

## Press Information

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### **PHILIPS PRESENTS LED LIGHTING SOLUTIONS TO CREATE AN INVITING AMBIENCE IN HOSPITALITY ENVIRONMENTS**

**Frankfurt, Germany** - At Light + Building 2012, Philips showcases its unique suite of LED lighting solutions whose light quality and design enhance the ambience of hospitality settings where guest comfort and enjoyment is paramount.

Philips' LED lighting solutions enable the creation of distinct changes in atmosphere and mood in hotels, bars and restaurants. The lighting follows the rhythm of daylight in the morning, afternoon and evening, as different occasions such as breakfast, lunch and dinner require different lighting scenes to suit the time of day.

These energy-efficient and low-maintenance LED solutions enable the sector to improve operational efficiency, critical in an industry where large spaces are lit 24/7. Lighting accounts for approximately 18% of a hotel's energy bill, and as over 70% of installed lighting is inefficient, the hospitality industry is one of the sectors with the largest energy savings potential.

#### **Innovative Dimming Solutions for Ambience Creation**

For environments where the right ambience needs to be achieved at the right time, Philips is showcasing its unique **DimTone** solution that brings LED lamp dimming to an exciting new level. With DimTone, the color temperature is reduced as the lamp is dimmed; creating a warm 'sunset' effect and a natural, cozy and inviting atmosphere in hotels, bars and restaurants. Through dimming, further efficiency and energy savings are offered making it ideal for areas where lights are on day and night. This innovative dimming technology facilitates the hospitality industry's switch to energy-efficient LED lighting, without any compromise to guests' visual comfort and sense of well-being. Previously available for spots, at Light + Building 2012 Philips presents its DimTone solution now also adapted for use with bulbs.

Philips is also showcasing its **MASTER LEDbulb 17-75W bulb** that delivers a dimmable glow effect for a welcoming, warm atmosphere. This makes it ideal for general lighting applications in the hospitality industry particularly suited to public areas such as lobbies, corridors, stairwells, where the light is always on. Its unique design radiates warm light in all directions, making it a true alternative to the 75W incandescent lamp.

In the hospitality industry where aesthetic design is crucial and open fixtures mean that lamps are often on display, both the quality of light and the lamp design itself are equally important. Philips' **MASTER LEDbulb Designer** comes with customizable lamp covers which can be individually selected and installed to match the surrounding décor and fit with the branding of the restaurant, hotel or bar. The MASTER LEDbulb Designer produces excellent light quality, allowing the perfect ambience to be achieved through its dimming capabilities, and significantly reduces energy consumption and maintenance costs through its long lifetime.

## **Enhancing Interiors with Light and Texture**

Philips is showcasing its innovative luminous textile solution that provides architects, interior designers and lighting specialists with greater freedom to create the desired atmosphere using light and texture. Philips' **Luminous Textile** is a unique combination of fabric and light that allows the dynamic display of visual content. The light, visuals and colors of the Luminous Textile solution allows spaces in hotels, shops and restaurants to be completely transformed.

Each panel is built up of multi-colour LED modules, and covered with textile from design textile company Kvadrat. Architects and designers can select the fabric, format and size of the luminous textile panels and select the desired visuals to be displayed.

## **Energy Services to Facilitate the Switch to LED Lighting**

Philips' range of energy-efficient LED solutions for the hospitality industry allows facility managers to choose the technology that is appropriate for their individual needs to help them manage their energy footprint. Through its Energy Audit service, Philips is able to analyze the difference new LED lighting could make for existing buildings. The service makes life easier for facility managers by demonstrating the potential savings that can be achieved by the switch to LED lighting, also indicating the total payback period. Following the assessment, a lighting solution tailored to a particular building's needs is developed, incorporating the most efficient lamps, attractive luminaires, intelligent controls and smart software as a total lighting solution from Philips.

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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](http://www.philips.com/newscenter).*