

Press Information

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Philips expands design awards success with eight iF Design Awards China

Eindhoven, The Netherlands - Royal Philips Electronics (NYSE: PHG, AEX: PHI) has won eight iF design awards China. The health and well-being company was recognized with eight awards covering a number of iF's categories. Philips' innovative solutions are designed to meet people's needs and improve the quality of their lives. The fact that eight products won awards in iF Design Award China, is a validation of the Philips people focused design approach.

Award winning in lifestyle

Five of the awards were given to Philips for lifestyle solutions.

The **Chameleon Rice Cooker** is a computerized rice cooker especially designed to meet Chinese cooking needs. Although the core function is still rice focused, the cooker has the capacity to cook around 30 different menus.. The step by step program with visual and audio guidance is able to enhance user experience in daily cooking. More information can be found in our online newsletter ['new value by Design'](#).



Fidelio Docking Speaker's architecture enhances sound performance and radiates sound quality. To ensure an excellent level of clarity, the sound design is based on true stereo architecture with isolated acoustic chambers. The Fidelio Docking Speaker also won a [red dot award for product design](#).



The **Cushion Speaker** is a notebook accessory that allows users to enjoy movies, music, web browsing, online chatting, etc, in the most comfortable and enjoyable way. It gently rests on the lap and absorbs the heat generated by the notebook. The notebook cushion speaker also won a [red dot award for product design](#).



Robust Range of Kitchen Appliances¹ is designed for individuals who really enjoy cooking and appreciate having the perfect tools for their culinary demands. Each tool provides superior handling and performance. The large and robust manual controls are intuitive and ergonomically designed. Robust won also a red dot design for product design. More information can be found in our online newsletter ['new value by Design'](#).



The wireless **Full Control Presenter** makes it easy to switch between presenter mode and mouse function. Gesture control combined with



¹ Robust range of kitchen appliances is not available in China

precise pointing via laser, makes it work like a mouse in the air. The small dongle can be stored smartly inside the product.

Award winning lighting²

Next to the above-mentioned lifestyle products, three entries for energy safe LED lamps have received awards. The award winning LED lamps are a combination of smart looking design with outstanding light quality and brightness while they deliver huge energy savings and minimize maintenance cost.

The **MASTER Glow LEDbulb MV** (E27 LED Lamp) delivers a dimmable soft, warm light in all directions, making it a true alternative to the incandescent lamp. The LED bulbs are ideal for general lighting applications in the hospitality industry. They are particularly suited to public areas such as lobbies, corridors, stairwells, where the light is always on.



The new-generation **MASTER LEDspot PAR30 MV** (LED Par30 Lamp) have a robust design and give a warm-white beam of light. PAR lamps are ideal for general lighting applications and spot lighting in the hospitality industry. The LED Par30 lamp matches the lamp outline of the Halogen Par30 lamp for easy replacing with existing Par30 lamp fixtures.



The **EnduraLED R20** dimmable Indoor Flood LED lamp (R20 LED Lamp) is ideal for general lighting in retail, hospitality, and residential spaces. They are an easy replacement for incandescent or halogen R20 bulbs, bringing innovation to familiar applications and deliver excellent dimming performance



About the iF design awards

The iF design award china, which was first run in 2003, is a competition for all areas of product design in the Greater China region. This competition acknowledges the continuous economic growth in this region and the increasing awareness of outstanding design that comes with it. The iF design award china mirrors the great potential of, and opportunities for, Chinese design and supports the development of this rapidly growing industry in Asia.

All prize-winning projects will be exhibited during the 2010 China Hangzhou Cultural & Creative Industry Expo, which will take place from 15 – 18 October, 2010.

The awards ceremony, presentation of the yearbook as well as the opening of the exhibition will take place on 15 October. During the awards ceremony the Gold Award winners will be announced. More information about the iF design award and the iF design award China can be found on the [site](#).

Information on all Philips iF design award China winning products can be found at: www.design.philips.com.

² The MASTER Glow LEDbulb MV and MASTER LEDspot PAR30 MV will be marketed under the EnduraLED name in North America. The EnduraLED R20 will only be available in the United States.

Philips Design

Philips Design, with 7 branch studios in Europe, the USA and Asia Pacific, is one of the longest-established design organizations of its kind in the world. Its creative force of some 400 professionals, representing more than 35 different nationalities, embraces disciplines as diverse as psychology, cultural sociology, anthropology and trend research in addition to the more 'conventional' design-related skills. The mission of these professionals is to create solutions that satisfy people's needs, empower them and make them happier, all of this without destroying the world in which we live. For more information, please visit: www.design.philips.com.

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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 more than 116,000 employees in more than 60 countries worldwide. With sales of EUR 23 billion in 2009, 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.