



## Press Information

September 4, 2006

### **Philips maintains its No. 1 position in global LCD Flat TV market, says DisplaySearch**

**Amsterdam, the Netherlands** - Royal Philips Electronics maintained its top spot as the leader in liquid crystal display (LCD) TV sales worldwide, according to a U.S.-based display market research and consulting firm.

Data from DisplaySearch show that in the first half of this year, Philips of the Netherlands took the top spot in terms of unit share of LCD TV shipments worldwide. According to the report Philips held 13.5 percent of the LCD market, a half percentage point more than Samsung, which has 13.1 percent of the market. Third place Sharp had a market share of 11.8 percent worldwide.

According to the report, global sales of LCDs increased 135 percent in the second quarter from a year earlier to a record 9.4 million units. LCD screens accounted for 22 percent of the world's television market in the second quarter of 2006 in terms of units shipped, up from 17 percent in the first quarter.

“These new Display Search figures underline our leadership in the LCD TV market,” said Lucas Covers, Chief Marketing Officer for Philips Consumer Electronics. “An increasing proportion of these Philips LCD TVs also feature our Ambilight backlighting innovation, demonstrating how consumers are clearly attracted to a products offering a truly unique viewing experience.”

Flat-panel TVs which include LCD and more expensive plasma displays have been experiencing explosive growth in recent years as prices continue to drop and consumers demand more technology in smaller – or in this case, thinner – packaging.

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### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.4 billion in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).