

# PHILIPS

## Research for value creation

Peter Wierenga  
CEO Philips Research  
Lighting and Innovation Analysts' Day  
September 28, 2007

# About Philips Research

- Over 90 years of industrial research
- 1,800 employees with >50 nationalities
- 600 PhDs
- 25 Part-time Professors
- Mix of expertise areas
- Source of R&D talent
- 750 external visitors
- 1.5 patents filed per scientist/year
- 0.6 reviewed publications per scientist in 2006, frequently cited
- Strong track record in innovation



# Track record in innovation



**1891**



**1927**



**1930's**



**1940's**



**1960's**



**1981**



**1999**



**2004**



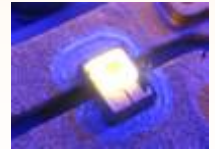
**2005**



**2006**

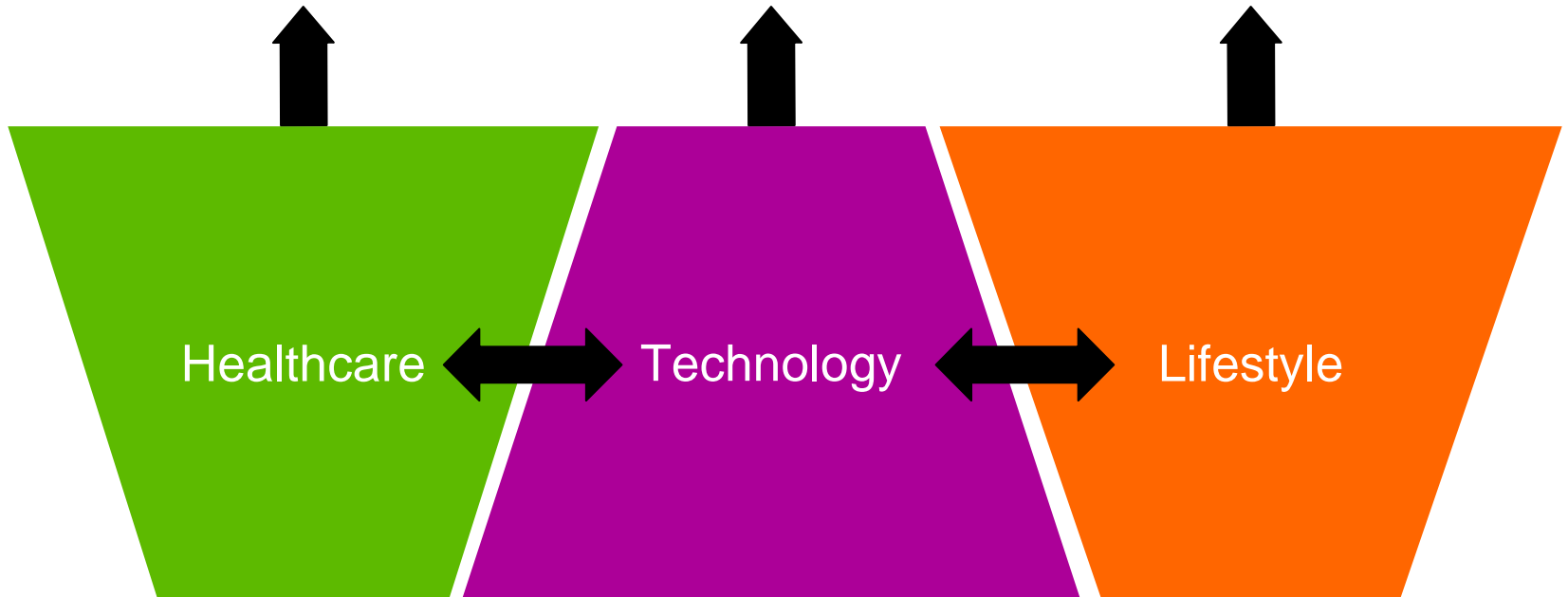


**2007**



**2007**

# Focus on Healthcare, Lifestyle & Technology



- Imaging
- Monitoring
- Molecular Medicine
- Clinical Care

- Solid State Lighting
- Intelligent Sensors Solutions
- Energy management

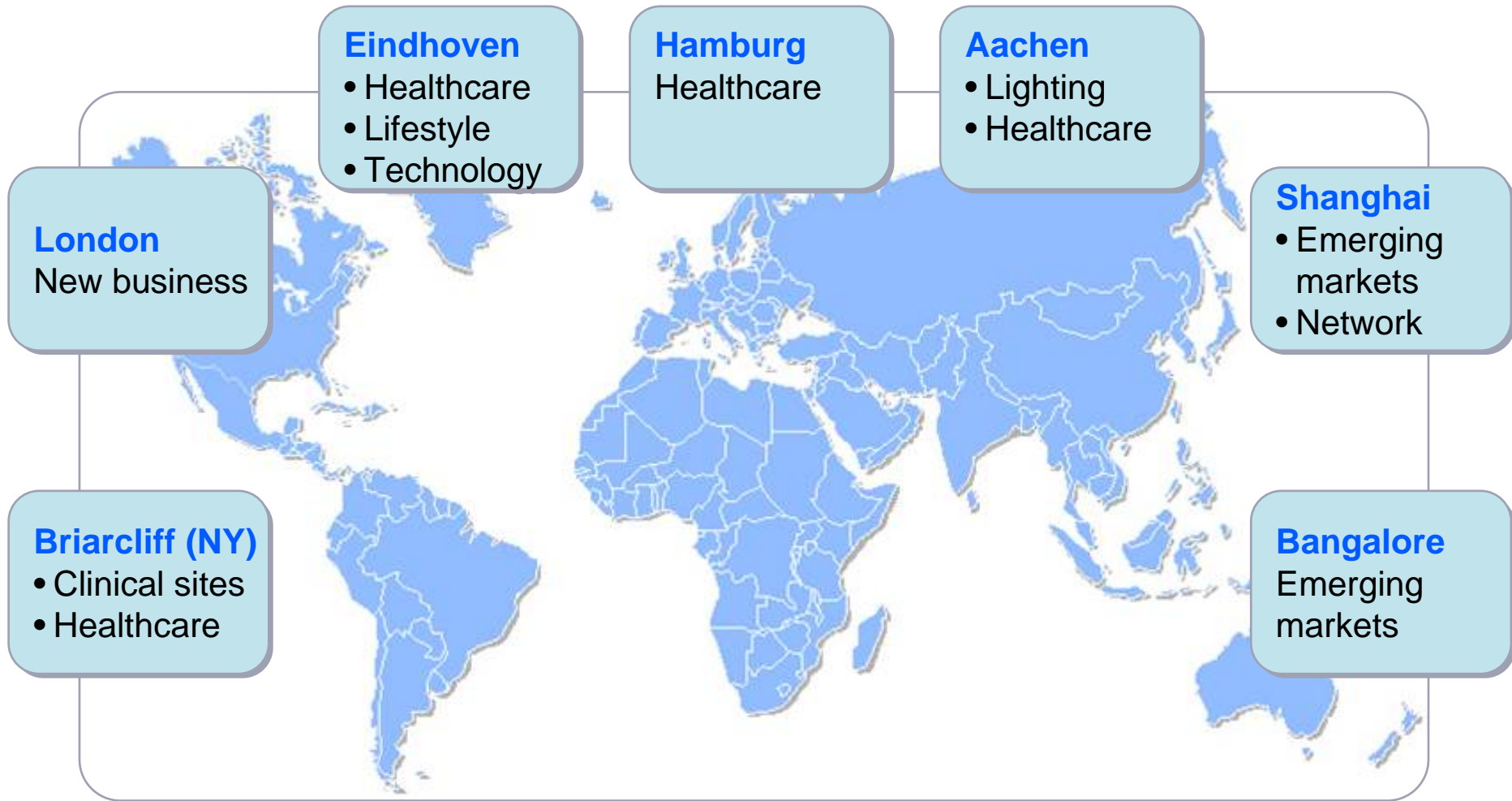
- Experience
- Interaction
- Body/appearance

**Healthcare**

**Lighting, Healthcare,  
Consumer Lifestyle**

**Consumer Lifestyle,  
Lighting**

# Regional representation



# Maximizing the hit rate

- Identifying the right opportunities
- Filling the innovation pipelines
- Combining the right competences
- Bringing in the right partners – Open innovation
- Continuously testing on consumers



# Identifying the right opportunities

## Research Portfolio Creation: Example Lifestyle

Step 1

**Understanding Future Lifestyles**

Trends Research

- societal
- technological
- lifestyle



Lifestyle Scenarios for 2015

Step 2

**Identifying Innovations for Future Lifestyles**

**>700** ideas



**103** Concept Market Combinations



Consumer Lifestyle Strategy filters



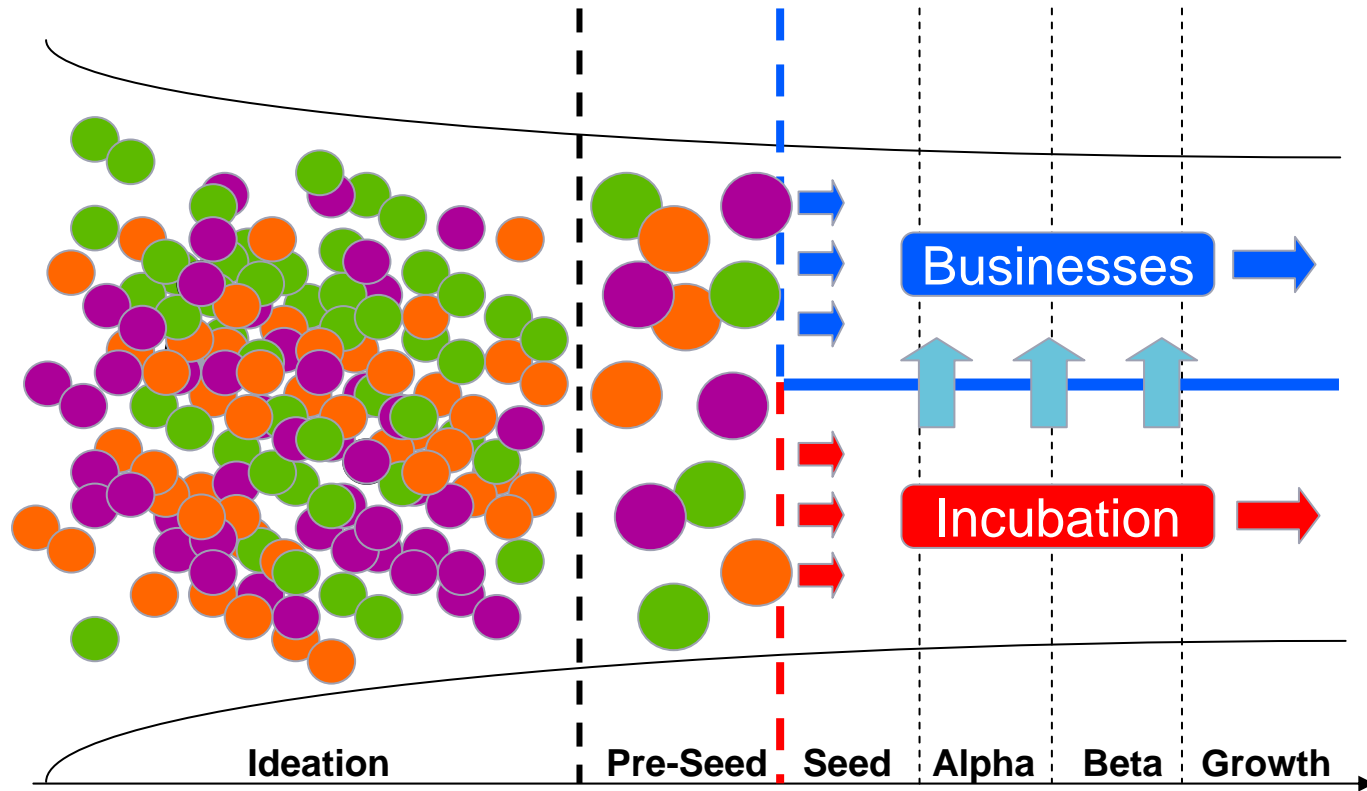
**9** priority Concept Market Combinations

Step 3

**Deepening and Underpinning Innovation Areas**

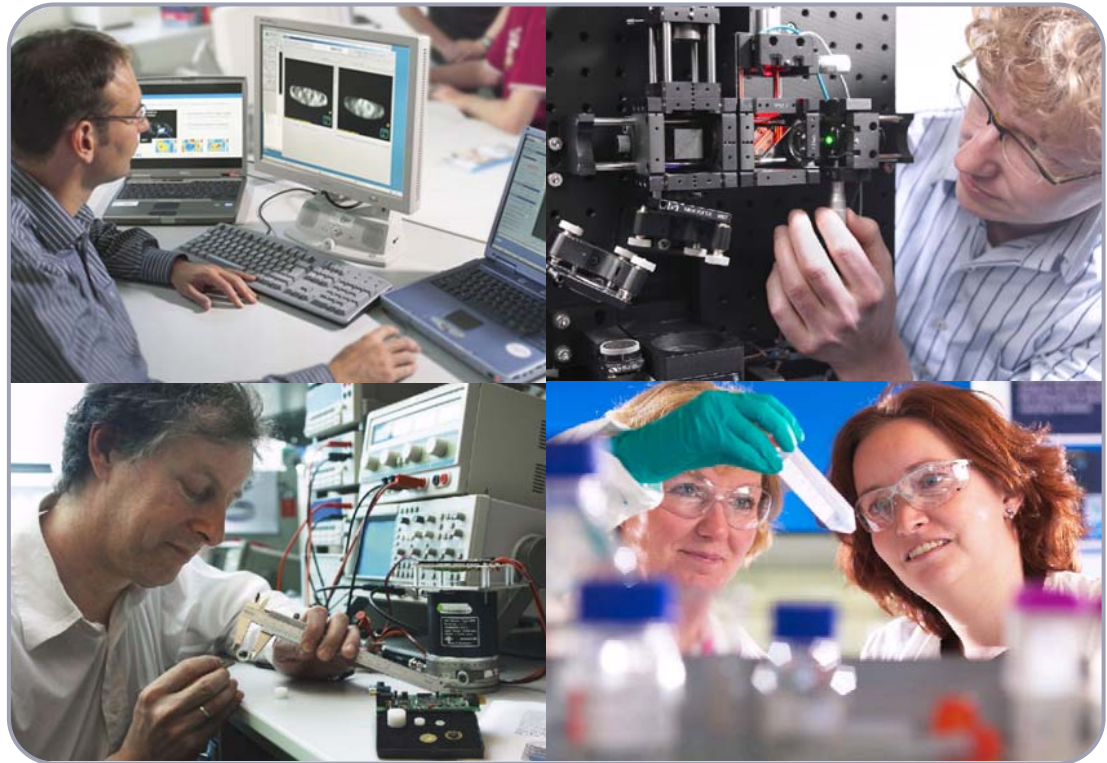
**>50** research projects

# Filling the innovation pipelines



# Combining the right competences

- Chemists
- Electrical engineers
- Physicists
- Biologists
- Medical Doctors
- Biomedical engineers
- Sociologists
- Psychologists
- Business Developers
- Marketeers
- Entrepreneurs

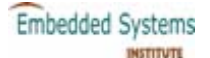


## Bringing in the right partners – Open innovation

> 50 companies and  
> 6000 people at  
High Tech Campus Eindhoven



Corporate  
innovators



Research  
institutes



High Tech Campus Eindhoven



Consultancy  
& services



Economic  
development  
companies



# Continuously testing on consumers

HomeLab

ShopLab

CareLab



Video

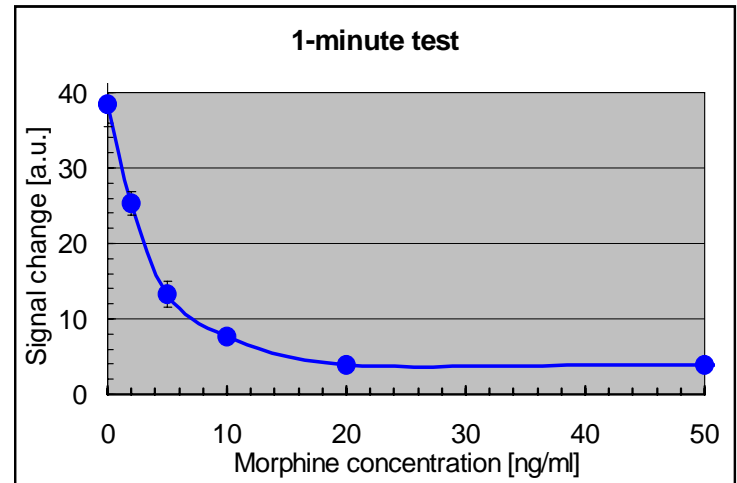
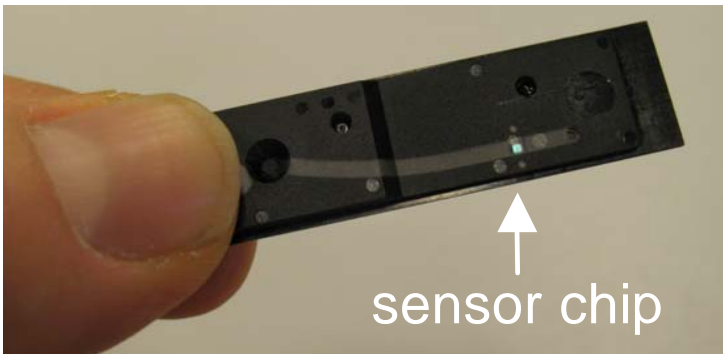
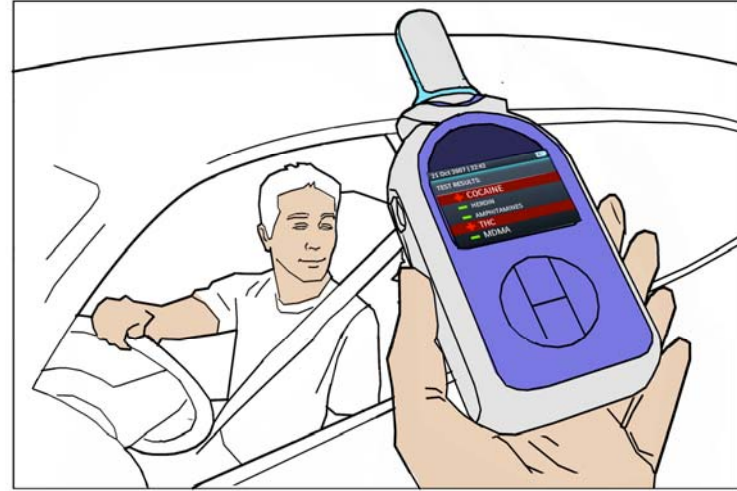
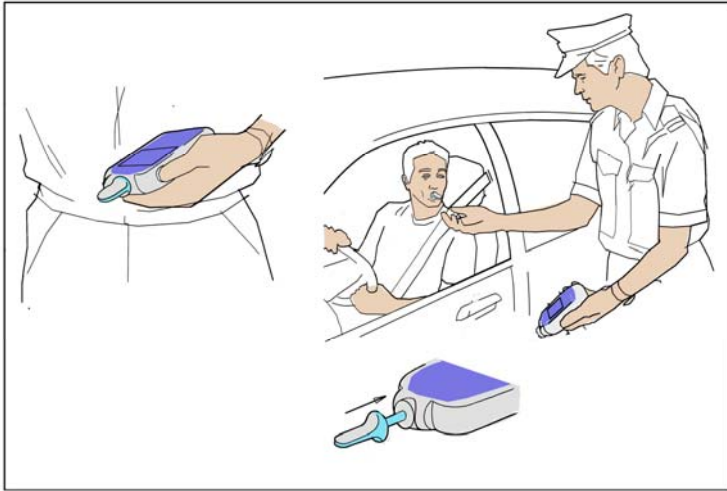
# Example: Aurea TV



# Example: Woodstove



## Road-side drug-testing



# Example: Lumalive



# Research for value creation: Conclusions

## Philips Research

- uses systematic approach to come to new innovations
- provides a stream of opportunities to the businesses
- consists of high-caliber pool of scientists of mixed disciplines
- partners with companies and institutes (Open Innovation)
- builds upon insights and tests with users

**PHILIPS**

**sense and simplicity**