

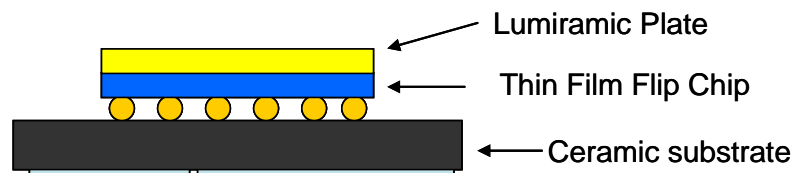
Press Information

August 07, 2007

Philips Lumileds' Lumiramic™ phosphor technology will deliver significantly simpler white color binning making luminaire design and manufacture easier.

San Jose, CA — Philips Lumileds today introduced a new phosphor technology, Lumiramic, developed jointly by the company's Advanced Laboratories in San Jose and Philips Research in Europe. Lumiramic phosphor technology enables targeted production of white LEDs to specific correlated color temperatures (CCT) on the black-body curve resulting in high volume availability in the most desired color temperatures. Utilizing Lumiramic phosphor technology, Philips Lumileds may reduce the number of fine bins at a given CCT by 75% or more. This will greatly simplify the efforts of the lighting community which has asked the LED industry to reduce the variation in white LEDs and more effectively enable luminaire to luminaire consistency. Eliminating complex binning schemes, ensuring consistent high-volume supplies of white LEDs on the black-body curve, and making it easier than previously imagined to meet future Energy Star guidelines are just some of the efforts Philips Lumileds is undertaking to facilitate and speed the development of never before possible lighting solutions.

Lumiramic phosphor technology utilizes a ceramic phosphor plate and the company's new Thin Film Flip Chip (TFFC) technology. TFFC



technology, recently introduced in Luxeon Rebel, is the only thin film process that removes the anode and cathode from the light output path and provides an unobstructed plane to which the Lumiramic plate can be applied. This optical alignment is not possible with other thin film technologies. The technology is already being incorporated into the company's LED automotive headlamp products, so that the auto industry's stringent color consistency requirements are met easily and through a completely scalable manufacturing process.



“Philips Lumileds is vertically integrated meaning we develop, manufacture and use our own chip, phosphor and packaging technologies. Thus our scientists and engineering teams have the unique ability to direct our efforts with the intent that advances in one area are not just supported by other technologies, they are designed to work in conjunction with advances in each of the other technology areas,” said Frank Steranka, Executive Vice President of Research & Development. “TFFC and Lumiramic are a perfect example of two technology advances that independently provide great value to the market but together, enable an entirely new level of lighting performance. Lumiramic and TFCC were two of the key technologies used to achieve the 115 lm/W performance announced earlier this year and we continue our work on the remaining technologies that will take our performance to these levels and beyond.”

The Lumiramic plates are being manufactured at Philips phosphor factory in Maarheeze, The Netherlands. Philips Lumileds will introduce Luxeon products with Lumiramic phosphor technology in early 2008 and will begin sampling programs with customers in the lighting community in the fourth quarter of 2007.

Philips Lumileds pioneered power LED technology and is the world’s leading provider of power LEDs for lighting applications. The company’s 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 CO₂ emissions, and reduce the need for power plant expansion. Philips Lumileds’ Luxeon LEDs are enabling never before possible applications in the automotive, digital imaging, display, projection, and general lighting markets. More information about the company’s products and technologies can be found at 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 125,800 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.

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