

## Press Information



September 14, 2009

### **PHILIPS EARNS THE ENERGY STAR FOR eW DOWNLIGHT POWERCORE**

*Also introduces eW Cove QLX Powercore – award-winning white LED light for everyday applications*

**SEATTLE, WA – 2009 NECA CONVENTION AND TRADE SHOW** – Philips Color Kinetics announced today that its eW® Downlight Powercore LED fixture (65° beam angle, 2700 K and 4000K only) has been awarded the ENERGY STAR label. Meeting the strict efficiency and performance criteria set forth by the U.S. Environmental Protection Agency and the U.S. Department of Energy, eW Downlight Powercore demonstrates that energy-efficient, simple-to-use LED lighting fixtures are available now, without sacrificing quality of light.

To meet ENERGY STAR qualifications for both residential and commercial applications, LED fixtures need to use 75% less energy and last 35 times longer than comparable incandescent light fixtures, while providing exceptional color quality. eW Downlight Powercore — a low-profile LED downlight — surpasses these measures consuming 80% less energy and lasting 40 times longer than incandescent alternatives.

Compared to its incandescent and halogen counterparts, eW Downlight Powercore also boasts long source life, operational efficiency, durability, and a cool beam of light with no IR or UV emissions. Powered directly by line voltage to simplify installation, and compatible with commercially available ELV-type line voltage dimmers, eW Downlight Powercore is easily adapted to existing lighting infrastructures. (Available now)

Also at the National Electrical Contractor Association's (NECA) annual trade show, Philips Color Kinetics will unveil its newest fixture, eW Cove QLX Powercore. This new high-performance cove light was recently named LED Cove Lighting winner for the American Lighting Association's 2009 "Lighting for Tomorrow" competition, which seeks the best, white-light LED fixtures for general illumination, judged on lighting performance, style, and energy efficiency.

An elegant, linear LED cove lighting fixture, eW Cove QLX Powercore delivers high-quality, uniform white or single color light. With output of up to 300 lumens per foot, long lifetime, superior energy efficiency, and virtually maintenance-free operation, this fixture represents a viable and affordable alternative to traditional fluorescent and incandescent cove lighting sources. eW Cove QLX Powercore offers extraordinary design flexibility with four color temperatures ranging from 2700 K to 4000 K, four fixed colors, wide and medium beam angles, and two lengths. (Available Q4 2009)

These two fixtures, along with other Philips Color Kinetics LED lighting fixtures on display at NECA (booth 631), demonstrate how LED technology can be applied in a

variety of applications. From advanced systems for dynamic installations to simplified fixtures for everyday applications, Philips Color Kinetics offers solutions that are easy to use and install, and that require little maintenance.

Digital images available upon request.

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#### **About Philips Color Kinetics**

Philips Color Kinetics transforms environments through dynamic and more efficient uses of light. Its award-winning lighting systems and technologies apply the benefits of LEDs as a highly efficient, long lasting, environmentally friendly, and inherently digital source of illumination - reinventing light itself as a highly controllable medium. Headquartered in Burlington, MA, USA, Philips Color Kinetics is the leading center of innovation and product development for Philips' global LED lighting systems business. The organization also enables widespread adoption of LED lighting through OEM partnerships in diverse markets. More information is available at [www.colorkinetics.com](http://www.colorkinetics.com).

#### **About Royal Philips Electronics**

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified Health and Well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity". Headquartered in the Netherlands, Philips employs approximately 116,000 employees in more than 60 countries worldwide. With sales of \$38 billion in 2008, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in flat TV, male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).