

Press information

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Philips organizes new, expanded edition of 'Transitions' road show to demonstrate creative potential of architectural lighting solutions

Eindhoven, The Netherlands - Royal Philips Electronics (AEX: PHI, NYSE: PHG) today announced the start of 'Transitions II', a road show featuring new exhibits by leading architects and lighting designers. Invited by Philips, they express their creative visions on architectural lighting solutions.

The event is a follow-up to the highly successful 'Transitions: Light on the move', which toured 9 European countries throughout 2005 and 2006, attracting some 3,000 visitors, and will be partly on display in New York and Dubai this year.

'Transitions II' exemplifies Philips Lighting's strong ambition towards innovative projects and its ongoing commitment to support its creative partners with innovations and expertise in architectural lighting.

Expanding the scope of the road show, 'Transitions II' also features five containers – especially for wholesalers and installers – which focus on new trends in various key areas of the lighting market of today and tomorrow.

Exhibiting their designs and installations at 'Transitions II' will be:

- Henning Larsens Tegnesteue – Copenhagen, Denmark
- Architecture Studio and Grandeur Nature – Paris, France
- BDP – London, UK
- Fabio Novembre – Milano, Italy
- ONL – Rotterdam, the Netherlands
- Lichtkunstlicht – Berlin, Germany
- Treusch architecture – Vienna, Austria
- Mansilla + Tuñón Arquitectos – Madrid, Spain

Anissa Abbou, responsible for Architectural Lighting within Philips, explains the thinking behind 'Transitions II': "Our desire to stretch the frontiers includes visionary projects like 'Transitions', which highlight the architectural application of our lighting systems. This new, expanded edition of the road show will again enable us to show our creative and industry partners that we can help them turn their ideas into reality."

‘Transitions II’ will be in Rotterdam from the 19th to the 27th of May 2007. The road show will take off in Italy, Milano, in April and will also be visiting Belgium, Denmark, Finland, France, Germany, Poland, Spain and United Kingdom in 2007 and 2008.

For further information (editors only)

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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 126,000 employees in more than 60 countries worldwide. With sales of EUR 30.4 billion in 2005, 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