

# “Creating value together”



A handwritten signature in blue ink, which appears to read 'L. Ehmsen', is positioned in the lower right area of the image.

Light controls our daily routine. Our lives are guided by its power and only through light can we play, learn, discover, produce, shop and relax. As a lighting technology partner, it is our job to put all these activities into the right light. As complex as it sounds, ultimately it comes down to one thing: light quality. Light quality naturally depends on application needs and consists of many different aspects, but only through mastering light quality can we - as the lighting industry - achieve satisfied customers and end users. This is what we strive for every day. LED technology enables us to break through previously existing barriers, leading to almost indefinite opportunities. But are these really the endless possibilities you are seeking? Wouldn't you rather prefer a limited number of right options?

## “Selling light is about mastering light quality”

To recommend the best light quality for every application, a deep understanding of its attributes is essential. At Philips we break it down into three types of attributes. Temporal aspects that control light modulation over time and frequency. Secondly, spectral aspects that cover perfecting all spectrum related values. And last, spatial aspects that shape light emission of LEDs and optical systems. Combining this knowledge with our passion and the expertise we have gained in the last 125 years, Philips Lighting is able to offer you the basis for a strong partnership: components with the best light quality and highest efficacy.

**Lasse Ehmsen**

Key Account Manager  
Philips Lighting LED electronics