

## Press Information

20 October 2005

### **CANAL+ Group and Philips announce major co-operation to drive HDTV introduction in France**

**Amsterdam, the Netherlands** - CANAL+ Group and Philips are teaming up to roll out High-Definition Television (HDTV) broadcasting in France. The agreement brings together Europe's leading consumer electronics manufacturer with France's leading pay-TV operator.

HDTV sets are a key component in Philips' advanced home entertainment systems. Both CANAL+ and Philips are seeing strong demand for higher picture and sound quality, along with easier operation for the broad range of channels and services that HDTV will bring. This needs close co-operation between broadcast and TV equipment makers, and CANAL+ and Philips will together develop a range of differentiated services and products. This will include the HDTV set-top boxes that will decode HD programs from CANAL+. Philips plans to start delivering the 'HD MediaSat+' in the first half of 2006 to support the HD CANAL+ LE BOUQUET launch, and the 'HD MediaSat+ PVR' (a combination of Set Top Box and Personal Video Recorder) from mid 2006.

#### **Philips starred at CANAL+ Yearly Convention**

Philips recently starred at the CANAL+ Yearly Convention in Paris, exclusively showing HDTV pictures to the 1200 most important French consumer electronics dealers. Philips is now demonstrating the superb picture quality of HDTV in 500 French outlets. Equipment includes HD-ready FlatTVs, HD generators, DVP 9000 state-of-the-art DVD players and HDTV set-top boxes showing the CANAL+ HD trailer through the ASTRA satellite.

With all the separate parts of the HDTV supply chain (broadcasting equipment, program content, and receivers) now in place, Philips is investing heavily with individual broadcasters and operators to bring the next generation of television systems to viewers throughout the world. The agreement with CANAL+ Group will help the French trade partners of both companies to introduce HDTV to the French market.

Lucas Covers, Executive Vice-President and Chief Marketing Officer at Philips, remarked: "This is a sign of the leading positions achieved by both CANAL+ and Philips in HDTV, which the agreement extends even further. The co-operation with CANAL+ will be a major driver in bringing High Definition TV to the market in France. Philips already has a wide range of 'HD-ready' TV products that can receive HDTV transmission, and will be extending this range even further during the year"

"HDTV is the closest the industry has come to viewing a scene with real-life clarity, like looking out from a 'window onto the world'. It shows incredibly sharp images and breathtaking detail. With picture quality noticeably better even than today's DVDs, new HDTV transmissions are seeing rapid acceptance worldwide", continued Covers.

"High Definition TV stands at the crossroads between high-quality content and state-of-the-art technology," said Guy Lafarge, Executive Vice-President, Distribution at CANAL+ Group. "With exclusive, premium programs, particularly cinema and sport, and a 20-year history in

pioneering pay-TV, CANAL+ Group is delighted to team-up with Europe's market leader, Philips, to bring HDTV to our subscribers.”

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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 30.3 billion in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 161,100 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).