

Press Information

December 1, 2009

Philips wins Hong Kong Design Award for advanced LED technology

Philips LED Candle combines nostalgic look with new technology

Eindhoven, The Netherlands - Royal Philips Electronics (NYSE: PHG, AEX: PHI) is pleased to announce that the Philips' LED candle, from the Novallure series, has been recognized by the Hong Kong Designers Association with the silver HKDA Asia Design Award 09.

Advantages of the LED candle:

- Reduced energy consumption without compromising light quality;
- Comfortable transition from traditional technology to advanced LED technology;
- Reduced carbon pollution through saving energy;
- Bright sparkle and similar ambient light effect at significant lower power wattage.

The retrofit lamp is designed to be seen. Its performance is matched by a cool, streamlined styling. What makes the design of the LED candle innovative and different from other LEDs is the candle shape and its bright sparkling and ambient light effect. The LED candle is made specifically for chandeliers and kind-like luminaires.

LED lamps provide an energy saving of approximately 80% over incandescent lamps while providing similar light quality. Consumers can simply switch bulbs for almost every luminaires they may have, and save energy from the first day onwards.



Picture: LED candle

Sean Hughes, Senior Design Director, Philips Design, Branch Hong Kong: "We are proud to receive the silver award as a recognition of our design capabilities towards LED lighting solutions. The combination of its candle shape, the used material and the light effect makes it a unique way to enhance and personalize the atmosphere at home, in a sustainable way. You can easily replace the old lamp with this LED lamp, as it matches existing candle lamp fixtures." Next to the silver award, the LED candle was also rewarded by two judges for its product design.

The HKDA Award originated in Hong Kong in 1975 and has become one of the biggest professional design competitions in the region. It is a comprehensive multidisciplinary award for professional design in the fields of graphic, product, spatial and new media. The Philips LED candle has been awarded for its product design.

<http://www.hongkongda.com/awards09/>

The LED candle is part of the Novallure series. More information can be found on:

<http://www.consumer.philips.com/c/energy-saving-light/23289/cat/gb/>

About Philips Design

Philips Design, with 8 branch studios in Europe, the USA and Asia Pacific. Its creative force of some 500 professionals, representing more than 35 different nationalities, embraces disciplines as diverse as psychology, cultural sociology, anthropology and trend research in addition to the more 'conventional' design-related skills. The mission of these professionals is about creating solutions that satisfy people's needs, empower them and make them happier, all of this without destroying the world in which we live.

For further information, please contact:

Philips Design/Communications

Femmy de Rijk

Tel: +31 6 25 00 9463

E-mail: femmy.de.rijk@philips.com

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 118,000 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.