

Press Information

December 1, 2005

Philips lights up Amsterdam with 2006 FIFA World Cup™ ambient campaign

Amsterdam, the Netherlands – Philips shares with the world today its proud sponsorship of the 2006 FIFA World Cup™ with the placement of a massive outdoor campaign visual measuring 25m x 31m on its headquarters in Amsterdam. The visual shows Philips' new advertising campaign "Your FIFA World Cup™ starts here" with the Philips' Cineos FlatTV with Ambilight. Through projection onto the building, passing consumers will experience the effect of Ambilight TV right in front of their eyes.

The visual will be installed until December 15 and will coincide with the final draw for the 2006 FIFA World Cup™ scheduled to take place in Leipzig on December 9. The projection of the Ambilight Flat TV will be visible during the hours of darkness.

Every four years, FIFA World Cup™ fever grips the planet. It has consistently broken TV viewing records and the 2006 FIFA World Cup™ is expected to reach an accumulated television audience figure of over 30 billion in more than 200 nations. Less than 1% of all football fans will actually get to see the 2006 FIFA World Cup™ matches in one of the stadiums and more than 99 % will be at home or in bars and clubs watching the games on TV.

Philips delivers with its Cineos FlatTV with Ambilight, a more immersive viewing experience by analyzing - in real time – incoming television signals to dynamically produce background lighting to match images displayed on the screen.

For further information please contact:

Philips Consumer Electronics

Nanda Huizing

Tel + 31 20 59 77915

E-mail: Nanda.Huizing@philips.com

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 161,500 employees in more than 60 countries, it has market leadership positions in the areas of healthcare, lifestyle products such as colour television sets personal care devices, lighting and many other technology driven products in the electronics sector.

2006 FIFA World Cup Germany™, FIFA World Cup™, the Official Emblem, the Official Mascots and the FIFA World Cup Trophy are FIFA copyright material and/or are FIFA trademarks registered in numerous territories around the world.

FlatTV, Ambilight and Pixel Plus are all trademarks of Koninklijke Philips Electronics N.V.