

Press Information

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Philips myBuddy helps you set regular sleeping patterns for your little kids

New range of myBuddy bedside luminaires helps children know when it's time to fall asleep, wake-up, and comforts them at night

Frankfurt, Germany – Getting your kids into a routine where they wake-up at the right time in the morning, fall asleep in the evening and stay asleep at night can be hard work for moms and dads. But with the Philips myBuddy table lamp, your children can ease into settled slumber patterns with a new friend at their side. myBuddy offers 3 functionalities to follow your child's sleeping rituals and teach him/her to make the difference between night and day in a fun way. The friendly design, available in assorted colors, assures them from the moment they fall asleep to the moment they burst awake.

Gentle light for bedtime reading...

Philips myBuddy gives off a gentle reading light for soothing bedtime stories. With a simple on-off button and warm white light, children can enjoy you reading their favorite tales, or read on their own, in a safe comforting light that won't harm their eyes.



Comforting moonlight effect signals it's still sleep time...

Once they fall asleep, myBuddy's moon nightlight glows softly, letting kids know it's too early to wake-up mom and dad. The moon shaped light from their trusted friend helps them recognize it is still time to sleep, getting them used to a new routine. The light is also cool to the touch, so you know myBuddy is completely safe to be around your little ones as they sleep.



Sunlight effect shines and lets them know it's time to rise and shine...

Just before switching off the light in the evening, simply set myBuddy's timer at a time to suit your family's rhythm and let myBuddy do the work. The moonlight glow is replaced by a more brightly shining sun that tells them the day has begun. The automatic on-off timer ensures myBuddy is only active when you need it.



Available in pink, green or blue with a safe, smooth design without any small parts, myBuddy helps you set healthy sleeping patterns for your little treasures – while giving you a few extra precious moments in bed. Bedtime and wake-up have never been more fun for them, or more simple for you, thanks to Philips myBuddy.

What parents and children say...

- Ellen, a mother with small children says: *"On Saturday my son stayed in bed for 2 more hours thanks to myBuddy"*
- Amelie, 7 years old, now wants to stay in bed for a little longer in the mornings, giving her parents some extra time in bed: *"Daddy, the sun is there...but I still want to sleep"*
- Warre, 5 years: *"It is a pretty and fun lamp, and now I know very well when I can get out of bed and when I can't. It was easy to follow the sun and moon."*

Key features

Attractive & playful design in three colors

Press myBuddy's head for ON/OFF

LED technology - no lamp replacement needed

Safe for children

- no small parts
- no sharp edges
- safe and cool to touch (SELV, safe extra low voltage)
- reliable, robust design

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About Royal Philips Electronics

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