

Press Information

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PHILIPS LED LIGHTBULB IS FIRST 60-WATT EQUIVALENT TO EARN ENERGY STAR QUALIFICATION

Consumers get proven technology that will save energy and money with commercially available Philips AmbientLED 12.5 watt

Somerset, NJ – The world's first LED replacement for a 60-watt incandescent bulb is now also the first to earn ENERGY STAR qualification. Philips Lighting announced today that the Philips AmbientLED 12.5 watt (also sold professionally under the Philips EnduraLED brand) has met or exceeded the quality and energy efficiency requirements for a 60-watt LED equivalent set forth by ENERGY STAR, proving that it is a highly-efficient, cost-effective lighting option for consumers. The bulb lasts 25 times longer and uses 80 percent less energy than the 60-watt incandescent bulb it was designed to replace.

"Philips' new LED light bulb is an exciting new addition to the suite of high quality energy efficient lighting products carrying the ENERGY STAR label," said Alex Baker, Lighting Program Manager for ENERGY STAR. "The innovation embodied in this new product demonstrates Philips' commitment to helping American consumers and businesses save energy and save money while protecting the environment."

Products that earn the ENERGY STAR label by meeting the quality and energy efficiency requirements set forth by the Environmental Protection Agency are often eligible for utility rebate programs which lower the cost of the product, making it easier for consumers to begin saving energy at home. To earn an ENERGY STAR label, a 60-watt LED equivalent must have a minimum light output of 800 lumens, a color temperature of 2700K (for soft white light), color rendering index (CRI) of 80 and a minimum three year warranty, among other requirements. The Philips AmbientLED meets or exceeds these requirements with 806 lumens, 2700K, a CRI of 80 and a six year warranty.

“Philips has been at the forefront of LED innovation and sustainability as evidenced by our L Prize submission and our broad portfolio of lighting solutions for the home, office, school or retail,” said Ed Crawford, General Manager of Lamps for Philips Lighting North America. “We build all of our lighting products with quality and standards in mind and our ENERGY STAR label is validation of that approach. This LED bulb represents an important milestone for the lighting industry and for LED adoption, as it will give utilities the confidence to support proven energy saving products like the Philips AmbientLED and help encourage consumer adoption.”

Part of an innovative, commercially available LED product family, the Philips AmbientLED line includes 25, 40 and 60-watt LED A-shape equivalents that are high-efficiency, soft white light alternatives to incandescent lighting. These bulbs deliver superb color consistency and have a rated average life ^{1,2} of 17 years. LUXEON LEDs, combined with their unique shapes and remote phosphor technology, allow the bulbs to mimic an incandescent and cast light in all directions, with the same familiar soft-white glow. Available at The Home Depot, the Philips AmbientLED line is one of the broadest portfolios of LED retrofits on the market, which also includes decorative candle lights, PAR 38s, PAR 30s and MR 16s.

Philips is also the first – and only - company that has submitted an A19 replacement bulb for the U.S. Department of Energy’s L Prize contest, which calls for an LED equivalent to the 60-watt bulb that can produce 900 lumens using less than ten watts of electricity. The L Prize is the government-sponsored competition to encourage innovation in the lighting industry. Since the L Prize submission in the fall of 2009, the Philips bulb has been undergoing field, lab and lifetime testing with the DOE.

The Philips AmbientLED 12.5 watt is just the latest in the Philips portfolio of energy-saving retrofit bulbs that are ENERGY STAR qualified and comply with EISA (Energy Independence and Security Act) standards. With the Philips EcoVantage and Halogena lines, consumers have affordable, energy-efficient incandescent technologies as well.

¹ Rated average life is the length of operation (in hours) at which point an average of 50% of the bulbs will still be operational and 50 percent will not.

² Rated average life based on engineering testing and probability analysis.

For further information, please contact:

Silvie Casanova,
Senior Manager, Lighting Communications,
Philips Electronics North America

Ph: 781-418-7928

Email: silvie.casanova@philips.com

About Energy Star

ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping us all save money and protect the environment through energy efficient products and practices. It advances the adoption of energy efficiency across the residential, commercial, and industrial sectors of the U.S. economy. By using unbiased information, market-based partnerships, technical assistance, objective measurement tools, and consumer/business outreach, the program dismantles market barriers and catalyzes action. Visit www.energystar.gov for more information.

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 more than 118,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, 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.