

Media backgrounder

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Philips entertainment lighting solutions

Philips accommodates a diverse range of entertainment lighting applications today, including stage and set lighting, film and broadcast lighting, and video-based effects and displays. It also supports architectural lighting of the performance venues themselves, whether to enhance theater lobbies or create dynamic exterior effects to complement the performances within.

With the acquisitions of Color Kinetics, Genlyte (including its Vari-Lite and Strand Lighting brands) and Selecon, Philips dramatically expanded its entertainment lighting portfolio of industry-leading luminaire and lighting control systems, creating a comprehensive range of solutions designed to meet the specific creative needs of the entertainment market.

Industry Leadership

Philips Vari-Lite is a world-leading innovator of high-performance automated lighting for concerts, professional theater and special events. Thirty years ago Vari-Lite redefined concert lighting when it created the first automated concert lighting for the band Genesis, and has continued to provide innovative and powerful light sources that are recognized as industry standards. Vari-Lite has also been an integral element of Philips' provision of lighting solutions to major events, including 60% of the lighting used for the opening ceremony of the Olympic Games in China in 2008.

Philips Strand Lighting and Philips Selecon provide lighting and control systems to professional theaters and performance spaces around the world. From the Beijing Grand Theatre to the latest Broadway and West End musicals, Strand control systems and Selecon luminaires are industry standards.

Philips Color Kinetics is largely credited for delivering the industry's first intelligent LED lighting systems, merging proprietary control technology with multi-colored LEDs to enable wide-ranging visual effects in entertainment lighting. Its systems illuminate entertainment landmarks such as the Hollywood Bowl, the sets of hit television shows such as *Wheel of Fortune* and *Deal or No Deal*, and countless live events around the world.

Following the acquisition of LTI in October 2009, Philips is a leader in projection solutions for cinema. Furthermore, Philips is a strong global player thanks to its unique high-power xenon lamps for film cinema and digital cinema applications. Philips also develops cutting-edge lamp technologies through close relationships with luminaire manufacturers, enabling high-quality solutions for lighting designers and cinematographers.

Collaboration

Through collaboration of these experts in the field, Philips enhances its competitive position with the development of new light sources that are the core of new entertainment lighting systems both within and outside of Philips. Philips lamps are marketed with the Entertainment group's luminaires and also to OEM partners.

Strand and Color Kinetics appear together on many projects that require the close integration of lighting controls and color-changing LED luminaires. Strand manufactures a wide range of controls that specifically support and interface with Color Kinetics' LED luminaires. Vari-Lite and Selecon have also joined with Color Kinetics to deliver new and innovative LED lighting solutions to the entertainment industry with powerful sources that are ideal for all applications.

Distribution

Philips entertainment lighting solutions are distributed globally through a network of distributors and sales representatives managed from our offices in Dallas, New York, London, Hong Kong and Asia Pacific.

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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 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.