

## Press Information

July 10, 2007

### **LUXEON® Rebel sets new performance levels: 90 and 100 lumen minimums at 350mA available now**

San Jose, CA — LUXEON Rebel LEDs delivering minimum flux levels of 90 lumens and 100 lumens of cool-white light are immediately available. Philips Lumileds has pre-positioned volumes of product worldwide with Future Lighting Solutions so that anyone, anywhere, can order min 90 and/or min 100 parts for immediate delivery and begin developing lighting solutions with the brightest and most efficient power LED light sources available. The new parts extend the product family to include minimum 70, 80, 90, and 100 lumen parts. Each of these LUXEON Rebel LEDs incorporates the company's new Thin Film Flip Chip (TFFC) technology which allows light output to be maximized.

“Customers sampling the minimum 90 lumen and minimum 100 lumen parts over the last few months are convinced that Luxeon Rebel's performance will enable new product opportunities; and we are certain that these parts will deliver substantial new design activity,” said David Eastley, Product Manager. “LUXEON Rebel has been extremely well received by the lighting community because of its small size, performance and value it delivers. No product is easier to work with. Luxeon Rebel has the most detailed reliability information. Design confidence is critical too and therefore we provide useful minimum performance data as opposed to ‘typical’ or ‘up to’ output numbers that aren't useful in the design process,” said Eastley.

Introduced in March 2007, LUXEON Rebel has already sold more than 1 million units making it the fastest growing product line for lighting applications in the company's history. Philips Lumileds continues its process of creating product and part numbers based on flux performance. This greatly simplifies the product selection process for lighting engineers and designers who may not be familiar with the flux binning methods that semiconductor companies use to differentiate LEDs.



### **Availability**

Luxeon Rebel minimum 90 lumen and minimum 100 lumen parts are available from Future Lighting Solutions. A portion of the available-to-sell inventory is online and can be accessed and purchased worldwide at [www.futurelightingsolutions.com/100](http://www.futurelightingsolutions.com/100). Additionally, local account managers can support requests for immediate product delivery for these and other LUXEON LEDs.

### **About Philips Lumileds Lighting Company**

Philips Lumileds Lighting Company pioneered power LED technology and is the world's leading provider of power LEDs for everyday lighting applications. The company's recent records for light output, efficacy and thermal management are direct results of the ongoing commitment to advancing solid-state lighting technology and enabling lighting solutions that are more environmentally friendly, help reduce CO<sub>2</sub> emissions, and reduce the need for power plant expansion. Philips Lumileds' LUXEON LEDs are enabling never before possible applications in the automotive, imaging, display, general lighting, and signage markets. More information about the company's products and technologies can be found at [www.philipslumileds.com](http://www.philipslumileds.com).

### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a global leader in healthcare, lifestyle and technology, delivering products, services and solutions through the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 124,300 employees in more than 60 countries worldwide. With sales of EUR 27 billion in 2006, the company is a market leader in medical diagnostic imaging and patient monitoring systems, energy efficient lighting solutions, personal care and home appliances, as well as consumer electronics.

News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

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