

Press Information

September 3, 2009

PHILIPS BRINGS THE ULTIMATE HD VIEWING EXPERIENCE TO HOTELS

IFA 2009, Berlin, Germany – As high definition entertainment takes off in homes around the world, Philips is to provide business and leisure travelers with the same high quality viewing experience by launching the first HDTV platform for the European hospitality industry.

Consumers are becoming increasingly familiar with the superior picture and sound quality of high definition entertainment, thanks to the availability of both HDTV services but also the growing popularity of Blu-ray Disc and more than a decade of the near-universal DVD format.

Access to high definition content is steadily growing in Europe, where almost 60 million households now own high definition-capable TV sets, a number set to double over the next three years. As result, travelers are now expecting the same high quality when they stay in a hotel as they are able to access at home.

Philips is to match this expectation by launching UltimateHD an end-to-end platform on which hospitality business owners can build an HDTV system to meet their needs. Built around a choice of four HDTV models, ranging from 26-inch (66cm) through to 42-inch (106cm) screen sizes,

UltimateTV provides hotel guests with a vivid, lifelike widescreen viewing experience thanks to Philips' proprietary suite of picture enhancement technologies, Pixel Plus HD. All sets deliver Dolby™ Digital 5.1 surround sound and multichannel audio for language options. The sets also feature integrated DVB-T and DVB-C digital decoders, removing the need for additional HDTV set-top boxes, which enables quick and easy installation by the hospitality customer.

UltimateHD applies a number of end-user insight driven innovations driven, such as Theme TV. This simplified user interface for hotel entertainment systems helps guests navigate through the multiple channels available in modern hotels by using flags or themes to group and indentify channels based on language, nationality or topic.

Philips has also worked very closely with the world's major film studios and content providers to ensure that premium high definition entertainment offered via UltimateHD meets their critical requirements for digital rights management. As a consequence, UltimateHD employs a robust security package consisting of the VSecure content protection and VTrack content identification solutions.

Philips UltimateHD HDTV system for hotels will be launched in October in Europe.

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About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of EUR 26 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.