



MARK HERRING LIGHTING

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PHILIPS LED REPLACEMENT BULB RECOGNIZED AS ONE OF THE BEST INVENTIONS OF 2009

Philips Electronics have announced that their recently revealed LED replacement for the common household bulb was named one of the 'best inventions of 2009' by TIME magazine. The lamp was Philips' entry to the Department of Energy's Bright Tomorrow Lighting Prize competition, the first and only such entry submitted to the Department of Energy to date (US).

The TIME 'best inventions team' included this Philips invention on the list because of the significant technological developments that were achieved to deliver breakthrough product capability previously unseen from an LED light bulb. Under the heading The \$10 Million Light bulb, the editors declared with the flick of a switch, Philips Electronics may have just dramatically lowered America's electric bill, noting Philips' LED bulb emits the same amount of light as its incandescent equivalent but uses less than 10 watts and lasts for 25,000 hours or 25 times as long.

"This is a very exciting time for the lighting industry. We are demonstrating that LED solutions are now viable for mainstream lighting, and we're thrilled that Philips has been recognized by TIME, given the years of significant investments we have made in LED technology," said Kevin Dowling, Vice President of Innovation at Philips Colour Kinetics. "This lighting breakthrough demonstrates what we can accomplish when previously independent businesses work together, providing consumers with a quality light source while reducing energy consumption."

Developed by a truly global team of experts from Philips' LED businesses across The United States, The Netherlands and China, this lamp represents an important milestone in consumer LED lighting solutions. As part of the Prize competition, the lamp is currently undergoing comprehensive evaluation, including performance testing conducted by independent laboratories, field assessments conducted with utilities and stress testing under extreme conditions.

Following this testing and assessment, Philips intends to bring the LED replacement to market, at which time the lamp is expected to use 20% of the energy of an incandescent, while providing the same quality of light consumers have come to know and expect.