

## Press Information

Philips receives 28 iF product design awards 2011

iF product design award-winners in the category **audio and video** are:



The **Philips Headband headphone**<sup>1</sup> is the flagship of the iconic new Philips Style headphone range. It combines advanced audio features with a progressive design to deliver optimal sound quality coupled with extreme comfort. The headphones are proven to provide superior levels of comfort courtesy of the way they can be adjusted to fit easily, their super-slim profile and optimized geometry. A tangle-free, flat cable ensures the headphones are easy to store and use. They also offer enhanced noise isolation due to the advanced technology and materials used in the ear cushions. The use of premium materials ensures robustness and a stylish look and feel.



**Philips Fidelio Docking Speaker's**<sup>2</sup> 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.



There's cinematic surround sound – and there's Philips 360Sound. **Philips Home Theater System**<sup>3</sup> is the only system that produces high-quality sound that comes at you from all angles, regardless of where you are in the room. This premium surround sound home theatre system achieves its effect through five speakers, one subwoofer and one Blu-ray centre unit. Each speaker contains three drivers and one tweeter. Two of the drivers fire sound from the *side*, which increases the sense of immersion. The speakers are discrete yet powerful, and the system is constructed from high-end materials finished with brushed aluminum and chrome to complement the home interior.



**Philips SoundBar Home Theater with Ambisound<sup>4</sup>** resolves the design conundrum of how to achieve cinematic quality surround sound and excellent picture quality from a home theater system without the clutter of multiple speakers and cables. The device is exceptionally slim both in depth and height. The touch controls are housed on top of the device so as not to detract from what is on the TV, while the front display shows only the information that may be needed. The front is curved to optimize the virtual surround sound from the angled Ambisound speakers. The use of high-gloss chrome and aluminum makes this an elegant yet powerful complement to your living room.



**Philips Universal USB Solar Pack<sup>5</sup>** is a charger that allows you to recharge your mobile devices wherever you are, regardless of whether there is an available power socket or not. Highly-efficient, state-of-the-art solar cells enable you to harness the power of the sun, indoor or outdoors, for recharging. You can also use the nearest USB connection to draw power. The charger also has its own battery pack, so it can recharge your mobile device when there are no other options. Materials like silicone have been used in an innovative way, for instance as a light diffuser for the hidden display and also as a hinge for the book-like opening and closing mechanism.



**Philips Blu-Ray Disc Player<sup>6</sup>** is a stylish device that delivers best-in-class, high-definition video playback from disc, USB-connected devices or the internet. Its recyclable aluminum body is attractive and also isolates internal components from electronic pollution. An iconic front panel gives it a distinguished and distinctive appearance, while an ambient blue light lends character to the product and helps to create a more cinematic experience. A hidden screen and touch-sensitive buttons lend the product a clean look when not in use. What's more, the player boasts significantly improved power consumption compared with competitor devices.



**Philips Cinema 21:9 LCD TV<sup>7</sup>**, using 21:9 proportion screen technology and a high-performance picture and sound system, is the world's first cinema-proportioned 3D TV. Three-sided Ambilight active backlighting provides a truly immersive cinematic viewing experience, enhanced by an innovative rear-speaker sound system, the unique 21:9 format, and now the possibility to enjoy the action with an extra dimension. Brushed black aluminum was used in the finish to communicate the device's modernity, performance and quality. Discrete controls on the 'Active Edge' metal detail are unobtrusive when not in use, yet highly ergonomic when required.



By completely rethinking every aspect of manufacture, assembly, use and recycling, Philips has created the most environmentally-conscious yet high-performance, cinematic-viewing TV to date: **Philips Econova LED TV<sup>8</sup>**. This landmark in ecological design strips weight down to the minimum, makes maximum use of recycled aluminum, features a sustainable combined table and wall stand for flexibility in positioning, and uses an absolute minimum of plastic. The remote control has an aluminum body with a solar charging panel which means the batteries will never need to be replaced. All this is contained in a compact, modern brushed-aluminum housing.

iF product design award-winners in the category **kitchen and household** are:



The beauty of **Philips WallDock** lies in its simplicity. With no cables that can be lost, it just plugs into any wall socket, elevating your mobile Apple device away from potential spills and splashes in the kitchen or the danger of being crushed on the floor. The silicone cushioned top supports any iPhone or iPod without the need for custom inserts, keeping things tidy and clutter-free. This is a neat, versatile solution to a common issue. The WallDock is small enough to carry when travelling so you can dock and charge anywhere. In addition, the higher power output ensures devices are fully charged more quickly than with standard chargers.



The **Philips Daily Duo<sup>9</sup>** is a rechargeable 2-in-1 stick vacuum cleaner with a removable handheld vacuum cleaner designed to take the chore out of daily household cleaning. It's a flexible, reliable, and efficient solution that combines the more thorough cleaning of a stick vacuum with the convenience of a quick-charging handheld that can be fully recharged several times a day. An automatic shut-off facility stops current being drawn once the batteries are full, saving the user energy. In consumer research, 91% of people said the product was intuitively easy to use, while 66% stated it was a surprisingly clever product in the category of floor cleaning.

iF product design award-winner in the category **computers** is:



The **Sync and Charge cable with FlexAdapt<sup>10</sup>** marks a complete rethink of the humble cable used to charge iPhones and iPods. As the name implies, the cable's integrated stand can be bent in any direction to achieve the optimal viewing angle with your charging or syncing device. It can also be hung on a wall to remove clutter from your desk or folded flat.

iF product design award-winner in the category **telecommunication** is:



**Philips DECT phone<sup>11</sup>** features the most technologically-advanced 2.4 inch color screen available, coupled with a unique high-end user interface used for the first time in a DECT phone. It offers superior sound quality and comfort in a classic, yet compact and sleek design with flush keypad. Despite having many highly-intuitive interactive features, overall energy use is reduced by more than 50% thanks to effective power management, which includes optimizing consumption based on the distance between handset and base unit.

iF product design award-winners in the category **leisure and lifestyle** are:



**Philips SensoTouch3D<sup>12</sup>** shaver marries design-led innovation with advanced technology to create an iconic and pioneering product. The unique GyroFlex 3D system ensures optimal skin contact for flawless results, on even the trickiest areas of the face. SkinGlide technology minimizes irritation while an Aquatec seal allows for wet or dry shaving. The seamless body has no external screws, and its ergonomic design is comfortable to hold, ensuring power and precision. The display adds a touch of sensorial surprise via an inviting light effect and motion sensors that react when touched, making the discreet on/off switch visible.



Men increasingly want to trim or shave their own hair, but the ergonomics of traditional clippers leave the back of the head inaccessible. **Philips Headgroom**<sup>13</sup> hair clippers and balder have an innovative 180-degree pivoting head and easy-grip design provide ultimate reach. The cone-shaped zoom wheel ensures hair can confidently be trimmed to a desired and even length - and never too short! The clippers are gentle against the skin, even when trimming close, and eliminate the risk of grazing. They combine a wide range of attachments and innovative functions with a compact size and seamless, clean shape.

iF product design award-winners in the category **lighting** are:



Municipalities are under pressure to reduce energy consumption while complying with lighting standards. Road safety is another key concern. **Philips SpeedStar**<sup>14</sup> addresses these issues in a luminaire which boasts best-in-class energy saving and which requires minimal maintenance. This carbon-neutral lighting solution incorporates a compact flat LED engine which is easy to replace and which also offers the flexibility of a modular system. As well as ensuring bright, functional road lighting, its stylish design appeals to architects and urban planners. The luminaires are designed for the long-term, using separable and recyclable materials.



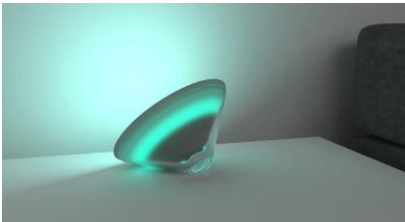
With traditional mercury vapor lamps to be banned in the EU from 2015, urban planners are seeking innovative alternatives. **Philips FreeStreet**<sup>15</sup> street lighting system offers a progressive and exciting solution which will also help to clear some of the clutter from our increasingly busy urban landscapes. The system eliminates tradition streetlight poles, instead connecting a string of LEDs along narrow cables which are virtually invisible during the day. The result is lights which appear to float in mid-air. This flexible, lightweight solution provides homogenous light distribution with no visible or physical obstruction from poles at eye-level.



With the complete phase-out of incandescent bulbs imminent, **Philips EnduraLED R20 dimmable Indoor Flood LED lamp** is a welcome new arrival on the market. This 6-watt replacement for the incandescent R20 50 watt bulb meets the latest electricity and dimming requirements while promising significant energy savings (88%!) and therefore major running cost reductions. The lamp combines an impressive array of technical and aesthetic features which differentiate it from competitors. Maintenance costs are also reduced due to a lower frequency of replacement. The R20 LED raises lamps from a standard commodity to new levels of durability that will typically last for 20 years.



**Philips StyLiD** offers tremendous flexibility in terms of size, light output, appearance, functionality and mounting. And it's basically up to you how these elements are combined. You can order StyLiD in any color, and specify individual elements such as the reflector, light source or mounting plate as well. This also means you can later change individual elements without having to replace the entire installation. StyLiD is the first LED luminaire to cover all accent lighting applications, including downlighting and projection. What's more, StyliD offers substantial energy savings compared to halogen, combined with superb light quality.



**Philips LivingColors Conic** is the successor to the hugely-popular LivingColors ambient lamp. It offers the same convenience and flexibility in scene setting in the home, with an incredible 16 million different color combinations, but has its own unique appearance. The housing is now in a subtle cone form, with an outer wall thickness of 28 mm giving it a high-quality, glass-like appearance. The shape itself is more feminine than the bowl design of the original LivingColors, and was inspired by findings from our Culture Scan design research program. Yet despite its elegant and delicate style, the LivingColors Conic was built to last.



Architectural lighting should be designed to enhance buildings, while itself adding unobtrusively to the aesthetics. **Philips DecoFlood** latest-generation floodlights achieve this by integrating state-of-the-art technology with the latest architectural trends. These rugged luminaires, made from recyclable materials, manage to retain a clean and simple design, and accept both LED and conventional light sources. There is a wide choice in color appearance, color rendering and the beam spread pattern, so many different effects can be achieved. In addition, DecoFlood architectural floodlighting offers ease of installation and maintenance.



Today, office lighting has to capture the benefits of LED technology - sustainability, flexibility, new possibilities in design - without compromising visual comfort. **Philips DayZone** recessed LED luminaire matches, and even exceeds, the energy efficiency of fluorescent systems while offering a striking lighting effect as well as a stunning appearance that marks a clear departure from traditional fluorescent luminaire design. It is available in a subtle and unobtrusive square version as well as in a round housing to better fit into plasterwork ceilings. Glare control and color consistency are compliant with the office norms of today and tomorrow.



**Philips SafeRide LED dynamo** brings new levels of safety to night-time cycling. It combines the benefits of powerful and extremely long-lasting LED light with the convenience of never having to change batteries. And because the well-defined beam is always available when required, cyclists can see more and be more visible in traffic, thus increasing safety and enjoyment. The dynamo has a clean, functional design; there is simply an on/off switch and nothing else. High-quality materials such as brushed aluminum for the housing, coupled with smart solutions including an integrated reflector, underline the lamp's functionality and safety aspects.



Existing industrial luminaires (e.g. for car parks, factories and loading bays) are often functional at the expense of being aesthetically pleasing, and are also expensive to install. **Philips Pacific LED Luminaire** addresses all these issues by combining minimalist design with quick, easy, and thus less expensive installation, dramatically reduced running costs and maintenance requirements typically 50% less than with traditional solutions. Its visual simplicity is married with breakthrough ergonomic elements such as a `twist-to-open locking device`, `pull-to-release` mounting brackets and a printer cartridge style `release handle`.

iF product design award-winners in the category **health and care** include:



**Philips Lifeline AutoAlert**<sup>16</sup> complements the Lifeline service by solving the main unmet concern of elderly users – what happens if I fall and I can't press my button to call for help? Lifeline with AutoAlert help is a unique fault detection sensor which accurately detects when the wearer has fallen then calls for help automatically - even if the wearer is unable to press the button. The AutoAlert is comfortable and inconspicuous, robust, fully waterproof and can be worn whilst bathing so it can be worn 24 hours a day.



Undergoing an MRI scan is sometimes disconcerting, and can induce claustrophobia anxiety. Philips had addressed this concern with its latest large-aperture scanner, **Philips Ingenia 1.5T & 3.0T** which has a larger table top for increased patient comfort and an invitingly wide tunnel designed to communicate friendliness and human qualities. As the first-ever digital broadband MRI scanner, it delivers unrivaled clinical value and superior economics through clarity of information, optimized patient throughput and product expandability. Well-considered lines, colors and finishes support the perception of size, openness, precision and professionalism.



**Philips DirectLife** is Philips' new fitness solution. It consists of a small electronic activity monitor that measures the amount of calories you have burned, a personalised webpage where your calorie totals are automatically uploaded for you to have a look at and improve your physical activity. Your own personal coach helps you tailor your plan and set your goals, giving you ideas for activity that fit your lifestyle and situation. The monitor is easy to use through its flexible and portable design.

iF product design award-winners in the category **advanced studies** are:



**Philips Metamorphosis concept cluster Air<sup>17</sup>** shows a completely new approach to improving air quality inside buildings – which can be ten times worse than outside air. The Air Tree varies air flows and moisture levels by dispensing vapor a-rhythmically to create a subliminal connection with nature outside the building. The Solar Blowbot, powered by solar energy, mimics the rustling of wind in trees, generating unpredictable breezes which are channeled through an inflatable textile bladder. Both ideas turn the traditional approach of air conditioning on its head: instead of creating constant streams of air, they reflect unpredictable qualities of nature.



**Philips Metamorphosis concept cluster Light<sup>18</sup>** applies technology to diffuse natural light indoors so as to reconnect people with its uplifting effects. For example, research into how hospital patients in beds positioned in natural light recover has resulted in a fiber-optic canopy to transport outside light to a 'Healing Bed'. Other applications include a system to transform interiors in response to the atmospheric/lighting conditions outside; a 'sense of time' table with its own subtle shadow effect, and a 'room with a view' which uses fiber-optic conduits and light-diffusing crystals to channel dynamic lighting from outdoors into windowless spaces.



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Footnotes 16 and 17 refer to the availability for sale

In the other footnotes you find the official product names that have received the awards.

<sup>1</sup> Headband headphone SHL5800

<sup>2</sup> Fidelio Docking Speaker DS9000

<sup>3</sup> 5.1 High Performance Home Theater System HTS9520

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- <sup>4</sup> Soundbar Home Theater with Ambisound HTS9140
  - <sup>5</sup> Universal USB Solar Battery Pack DLM2263
  - <sup>6</sup> BDP7500 Blu-ray Player
  - <sup>7</sup> LCD TV Cinema 21:9 58PFL9955H/12
  - <sup>8</sup> Eco LED Series TV 42PFL6805H/12
  - <sup>9</sup> Daily Duo FC6161
  - <sup>10</sup> Sync and Charge Cable with FlexAdapt DLC2407
  - <sup>11</sup> DECT Phone CD68X
  - <sup>12</sup> SensoTouch3DRQ1290
  - <sup>13</sup> Headroom QC5550
  - <sup>14</sup> Speedstar BGP323
  - <sup>15</sup> Philips FreeStreet was submitted under the name Starry Sky
  - <sup>16</sup> Only available for sale in U.S. and Canada
  - <sup>17</sup> Design Probes – Metamorphosis – cluster Air
  - <sup>18</sup> Design Probes – Metamorphosis – cluster Light