

PHILIPS

sense **and** simplicity

Philips Lighting
More than Imaging

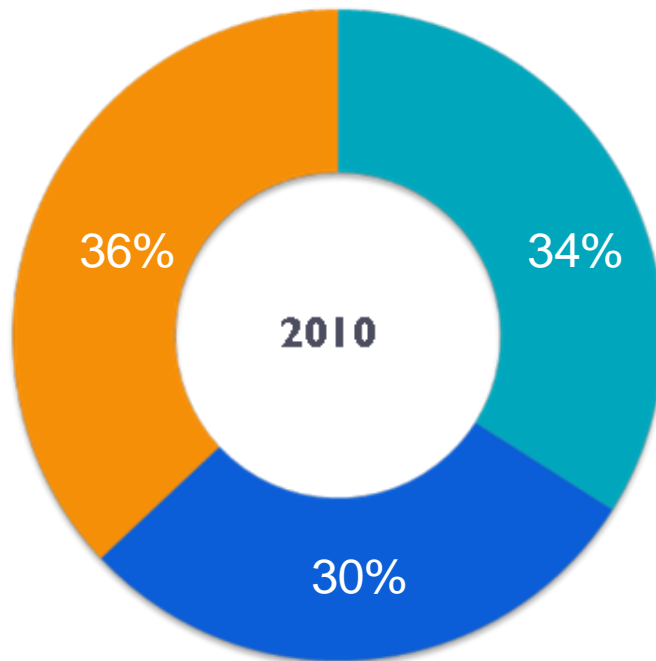
LETI congres, Engel Knibbe

May 28, 2011

We are a global company of leading businesses creating value with meaningful innovations that improve people's health and well-being

Enabling health and well-being

Where we live, work and play



-  Philips Healthcare
-  Philips Lighting
-  Philips Consumer Lifestyle

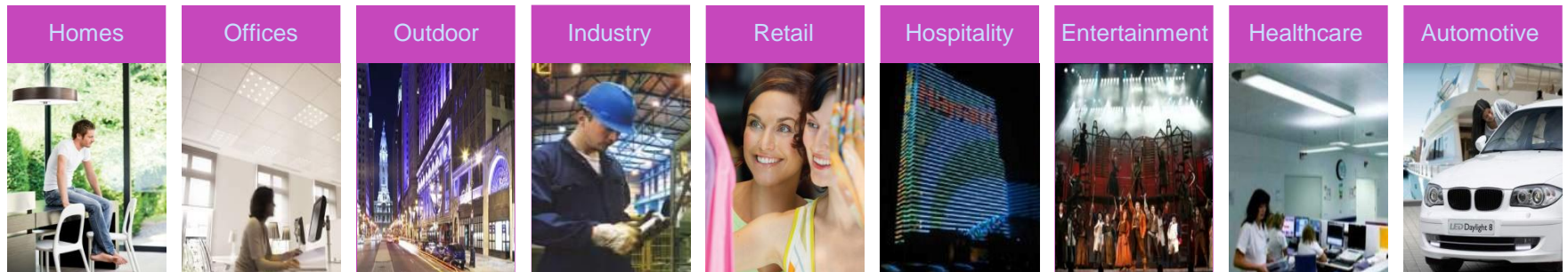


Our focus in Lighting

Organized around the people we serve

Philips Lighting

Customer Segments



The distribution of our business*

* Approximate

24%

17%

17%

11%

13%

5%

2%

3%

8%

€7.6

Billion in sales in 2010

53,000+

People employed worldwide across 60 countries









5%

of sales invested in R&D in 2010

Depth and reach of Philips Lighting

Creating value around the globe

Lighting Geographies

Western Europe	North America	Latin America	China	India	Middle East & Africa	Eastern Europe	Asia-Pacific
							

Sales Distribution percentage 2010*

* Approximate

31%	26%	6%	12%	5%	2%	6%	12%
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R & D footprint

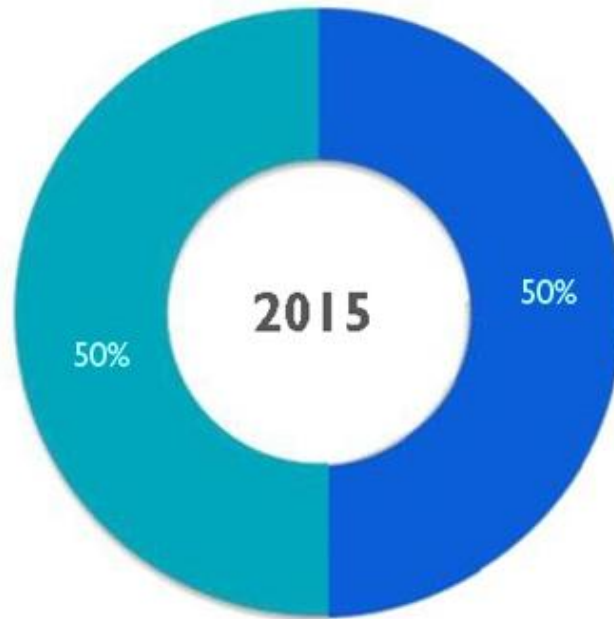
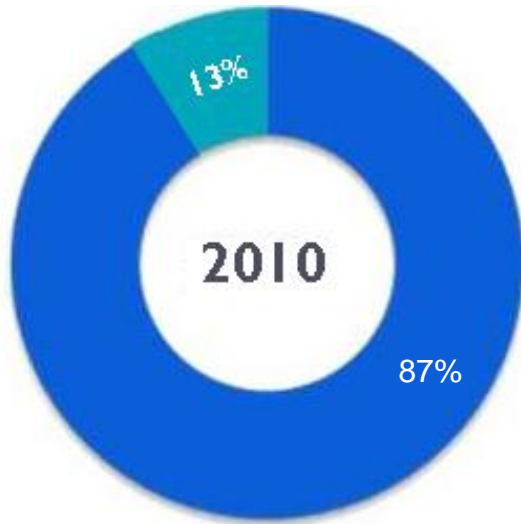
Research

Lighting

Hamburg Aachen (Ge) Eindhoven (NL) Cambridge (UK)	Briarcliff	-	Shanghai	Bangalore	-	-	-
Miribel (Fr) Aachen (Ge) Eindhoven, Turnhout, Roosendaal, Uden Maarheeze (NL)	Burlington San Jose Rosemount Briarcliff	-	Shanghai	Bangalore	-	-	-

The LED revolution

Digital lighting is transforming the entire landscape*



- Traditional lighting
- LED lighting



A future rich in meaningful solutions

Designed around people's needs

Solutions provider

- Solutions designed around people
- Modular, flexible, interoperable
- Selling to specifiers and end-users
- Business model innovation
- Services innovator
- Integrated project management
- Intelligent lighting systems
- New software standards



Systems integrator

- Partnership with our customers
- Efficient integration of products
- Integrated lighting controls
- Cost-effective systems
- Digital



Product champion

- Standard products
- Long lifecycles
- Technology-driven
- Selling to trade channels
- Industrial scale



Fulfilling the constant change in demand

Understanding the customers needs

Cities want to establish identity

€ 5.5 billion was invested in outdoor lighting in 2009 alone.



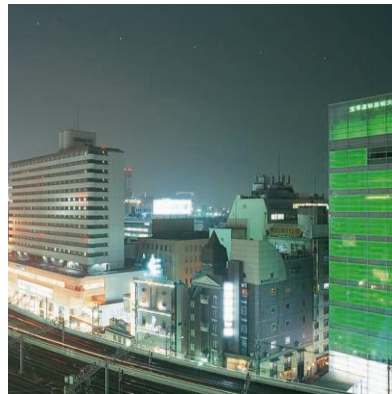
Artificial light is disturbing a delicate balance

19% of all the energy consumed worldwide comes from lighting.



Public demand for darkness

Night skies in densely populated cities can be as much as 500 times brighter than is natural.



Governments are tightening restrictions

188 countries have already shown their commitment or support for the UN's Kyoto Protocol.



City & Corporate Branding

- Economic drive
- Political drive
- City Competition

Energy / Sustainability

- Saving
- Availability
- CO2-emissions
- Cost
- Environmental Care

Livability

- Social Sustainability
- Quality of life
- Urbanisation
- Wellbeing

Operational Flexibility

- in use of energy
- In maintenance
- Towards budgets
- User requirements
- Legislation

Fulfilling the constant change in demand

Developing new value propositions

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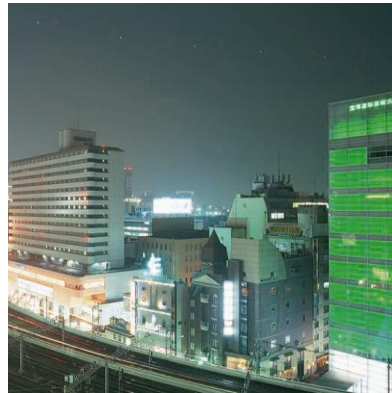
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Diverse solutions for urban appeal

- Green and innovative lighting
- White light in cities
- Lighting design and engineering support

Responsible products for planet and inhabitants

- Alternative energy solutions
- Animal well-being products
- Energy-efficient LED and control-based systems

Flexible systems that balance light with darkness

- Flexible on-off switches
- Dimming solutions
- Traffic detection sensors
- Tele-management

Programs and solutions to help you stick within limits

- Energy management solutions
- Carbon-neutral products
- Public lighting renovation programs
- Public/private partnership financing

Fulfilling the constant change in demand

Applying meaningful technologies

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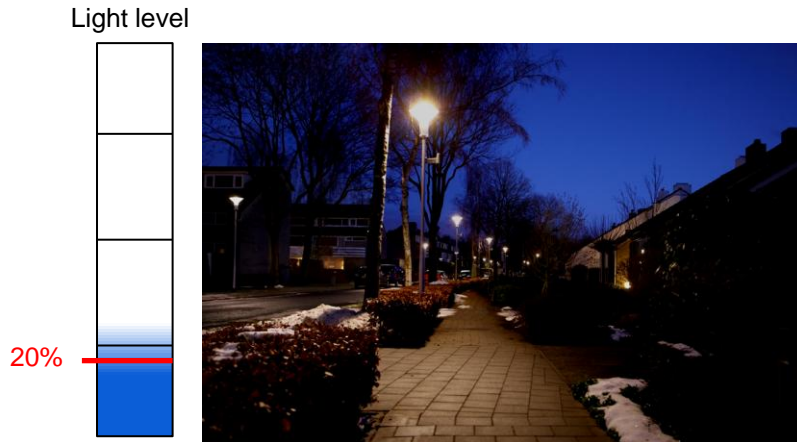
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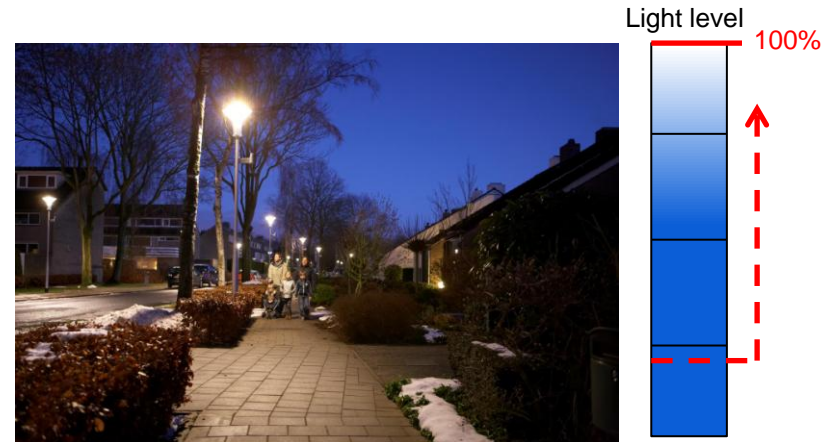
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LumiMotion

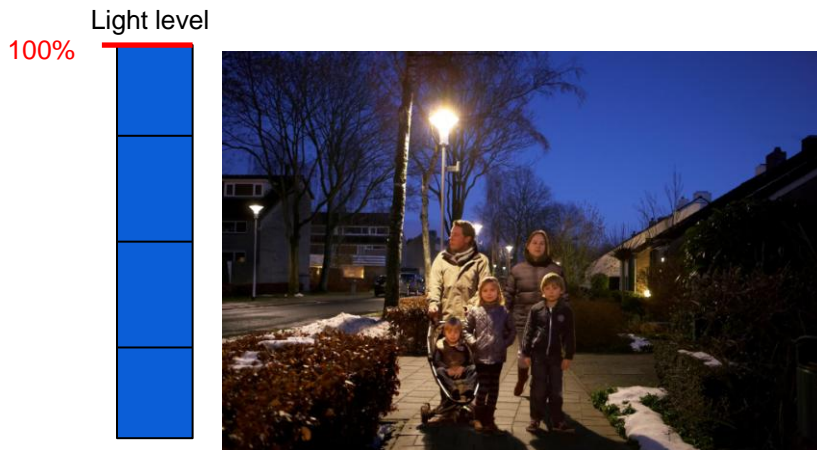
Application *(Example: Berkel-Enschot gemeente Tilburg)*



Light level dimmed down to 20%*



**Detection of pedestrian / cyclist,
light level increases to 100%**



**Detection of pedestrian / cyclist,
light level at 100%**



**After 1 minute without detection
light level decreases to 20%***

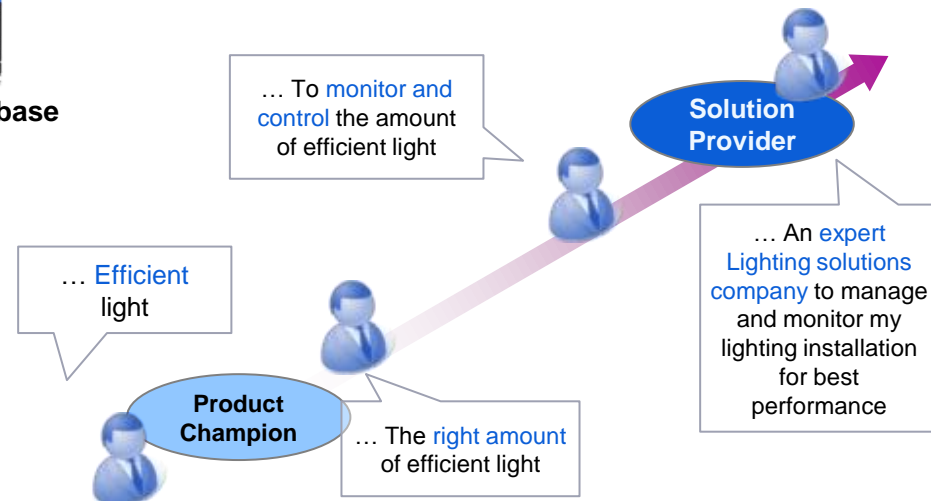
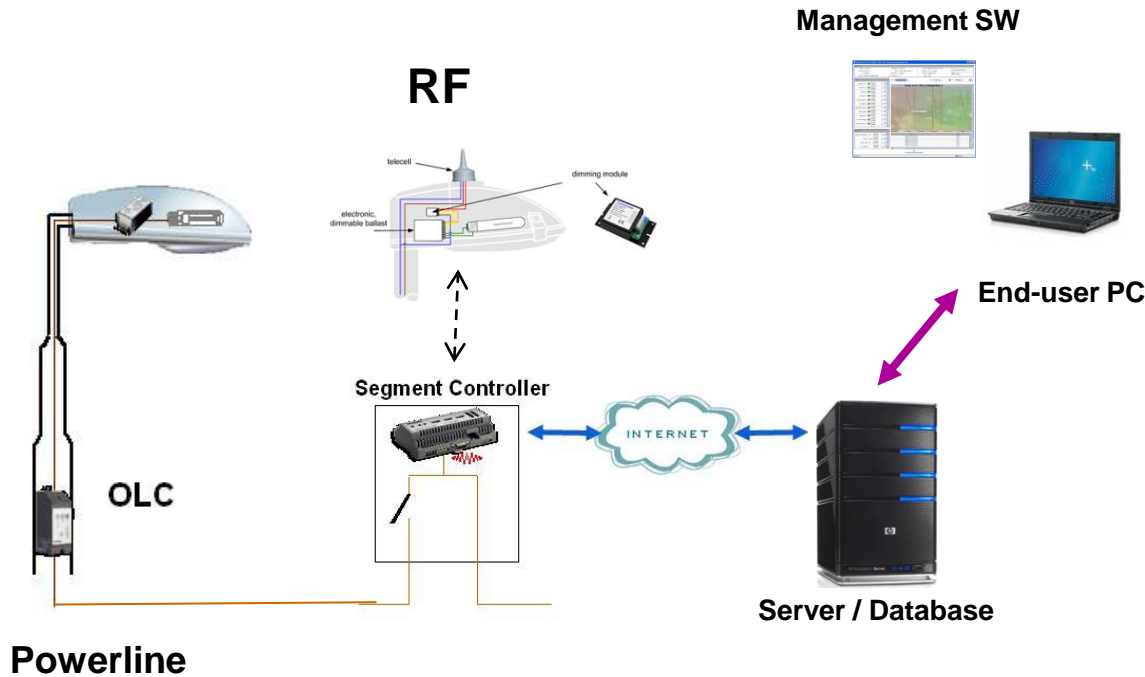
Lumimotion

Light where and when needed, while maintaining safety



Starsense

A Telemangement solution



Challenges and perspectives

- Applications
 - Links to Security, smart grid, traffic mngt ..
 - Lighting: Retail, Hospitality, ..
- Sensing: Optical, Noise, Air, etc.
 - Optical: beyond Residential application
 - Cost, low lightlevels, outdoor environment, algorithms, optics, speed, direction, traffic classification
- Communication: RF, Powerline
 - RF: beyond lighting application (sensor data, parking guidance, ..)
 - Bandwidth, antenna, hosting, mesh, security
 - Powerline: cost & robustness
- User Interaction
- System design

