

Press Information

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Philips simplified its range of LED bulbs giving you a simple and hassle-free solution to upgrading to LED light quality

First available 75W replacement LED bulb in European stores

Frankfurt, Germany – Philips has streamlined its range of **LED bulbs** for the home to make converting from incandescent bulbs to energy-saving LEDs simple. Thanks to shopper-friendly displays and packaging, it is now easier than ever to select the right LED lamp for your luminaires; and as it's a Philips, you can be confident it will offer a great quality warm white light similar to traditional lamps - but with the benefit of up to 80% less energy consumption and a much longer lifespan.

The first the 75W replacement Philips LED Bulb

Proving its worth as an industry leader in LED lighting solutions, Philips has released Europe's first **75W replacement LED bulb**, based on Philips' 60W replacement LED bulb which recently won the L-Prize from the United States Department of Energy. With 1,050 lumens, the LED replacement for the 75W bulb consumes only 17 watts, meaning you dramatically save on energy and energy costs and still get a warm white light. With a screw cap fitting and shaped like an incandescent bulb the new 75W replacement LED marks an important milestone in the field of LED lighting.

Giving your home the best light ambiance

The new range of Philips LED bulbs are recommended in independent consumer tests, recognition of Philips' leadership in LED technology. They are designed to give a warm white light ideal for creating a homely atmosphere. Made with high quality materials the LED bulbs are shaped like incandescent bulbs with similar fittings making them simple to install in luminaries, and making the switch over to LED hassle-free.

With so many options on the shelves, complexity of choosing the right LED replacement can be daunting. The new range from Philips gives you greater clarity, having reduced the number of products from fifty to twenty, each with clear on-pack labeling showing equivalent wattages and fittings to make selecting the right LED bulb for your home simple.

Jeroen de Waal, Head of Marketing at Philips Lighting, said "We are proud to be leading the way in LED solutions for the home. This new range of LED lights has been created to make it easy for you to change from incandescent bulbs to LED. With clear labeling, fewer products on offer and a self-explanatory display in the shops it easy to find the one you need and transform your home with better, sustainable light".

The new LED range features options from 25W to 75W replacements, available as bulb, candle and spot lamp, prices start from under €10.

Key features of the LED lamp range:

- Warm white light
- 25W to 75W replacement LED solutions
- Luxeon high power LEDs
- Normal E27 screw cap and small E14 screw cap, GU10 and MR11 fitting
- Sleek Design
- 80% energy saving
- Long lasting
- Competitively priced

For further information, please contact:

Name: Jeannet Harpe

Sector: Philips Lighting

Tel: +31 40 27 56299

E-mail: jeannet.harpe@philips.com

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 122,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.6 billion in 2011, 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 male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.