

Press Information

May 24, 2006

Philips Lumileds LUXEON® Flash Technology Delivers More Light than Xenon-Solutions for Better Camera Phone Imaging

Philips Lumileds Lighting Company (Philips Lumileds), the leading provider of mobile phone camera flash LEDs, working with image sensor manufacturers and handset manufacturers, has demonstrated LUXEON® Flash performance that exceeds any phone-based Xenon flash performance. With light output of 1.0 lux sec. at 3 meters, compared to 0.67 lux sec. for a Xenon solution, LUXEON® Flash LED technology delivers the necessary light for high quality imaging. Philips Lumileds flash technology will help move cell phone camera image capture capabilities closer to those of digital still cameras. Functional LED flash technology first introduced by Lumileds in 2004 continues to improve as the company makes technology advances.

“We continue to work with carriers and handset manufacturers and image sensor providers on the next generation of cell phone imaging devices,” said Julian Carey, Product Manager. “With LUXEON® Flash LEDs, illumination of 30 lux or better at 2 meters and beyond is already enabling superior image capture capability for users. The extremely small size and low voltage requirements compared to Xenon solutions make LUXEON® Flash an easier and more efficient solution and maximizes overall performance and battery life of the camera phone.”

LUXEON® Flash LEDs combine the industry’s highest light output with patented technology that delivers uniform white light from the flash device. “With LUXEON® Flash, it’s possible to deliver images that have consistent color resolution across the entire image,” said Julian Carey. “Other white LEDs introduce color variation that lowers image quality. As the image sensors get better, this variance will be more noticeable”

Lumileds’ LUXEON® Flash LEDs are available as a surface mount LED or as a module with a lens to simplify engineering. Built in Electro Static Discharge (ESD) protection and Lumileds proprietary phosphor coating technology ensure the quality and consistency of the light, which is critical for superior imaging.



About Philips Lumileds Lighting Company

Philips Lumileds Lighting Company is the world's leading high-volume manufacturer of power LEDs and a pioneer in the use of solid-state lighting solutions for everyday purposes including automotive lighting, camera flash, LCD televisions, portable lighting and general lighting. The company's patented LUXEON® Power Light Sources are the first to combine the brightness of conventional lighting with the small footprint, long life and other advantages of LEDs. Philips Lumileds also supplies core LED material and LED packaging, and manufactures billions of LEDs annually. The company is headquartered in San Jose, California, with operations in the Netherlands, Japan and Malaysia and sales offices throughout the world. For more information, contact Philips Lumileds Lighting Company at 408-435-6111 or visit www.philipslumileds.com.

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is one of the world's biggest electronics companies and Europe's largest, with sales of EUR 30.3 billion in 2004. With activities in the three interlocking domains of healthcare, lifestyle and technology and 159,709 employees in more than 60 countries, it has market leadership positions in medical diagnostic imaging and patient monitoring, color television sets, electric shavers, lighting and silicon system solutions. News from Philips is located at www.philips.com/newscenter

#

For Further Information:

Steve Landau
Philips Lumileds Lighting Company
+1 408 964 2695

Jason Ovitt
S&S PR
+1 847 415 9326

Rachel Builder
Context PR
+44 (0) 1625 507207

