

Press Information

Philips Manufactures Millionth Ambilight FlatTV

Milestone highlights global consumer success of Ambilight experience

Amsterdam, the Netherlands – November 29 - Philips Consumer Electronics, the global LCD FlatTV market leader, today announced that its one millionth Ambilight FlatTV has been manufactured at its main manufacturing facility in Bruges, Belgium. The millionth Ambilight FTV, a 42 inch LCD HD-ready display with Philips' unique Ambilight Full Surround feature, demonstrates that consumers are seeking an exceptional viewing experience which only Ambilight can provide – consumer satisfaction surveys conducted by Philips show that 85% of customers rate Ambilight backlighting as either “excellent” or “very good”.

“We’re very proud to announce this important milestone for Philips Consumer Electronics,” said Rudy Provoost, Chief Executive Officer, Philips Consumer Electronics. “This demonstrates to us that Ambilight technology has clearly become a hit with consumers - it not only enhances the overall viewing experience but it also makes watching TV easier on the eyes. We look forward to our next million Ambilight FlatTVs and remain committed to our brand promise of ‘Sense and Simplicity’ - delivering products and solutions that are easy to experience, advanced and designed around the consumer.”

Ambilight makes an impressive contribution to the overall viewing experience by producing ambient light that automatically and independently adapts colour and intensity according to the changing content on the screen, adding a new dimension to the viewing experience and completely immersing the viewer. Introduced by Philips in 2004, Ambilight creates ambiance, stimulates more relaxed viewing and improves perceived picture detail, contrast and color.

In addition, a TV using backlighting technology such as Philips Ambilight technology helps ease eye fatigue and strain. Studies show that by providing a well-balanced amount of light behind the TV set, the range in motion of the iris muscle is reduced. This leads to more relaxed viewing and eliminates the need for additional lighting while watching TV.

In the past decade Philips has drawn on 60 years heritage in television to capture a leadership position in the Flat TV market. The millionth television comes on the heels of the 10th anniversary of Philips' first-ever flat screen, a 42-inch (107cm) gas plasma FlatTV which was displayed at CeBIT Home in 1996. Only four inches (10cm) thick with a widescreen viewing angle of 160 degrees, “*the world's first TV you can hang on the wall like a painting*” created a worldwide media storm.

Today, the majority of TVs sold by Philips are either LCD or plasma FlatTVs. The 2006 range now comprises a massive range of more than 30 models, with consumers

offered a selection of screen sizes from 15-inch (38cm) up to 63-inch (160cm), with more than 90% ready to display high-definition TV.

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 126,000 employees in more than 60 countries worldwide. With sales of EUR 30.4 billion in 2005, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics. News from Philips is located at www.philips.com/newscenter.

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