (24-27 September) is one of the world's most important contemporary interior design fairs, drawing exhibitors and visitors from around the world. Held in conjunction with the prestigious, city-wide London Design Festival, the fair showcases the very latest trends in furniture, lighting, and accessories – both commercial and residential. "A major design event like this is a logical place for us to present these new concepts," says Kristin Knappstein, Business Development Manager at Philips Lighting. "OLEDs, as a type of lighting, are really 'outside the box'. Aside from providing a very unique type of illumination, they can function as an actual *element* of design. We believe the professionals here will be intrigued by our proposals of the way OLEDs could become part of their own work. And if any of the creatives attending the event have new ideas for co-creation projects, we'd also be very interested to discuss these with them – that's one way products of the future are born."

Sustainable and inspiring

All of the concepts presented at 100% Design are based on Philips' Lumiblade technology, incorporating glowingly radiant OLED light panels. These unique light sources are a key focus of Philips' current solid-state lighting research and development activities, and are making it possible to create completely new types of lighting experiences. "OLEDs combine remarkable energy efficiency with amazing potential in terms of interactivity, color ambience and mood-setting," says Knappstein. "And all this in a form that is light, flat and transparent. This means that OLEDs are not only highly sustainable, they also open the way to new types of applications that we haven't even dreamed of yet. But one thing that those who attend 100% Design all have in common is imagination. Our goal in presenting these concepts here is to provide inspiration that can

help professionals put this great new technology into practice in their art, objects and buildings.”

Discover the possibilities ...

The four concepts represent widely varying types of implementation ideas that use OLEDs in uniquely different ways. The Lumiblade Markerlight is specially designed to ‘lead’ people on a voyage of discovery. In the Lumiblade Reflections concept, your own mirror image interacts with light in utterly unexpected ways. Lumiblade Mr Ed illustrates how OLEDs can give decorative images an extra dimension of high-design impact. The Lumiblade Glow concept presents light as an element that actually responds to you. All of the concepts can be used to create highly distinctive effects in hospitality and retail environments, as well as in homes. They will be on display during the fair in the Philips Lumiblade booth (B21) at the Earls Court Exhibition Centre.

‘Certified’ Design

Visitors can also get a video preview of the amazing Lumiblade Mirrorwall. Philips is proud of this unique concept – designed by London-based design studio random international & recently premiered in Milan: Die Neue Sammlung - The International Design Museum Munich - has accepted to exhibit it – a true mark of recognition from the international design community. A limited edition of the Lumiblade Mirrorwall will be available from October onwards.

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people’s lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.