

## Press Information

September 14, 2006

### **Philips High-Definition Ambilight™ FlatTV™ range delivers customized viewing experiences**

**DENVER** – Philips showcased today at the Custom Electronic Design and Installation Association (CEDIA) tradeshow its' 2006 FlatTV line featuring Ambilight technology. The range takes the High-Definition (HD) viewing experience to new heights by combining best-in-class picture quality with multiple versions of Ambilight technology for an immersive home entertainment experience.

The future of television is flat, with DisplaySearch estimating that approximately 79 percent of overall TV sales in volume will be flat in 2008. That figure climbs to almost 92 percent in 2010. Philips' new FlatTV line offers consumers the finest picture quality with innovations such as ClearLCD™ technology and creates an optimum-viewing environment with ambient backlighting to extend the peripheral viewing field and reduce eyestrain.

Depending on their preference, consumers can now select a television with Ambilight 2 Channel (backlighting on the left and rights sides), Ambilight Surround (dramatic backlighting on the left, right and top of the TV) or Ambilight Full Surround (backlighting on every side that is controlled on the integrated canvas).

“We recognize that each consumer is unique and demands entertainment that complements their lifestyle,” said Scott Levitan, senior vice president of marketing and sales, Philips Consumer Electronics, North America. “Ambilight technology provides an immersive experience that enhances the TV image, engages your peripheral vision and reduces eyestrain. Coupled with the best in HD picture performance and design, once consumers experience Ambilight they won't settle for a conventional viewing experience.”

#### **The Ambilight experience**

Ambilight technology is the next step in the evolution of television. Utilizing expertise from Philips Consumer Electronics, Lighting and Research divisions, Ambilight technology analyzes – in real time – the incoming television signals and projects lighting onto the surface behind the set, enveloping its environment in color that matches the content on the TV.

Ambilight technology also offers stress-relief for the eyes. In fact, research by the Lighting Research Center at Rensselaer Polytechnic Institute concluded that Ambilight technology does appear to provide a benefit with respect to eyestrain, visual comfort and fatigue over conventional television viewing without this feature. 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 it eliminates the need for additional lighting while watching TV.

#### **Sublime LCD picture quality**

Philips is premiering its ClearLCD technology on the 42" Ambilight Surround and Full Surround models. ClearLCD technology is a breakthrough that delivers lifelike, HD picture quality, stunning contrast, a 170-degree viewing angle and motion sharpness that are unprecedented in LCD televisions.

Raising the industry standard, Philips offers the leading response time with a mere four milli-seconds. The set also boasts the ability to process four-trillion colors with 14-bit processing for a vibrant picture.

Philips' Pixel Plus™ 3HD, standard on 42" models and above Ambilight sets, enhances content from already pristine sources such as HD signals and DVDs. Pixels of an incoming picture are altered to match surrounding pixels. The result is an image both brilliant and natural. Skin tones are natural, colors pop and details become amazingly lifelike. Pixel Plus 3HD and ClearLCD technologies ensure that, along with the benefits of Ambilight technology, the picture quality will be stunning.

As flat-panel TVs become increasingly affordable, more and more families are incorporating FlatTVs throughout their homes. Philips' HD FlatTVs with Ambilight will enhance the home's look and entertainment value with several screen sizes available. A 37" LCD two-channel Ambilight FlatTV is ideal for a bedroom or guestroom, while a three-channel 42" LCD or 50" Plasma will wow any living room or home theater.

The latest refinement is the new 42" HD FlatTV with Ambilight Full Surround. A soft glow emanates from four sides of the screen creating a "floating" effect. It draws the viewer into the on-screen action like no other television. A built-in canvas allows this version of Ambilight to be placed on any kind of wall and in any kind of environment.

Each Ambilight display is equipped with the latest in digital connectivity. Two HDMI inputs allow consumers to connect to digital devices such as HD set-top boxes, Blu-ray disc players and gaming systems. Consumers who demand the finest, most immersive experience from their television will settle for nothing less than a Philips Ambilight display.

| Model     | Display Type | Ambilight 2 Channel | Ambilight Surround (3 Sided) | Ambilight Full Surround (4 Sided) | HDTV | ClearLCD | Pixel Plus 3HD | MSRP    | Availability |
|-----------|--------------|---------------------|------------------------------|-----------------------------------|------|----------|----------------|---------|--------------|
| 37PF9631D | 37" LCD      | X                   |                              |                                   | X    |          |                | \$1,799 | Now          |
| 42PF9731D | 42" LCD      |                     | X                            |                                   | X    | X        | X              | \$2,699 | Now          |
| 50PF9731D | 50" Plasma   |                     | X                            |                                   | X    |          | X              | \$3,699 | Now          |
| 42PF9831D | 42" LCD      |                     |                              | X                                 | X    | X        | X              | \$3,499 | Now          |

For more information:

Philips  
Lindsay Woods  
770-821-2392  
lindsay.woods@philips.com

Manning Selvage & Lee  
Elizabeth Halter  
404-870-6871  
elizabeth.halter@mslpr.com

#### 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 \$37.7 billion (EUR 30.4 billion) in 2005. With activities in the three interlocking domains of healthcare, lifestyle and technology and 158,000 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).

###

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