

Press Information

24 April, 2008

AMSTERDAM CITY COUNCIL AND PHILIPS DEPLOY LATEST LED STREET LIGHTING TO REDUCE ENERGY CONSUMPTION BY UP TO 51%

Amsterdam, The Netherlands – Amsterdam city council and Royal Philips Electronics are to start a trial with LED street lighting, named UrbanLine. This state-of-the-art innovation promotes the economical use of energy. On 21 July Amsterdam will become the first major city in the world to install Philips' latest LED street lighting innovation. Based on criteria of sustainability, reduction in energy consumption and lighting requirements, the city of Amsterdam will determine the further rollout the application. The LED street lighting will be illuminated along the path outside the town hall/Muziektheater opera house.

By replacing the existing compact fluorescent (PLL) street lighting with the UrbanLine LED innovation, energy efficiency can be improved by up to 51%. As part of its environmental policy plan, Amsterdam city council has pledged to reduce the city's energy consumption as much as possible and is committed to further expanding the introduction of energy-efficient street lighting. Philips estimates that if all the PLL lighting in The Netherlands were to be replaced by Philips UrbanLine an energy saving of at least 30% would be achieved, equivalent to 1650 tonnes of CO₂ or a forest the size of 17 football pitches. Philips thus expects that 12% of all its lighting sales in the Benelux countries will be LED lighting by 2010, compared with 5% in 2007.

This trial is an important step for Amsterdam city council. "New technologies have made lighting applications much more sustainable, which we want to take advantage in the coming years. Of course we do also need to ensure that social welfare and safety remains take care of", says Tjeerd Herrema, Municipal Executive councilor for Traffic, Transport and Infrastructure in his comments about the partnership.

Philips is also increasing its focus on energy-efficient lighting, particularly LEDs. "The fact that the city of Amsterdam immediately wanted to test this application illustrates that there is a commitment to making great strides in terms of energy efficiency", says Frank van der Vloed, General Manager of Philips Lighting Benelux. "We are proud to be partnering Amsterdam city council, as this also shows the role that Philips can play in enabling local councils to reduce their carbon footprint through LED lighting solutions."

As well as the significant benefits in terms of energy efficiency, UrbanLine will also increase the amount of light output from an average of 7.5 to 8 lux. The cycle path, not the square itself, will be lit, thereby further enhancing the safety of Amsterdam's road users. The specially designed LED luminaire will also ensure minimal environmental light pollution and optimal light output. It is the first time in The Netherlands that a street will be lit with LEDs, which emit a warm, white colour, with perfect colour rendering and visual distinguishability. The new street lighting will therefore also conform to Netherlands Practical Directives (NPR)/police certification requirements/standards.

Philips UrbanLine street lighting was recently introduced at Light + Building in Frankfurt and comprises a wide range of systems – from cycle paths and pedestrian areas to functional street lighting – to suit the various requirements of municipalities and their residents.

The new UrbanLine street lighting will be on show in the town hall from 25 April until the end of July before the trial installation takes place. Following the worlds first in Amsterdam, UrbanLine will also be installed by 25 other European towns.

Amsterdam city council intends to encourage innovativeness for a sustainable city in a wide range of areas, both independently and in conjunction with partners. For example, on 1 April councillor Herrema and some Amsterdam companies signed a statement of intent for a sustainably mobile Amsterdam and set up a platform for sustainable mobility. One of the objectives of this is to support and develop projects with which a wide variety of forms of sustainable mobility are stimulated.

As part of its energy-saving policy, Amsterdam city council is focusing on public lighting, both now and in the years to come. Here are some examples:

- **Lamps and luminaires.** Some 'old' types of lamp require a warm-up time to reach their full light intensity. By replacing them with lamps that do not require this **warm-up time**, an energy saving of 0.6% can be achieved
- **Time of switching on and off.** Every day public lighting is switched on and off remotely. The lights are switched on in the afternoon/evening when a certain level of darkness makes this necessary so as to provide a safe light level for public spaces; they are switched off in the morning as early as it is safe to do so. A recent refinement to the measuring system gives an energy saving of 1.5%.

Partly at Philips' initiative, research is being done this year to find out what additional technological options for saving energy there are, what effect can be achieved with them and what early investments such technologies would entail. Examples are:

- **Dimming lighting.** At the end of 2008 a number of trials will be started involving dimming public lighting. Dimming saves energy and reduces possible light nuisance and pollution.
- On the **Hoofdnet Auto** (main road network) a so-called 'customised lighting' system is to be introduced, in which the light level is adjusted according to the traffic intensity and weather conditions. If, say, traffic intensity is low and the weather conditions are good, it is 'unnecessary' to have the public lighting on 'at full level'.

For more information, please contact:

Philips Nederland
Morven Mackinnon
Tel.: +31 40 27 86157
E-mail: morven.mackinnon@philips.com

Gemeente Amsterdam
Gertjan Bennink
Tel: +31 20 556 5115
E-mail: g.bennink@ivv.amsterdam.nl

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 134,200 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.