

Press Information

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INTELLIGENT WATER PURIFIER – BACKGROUND INFORMATION

The World Health Organization (WHO) estimates that over 1.2 billion people have no access to clean drinking water, while water consumption has increased at twice the rate of world population growth during the last century. Water-related diseases account for over 80 percent of all deaths in developing countries. Waste water is often treated through chlorination which produces harmful by-products that can potentially damage ecosystems.

Philips offers UV light purification solutions to produce purer water, safely and economically without the addition of chemicals. We have extensive experience in using this technology in equipment for hospitals, bacteriological research laboratories, pharmaceutical institutions, food processing industries, drinking and waste water treatment, air conditioning systems, etc.



Ultraviolet water purification works by irradiating water by a powerful UV (ultraviolet) lamp. It works virtually instantly, leaving no residues in the water and does not require any potentially dangerous chemicals. The UV lamps are built into filter units by manufacturers specialized in water treatment systems. A complete filter unit typically has a multistage construction including a UV lamp and a conventional mechanical filter. Philips makes UV water purification possible with a range of special lamps, ballasts and sleeves that are designed to fit into filter units. The easy-to-use, easy-to-install technology promises to free communities from the threat of water borne diseases, caused by micro organisms such as bacteria and viruses.

The Philips Intelligent Water Purifier is a state of the art, advanced UV Water Purifier. Not only does it ensure pure and safe water always, it has features that deliver convenience to the consumer. The Intelligent UV Water Purifier was successfully launched in India May 2007.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lighting and consumer lifestyle, delivering people-centric, innovative products, services and solutions through the brand promise of “sense and simplicity”. Headquartered in the Netherlands, Philips employs approximately 123,800 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2007, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, as well as lifestyle solutions for personal wellbeing. News from Philips is located at www.philips.com/newscenter.