

## Press Information

March 31, 2014

### **Philips presents technology innovations for great quality, connected light**

- *High performance LED components that can be configured and connected easily by lighting manufacturers*

**Frankfurt, Germany** – At Light + Building 2014, Philips, the global leader in lighting, is announcing a range of lighting innovations that enable great quality light, may be connected and intelligently controlled for greater efficiency and configured to meet a broad variety of specifications for fixture design and light output..

*Philips Lumileds offers the most comprehensive portfolio of LED components*

Philips creates the highest performing, application-optimized LEDs. With high lumen output and great efficacy, these high quality LEDs form part of a comprehensive portfolio, including high-, mid- and low-power, array and color LEDs in form-factors that offer real flexibility to manufacturers. Philips LEDs are ideal for spotlights, down lights, bay lighting, indoor area lighting, architectural and specialty lighting, and retrofit lamps, offering -

- Unprecedented efficacy, optimal light quality, lowest overall cost
- LEDs in chip, packaged and module form for manufacturing flexibility

*Optimized light spectrums that deliver great quality light*

In fashion retail, it's essential that the colors of clothes appear rich and intense. Philips' CrispWhite is the first retail LED fixture with an optimised light spectrum, resulting in bright, intense whites and vivid, rich colors. With Philips' CrispWhite technology retailers can light their products to enable customers to see clothes in their true colors, vivid and fresh looking, and so help to drive sales.

This is made possible by the **Philips Lumileds CrispWhite CoB** and the **Philips Fortimo SLM CrispWhite LED module**. The module delivers an optimized spectrum that gives the appearance of two light temperatures in one light source: one for whites (4000k) and one for colors (3000k) in a single light source. It gives white surfaces a cool, brilliant, intense effect, whilst maintaining a deep, rich saturation of warm colors, ideal for retail environments.

In food retail, presentation of fresh produce is crucial for supermarkets. The more attractive a product looks, the more likely customers are to purchase it. Research proves that people are inclined to pick the greenest cucumber, the yellowest banana or the reddest tomato. A higher level of color saturation brings out the characteristic colors of individual products.

**Philips' Fortimo SLM Food warm white module** and **Fortimo Food premium red** modules use carefully selected "light recipes" or color spectra to enhance the particularly warm colors of meat, fruit, vegetables and bread, helping to make the produce more attractive to customers.

### *Configurable LED components to enable varied fixture designs and light outputs*

Philips is presenting a range of **configurable** Philips Fortimo LED modules and Xitanium programmable LED drivers, designed to be used as flexible building blocks by lighting manufacturers for product design and development. These standard LED components can be used in different combinations to enable a broad variety of fixture designs and light output. Philips also offers a software tool, the **MultiOne Configurator** that helps lighting manufacturers to design their own light specification using these configurable LED components.

### *Equipping the lighting industry for the move to connected lighting*

LED lighting enables light to be precisely controlled and connected. Doing this increases energy efficiency and enables customers to do things they previously could not, such as creating amazing lighting experiences, or to be dimmed when someone leaves a garage or use light to transmit data to a smart device. To do this, lighting needs to be integrated with other systems in a building, city or shop such as the IT network, remote control systems and servers. Philips offers modules and drivers that are future proofed and enabled ready for connectivity, such as the Xitanium programmable outdoor drivers (SmartBox) with RF outdoor drivers and Actilume RF sensors and control system for indoor office lighting with Xitanium indoor drivers which contain software to enable 2-way communication.

### *Introducing a new entry level category of LED components for general lighting*

In addition to the Philips Fortimo brand which offers high quality specification driven LED components, Philips is introducing a new entry level category of LED modules for linear and down lighting fixtures with basic functionality that reduces the cost of LED components for general lighting, making it easier to develop LED luminaires for the segment of the market sensitive to lowest initial cost.

The new **Philips CertaFlux** portfolio of modules lowers the cost for customers to switch to LED in the most widely used indoor general lighting applications. The CertaFlux portfolio will cover the most popular and frequently used products in LED down lighting and linear lighting. Lighting manufacturers can design it easily and quickly into existing fluorescent and compact fluorescent fixtures, delivering significant gains in energy efficiency. The Philips CertaFlux portfolio complies with all European safety regulations.

*Detailed information on Philips' Lumileds product portfolio can be found at [www.philipslumileds.com](http://www.philipslumileds.com)*

*Detailed product information for Fortimo LED systems and Xitanium LED drivers can be found via [www.philips.com/technology](http://www.philips.com/technology).*

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#### **About Royal Philips:**

*Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare,*

*Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2013 sales of EUR 23.3 billion and employs approximately 115,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter)*