

## Press Information

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### **AUREA BY PHILIPS: SEDUCING THE SENSES**

In August, Philips unveiled Aurea, the ultimate entertainment experience that combines hints of seduction and desire together with luxury design and captivating light. Marking a departure from the world of television as we know it today, Aurea creates an experience that is cinematically immersive, allowing the viewer to escape from daily life.



Photograph by Vincent Peters

#### **A campaign of seduction and desire**

The Philips campaign, 'Seduction by Light,' powerfully reflects the full Aurea experience by partnering with the few that have mastered the use of light in the film and fashion worlds. Photographer Vincent Peters, Alber Elbaz for Lanvin, and Paris-based jewelry designer, Lorenz Baumer join film director Wong Kar Wai to create a campaign that uses the concept of seduction by light as inspiration.

#### **A design masterpiece**

Aurea not only represents the future in visual entertainment, but is an iconic design icon that will change the way consumers view their home entertainment devices. Whether switched on or off, the Aurea has been designed to completely blend into the home interior environment. The Aurea is a true example of the Philips vision that the home of the future will look more like the home of the past – when technology was less obtrusive - than the home of today. When the Aurea is switched on, it provides a seamless immersive viewing experience, while when it is switched off, it has a harmonious, high-end feel to it and blends into its surroundings.

Recognizing that picture quality is no longer the differentiator in the television market, the Aurea by Philips creates a new holistic viewing experience by reducing the break between content and experience, incorporating superb picture quality, invisible sound, and the creative use of lighting. Using a special active light frame, the final barrier between the picture and the projected Ambilight effect is eliminated. Moreover, the Aurea is both horizontally and vertically symmetrical and provides fantastic sound without visible, intrusive speakers.

Developed by the award-winning Philips Design, the innovation behind Aurea was driven by research that demonstrated consumer need for a non-intrusive television that radiates high value and fits well into a home environment when switched off. When switched on, it should still belong to the interior but provide a pure immersive entertainment experience.

Stefano Marzano, CEO and Chief Creative Director at Philips Design said, "People are ready for technology to be less obtrusive. They want to surround themselves with attractive objects that have personal meaning or that contribute to the harmony of their environment." The design of the Aurea picks up cues from the home interior to enable it to blend into the environment, whether on or off, while still representing a status symbol.

Please visit [www.philips.com/aurea](http://www.philips.com/aurea) for more details.

#### About Royal Philips Electronics

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