

Press Information

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PHILIPS PRESENTS NEW RETAIL LIGHTING SOLUTIONS TO ENHANCE THE SHOPPING EXPERIENCE

Frankfurt, Germany - At Light + Building 2012, Philips introduces a range of lighting solutions that can play a significant role in revenue enhancement for retailers by helping to enhance the shopping experience for customers and increase spending within stores. Innovative lighting can help retailers to showcase products at their best and create the most hospitable and welcoming atmosphere for their customers.

With consumer budgets tightening, retailers are looking for new and innovative ways to enhance their brand identity and create a shopping experience that sets them apart from competition. As online shopping has become more prevalent, it is more important than ever to attract customers into stores with an engaging and unique experience.

Research shows that lighting can have a positive impact on the shopper experience, increasing sales. For example, in a recent test conducted in partnership with Dutch fashion retailer Liverra renewed its entire store lighting concept. Philips was selected to equip the new store with its AmbiScene Fitting Room solution. The store reported a 15% sales increase over the test period. Shoppers were inspired by the store and appreciated the new Fitting Room solution which enabled them to choose the lighting scenes according to their preference.

Philips has created a range of lighting solutions for fashion, food and general retail stores; using LED to push the boundaries in light quality and design, while ensuring operational efficiency through maximum energy savings.

Lighting Solutions for a Unique Shopper Experience

People visit malls as much for the sense of social occasion and atmosphere as the actual shopping and there is increasingly a popular trend of convergence of light, sound and video to create a unique customer experience as well as build brand awareness.

Philips works in partnership with shopping mall owners to create impactful light installations that inspire shoppers, through its **Creative Architectural Lighting Solution**. Whether combining light and video at the main entrance to attract shoppers in; using accent lighting to entice people to certain areas by directing them to entrances or key features; transforming dull facades with a wall wash of colored lighting or bringing social areas such as squares and food courts to life with light and entertainment, there are a multitude of applications possible with this lighting solution.

Philips also presents its **ChainDirector** solution, a central control system for large multi-purpose retail environments. The solution enables retailers to create a consistent store experience while delivering energy and operational cost savings. It does this by enabling remote monitoring, management and optimization of in-store energy use – including lighting, refrigeration, heating/ cooling and other electronic devices. Everything is managed from one, central location via a single-screen, and user-friendly interface.

LED Lighting Innovation

Supermarkets require quality white light to showcase a range of produce at their best and drive purchase intent. To meet these needs, Philips has developed **ExactEffect** to provide precise light distribution whilst ensuring energy savings. Its lighting precision means that the number of luminaires required in a space can be reduced by 25% and combined with increased energy efficiency in comparison to conventional lighting, this luminaire offers energy savings of 35%. With a lifetime of over 50,000 hours, retailers can also save costs on maintenance while showing products at their best to customers, for example light quality of ExactEffect brings products to life, such as creating a sparkling effect on wine bottles.

Philips also introduces **Maxos LED Performer**, a new lighting trunking solution that offers best-in-class energy savings with comfortable, glare-free light. The precise beam highlights and draws attention to products on the shelf in retail environments. The Maxos LED Performer is based on the existing Philips Maxos system and thus can be easily installed and upgraded to LED.

Philips' **StyliD Performance** has revolutionized accent lighting for supermarkets and fashion retailers, exceeding the performance of cHID high flux lamps. This LED accent solution emits less heat and UV than conventional lighting, ensuring longevity of products such as leather and cosmetics.

Enhancing Texture and Detail in Fashion Retail

In the world of fashion retail, showing detail and texture is essential to demonstrate the quality of a product and emphasize its depth and richness. Fashion designers play with complementary and contrasting textures to create unique designs to appeal to customers. At Light + Building 2012, Philips introduces an extended range for **PureDetail**, a unique LED lighting solution that enhances the perception of what is soft or silky, woollen or woven. This enables customers to feel fabrics with their eyes, intensifying the product appeal and increasing the inclination for a customer to purchase.

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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 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, 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 male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.