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Philips named as a global supplier of flat TVs to world's leading hotel group

Amsterdam, the Netherlands – Philips today announced that it has been named as a global supplier of in-room entertainment televisions to the Accor Group of hotels. The Accor Group is a leading European hotel chain and one of the largest in the world, with a portfolio that includes Sofitel, Novotel, Mercure, Ibis, RedRoof, Formule 1 and Etap. Philips is now poised to provide the group's hotels with its dedicated range of Hotel Flat TVs, in up to 480,000 rooms.

Philips Consumer Electronics has been a market leader in the hotel TV industry for over 15 years, working closely with systems integrators to deliver customised solutions to the hospitality market. Using technology from Philips Consumer Electronics Business Display Solutions Group, Philips Hotel Flat TVs are equipped with dedicated TV features allowing hotel owners to concentrate on running the hotel whilst providing an outstanding in-room audiovisual experience to their guests.

The new Philips Hotel Flat TV range, which will be supplied to Accor Group world-wide, delivers a compelling total cost of ownership proposition, with effortless installation, easy integration and outstanding compatibility with existing in-room entertainment systems. The range also has convenient customisable features such as volume limitation control, menu locking, built in alarm clock and a bathroom speaker connector. One unique feature is SmartLoader which provides the ability to copy all programming settings from one TV to another in less than a minute. The TVs provide a great viewing experience with sharp pictures and high quality surround sound, meeting the increasing demand for cutting edge in-room entertainment systems.

“Philips is a global supplier which understands the hospitality market, and offers a full product range as well as a dedicated team for logistics, sales and services, which is a must for serving the hospitality market”, said Joel Vatan, Chief Procurement Officer Accor Group.

Commenting on the new partnership, Lucas Covers, Senior Vice President and Chief Marketing Officer, Philips Consumer Electronics said: “This is a landmark deal and one of the largest of its kind. Our Hotel Flat TV range already has presence within six million hotel rooms worldwide, and with the demand for flat TVs increasing we are delighted to be working with Accor to deliver a ‘home away from home’ experience for its guests.”

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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.

For more information (not for publication):

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