

Press Information

APRIL 16, 2012

Color your home with the newest additions to the Philips LivingColors range

New elegant designs and price points to color your home with Philips's LED based LivingColors

Frankfurt, Germany – The living room is the hub of the home, where you entertain friends, spend time with family, and unwind in the evenings. With Philips LivingColors range you can use colored light to change the ambiance in your living room in a host of colors to suit your mood and moment. The new models in the range include the Iris, Aura, and Micro, which have different shapes and sizes. They provide the color of your choice to reflect your mood. Imagine turning your room with bright subshine yellow on a Sunday evening, or a romantic shades of red for a dinner for two. The new LivingColors remote control has a more comfortable shape and tactile buttons for you to choose the color you want.

Fresh designs

The new designs are each uniquely crafted to suit different home interior styles and space sizes. The **LivingColors Iris** is the largest in the family and is ideal for coloring walls in light, providing the perfect backlight for the ambiance and mood you want to create. The iconic and timeless design pays homage to the original LivingColors bringing it up to date, in style.



LivingColors Aura has a conical shape so you can place it in smaller locations such as corners, yet providing great light output and 16 million colors to choose from. It lets you experience colored light from different angles for a slightly different colored light effect.

The **LivingColors Bloom** blends into your interior no matter where you place it. Its iF award winning design keeps all the key components as close together as possible by integrating a dish shape that gives you maximum lighting effect using the minimum amount of space. LivingColors Bloom is also ideally designed to fit behind furniture or other items yet still color your room and walls with light.



If you are looking for a luminaire to place on a book shelf or other discreet areas in your home, the new **LivingColors Micro** is the perfect solution. Smaller than the existing **LivingColors Mini** it is designed to fit into tiny places, where a little light can make a big difference. You can select the color of light you want from the in-built control system found at the top of the Micro and Mini models. With a similar design to the larger members of the range, it offers great light output in a compact size and at a lower price point.



Reflect your mood and your home with a world of colored light

The colors created by the Philips LivingColors range introduce a vibrant dimension to your surroundings and decorates your home with light. The Iris, Aura and Bloom work with the SmartLink control, meaning you can join a collection of LivingColors together and control them at the same time from one source, creating an easy way to simultaneously bathe your home in colored light. A new LivingColors remote control has been designed with a rounder shape and push-buttons, making it easier to select the color, saturation and brightness of the light you desire..

With LivingColors you can choose from muted shades to vibrant hues, and transform your ambiance – whether you're casually entertaining friends, hosting a lively party, or simply enjoying a bit of 'me' time.

Key features of the LivingColors Iris, Aura and Bloom

- 16 million colors to choose from
- 210 lumen (Iris), 120 lumen (Aura and Bloom)
- New remote control
- SmartLink Compatible

Key features of the LivingColors Mini and Micro

- 256 saturated colors
- 70 lumen (Mini) and 50 lumen (Micro)
- Control the color on the product

For further information, please contact:

Name: Jeannet Harpe

Sector: Philips Lighting

Tel: +31 40 27 56299

E-mail: jeannet.harpe@philips.com

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.