

PHILIPS SSL LIGHTING

SAVE ENERGY+ SAVE MONEY

APPLICATION SEGMENTS

HOSPITALITY

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sense and simplicity

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What can we do with lighting?

- 17 - 20% of the world's energy costs are towards Lighting
- More than 80% of current lighting in use in the world is based on antiquated technology which consumes more energy and indirectly causes more CO² emissions
- Even if we convert 20% of the current lighting to energy efficient lighting, we will save nearly 50 Billion Euro globally in energy costs

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What can we do with lighting NOW?

- More energy efficient and environment friendly technologies exist than are currently used.
- Latest lighting solutions can help save our environment.
- Hazardous materials in lamps (Mercury) also have to be kept within limits to prevent polluting our ecosystems.
- Energy efficient and environment friendly lighting solutions are not only good for the planet, they also save money.



Delighting guests

Philips Lighting solutions designed to meet hotel needs

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MASTER LED range

“Energy saving without the disadvantages”



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MASTER LED range

Line up

General lighting LED spot lamps & bulbs based on Philips Lumileds™ Rebel® LEDs

CW & WW

Indoor (230V)

E27 , GU10

(&B22)



GU10 Spot E27/NR63 Spot E27/A55 Bulb
Beam angle 25 & 40 Beam angle 25 & 40



First shipments ETD China
May 2008

MASTER LED 7W Rebel

155 lm WW 3100K

230 lm CW 4200K

Spot 25 & 40 degree beam

x4 Lumileds Rebel LED

2650K available from July

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MASTER LED range

Proposition & USP – Spot lamps

I want to reduce the energy consumption in my establishment, avoid high maintenance cost and contribute in saving the environment! The Philips MASTER LED range provides a real low maintenance solution which combines the advantages of GLS and CFL lamps, yet with additional long life.



Unique selling points vs. **Halogen**

- Energy saving (up to **80% energy saving**)
- Long lifetime (**45.000 hours**)
- Less maintenance costs
- No **UV or IR** radiation
- **Cool** beam

Unique selling points vs. **CFLi**

- Clearly **defined beam**: all the light in the intended direction
- Less maintenance costs
- Environmental friendly, **no mercury!**
- **Instant start** (switching with sensor possible)



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Proposition & USP E27 Bulb

Reasons to add this lamp in our current portfolio:

- Philips is leading in green switch. An image is being created as innovator on **environmental friendly** solutions. This lamp will enable us to increase this image!
- Competition is growing every day with a lot of PR
- **Opportunities:**
 - CO² reduction targets of institutions/government buildings/offices
 - Governmental Energy programs to subsidize the purchase of the lamps for consumers
 - Lamp design is new opportunity for specifiers

Unique selling points

- Energy saving (up to 80% energy saving compared to incandescent)
- Low maintenance costs
- Environmental friendly, **no mercury**.
- No UV or IR radiation
- **Long lifetime** (45.000 hours)
- **Instant start** (switching with sensor possible)



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MASTER LED range

Features to Benefits

- **Energy Saving**
Low energy consumption: Up to 80% energy saving compared to standard dichroic low wattage halogen lamp and gls spot lamps.
- **Low Maintenance costs**
Long life 45.000 hours compared to traditional halogen and Incandescent spot lamps
- **Scene Setting**
High efficacy beam with a clearly defined beam spread
- **Harmless Light**
No UV and IR, objects lit with these lamps will not get affected by the light
- **Environmental friendly**
No mercury or any other hazardous substances
- **Ease of Installation**
Total range is compatible on existing lamp fittings



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Environmental positioning

- All materials to fulfill European Directive 2002/95/EC on the restriction of the use of certain hazardous substances (RoHS)
- Mercury free
- Electronics & PCB: Lead free solder and components.
- Lamp contacts: Lead-free soldering
- Low power consumption: 6,3 W nominal (with power factor =0.5)



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Green Flagship

- Green Flag ship positive score on...
 - Energy Consumption
 - Lifetime reliability
 - Hazardous substances



- *Packaging*
- *Product dimensions*
- *Recyclability*

pending
pending
pending



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Competitive positioning – GU10 Comparison



2 x 35W
Halogen



2 x 6.3W
Rebel LED



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First pilot: hospitality



Sofitel Cocagne
Eindhoven, The Netherlands

Total 4000 pieces GU10



Incandescent-bulb-free hotel

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First pilot: office



Twin towers KIO
Madrid, Spain

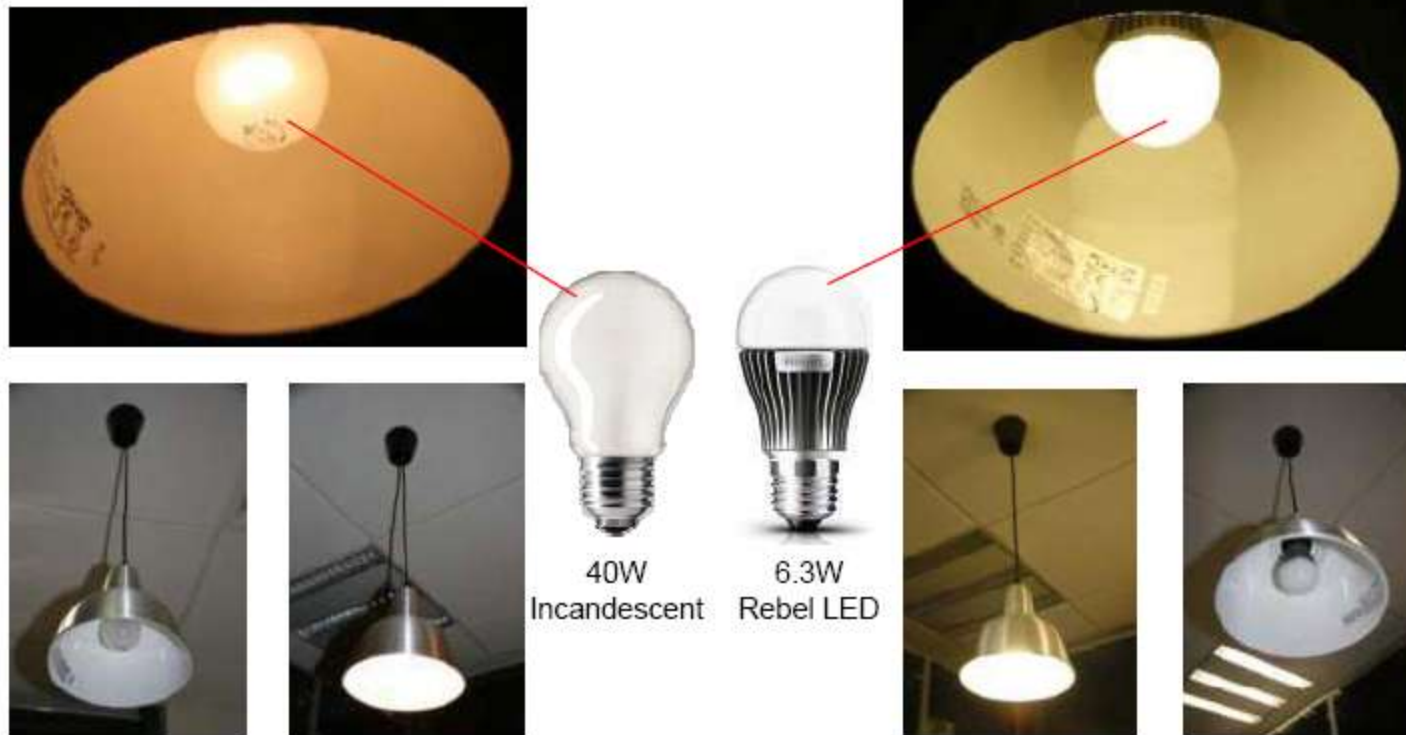
2200 pieces from Twistline
50W to MASTERLED 6.3W



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Competitive positioning – E27 Bulb Comparison



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Competitive positioning – Comparison

| Lighting Solution | Components | Total Power | Average Life |
|-------------------|--------------------------------|-------------|--------------|
| Traditional | 35W Halogen + 40W Incandescent | 75W | 1500hrs |
| Modern LED | 2x 6.3W Rebel LED | 12.6W | 45000hrs |



LEDO-High efficiency sustainable solution

Philips LED Downlight - BBS 145 with Fortimo DLM

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General Description

The highly energy efficient LEDO makes it possible to achieve extremely low power consumption without sacrificing light quality in general lighting applications.

Consuming only 18W (including driver), it enables upto 50% energy saving compared with conventional CFL downlights. LEDO feature latest LED technology and delivers consistent light output, stable color performance and high color rendering

Features and benefits

- Unique remote phosphor technology generating 4000°K white light
- CRI \geq 80
- Luminaire Efficacy of >60 lm/W
- 50000 Hours lifetime (Constant Lumen Output)
- Die Cast Aluminum housing serving as heat sink
- Sandblasted bright anodized reflector
- Supplied with power unit
- Interchangeable Front Ring attachment to match your changed interior decoration

Applications

- General room lighting - Reception, Conference Room & Cabin
- Corridor lighting
- Staircase lighting
- Shops

Installation

- Designed for 185 mm cut-outs for easily replacing existing 2x18W conventional downlight
- Professionally designed clips for easy access

| Applicaton | Details | Application Areas |
|------------|---------|-------------------|
|------------|---------|-------------------|



General Room Lighting

E(ave) on wall @ spacing 1.2 m
 Requirement >100 lux
 2 x 18W CFL 168 lux
 LEDO 177 lux

Entrances
 Receptions
 Canteens
 Restaurants
 Waiting rooms



Corridors 2.4m wide

E(ave) on floor @ spacing 1.8 m
 Requirement >100 lux
 2 x 18W CFL 99 lux
 LEDO 104 lux

Offices
 Hospitals
 Hospitality
 Schools

Applicton

Details

Application Areas



Staircase

E(ave) on floor

Requirement >150 lux

2 x 18W CFL 147 lux

LEDO 148 lux

Staircase Landings

Mid Landings



Elevator Waiting Area

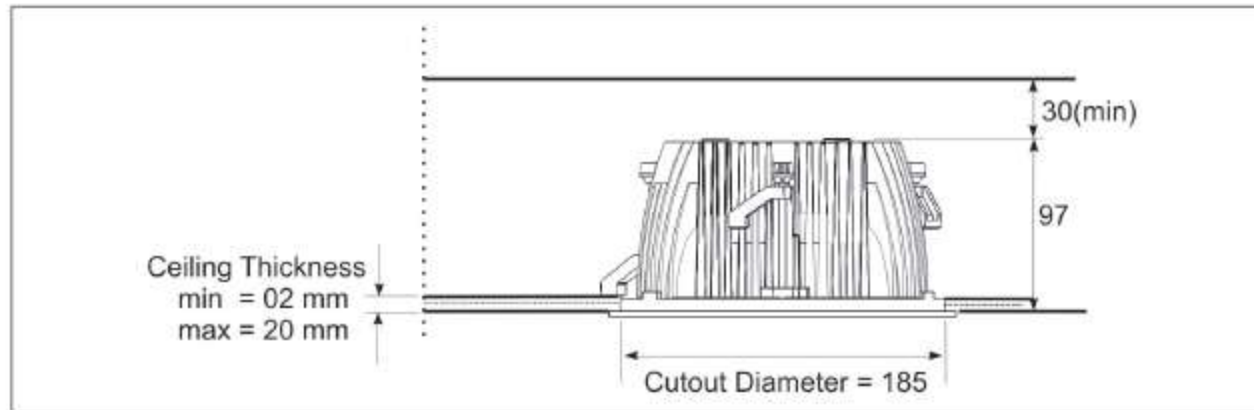
E(ave) on floor @ spacing 1.8 m

Requirement > 150 lux

2 x 18W CFL 152 lux

LEDO 163 lux

Dimensions (mm)



Technical data

| Type | Light Source | Nominal Voltage (V) | Power Consumption | Ambient Temp |
|-------------------------------------|--------------------------------|------------------------|---------------------------|--------------------|
| BBS145 1xDLM1100/840 PSU-E 220-240V | Fortimo DLM Module 4000K | 220 – 240V AC 50 Hz | 18W (Including Driver) | 0°C To +45°C |

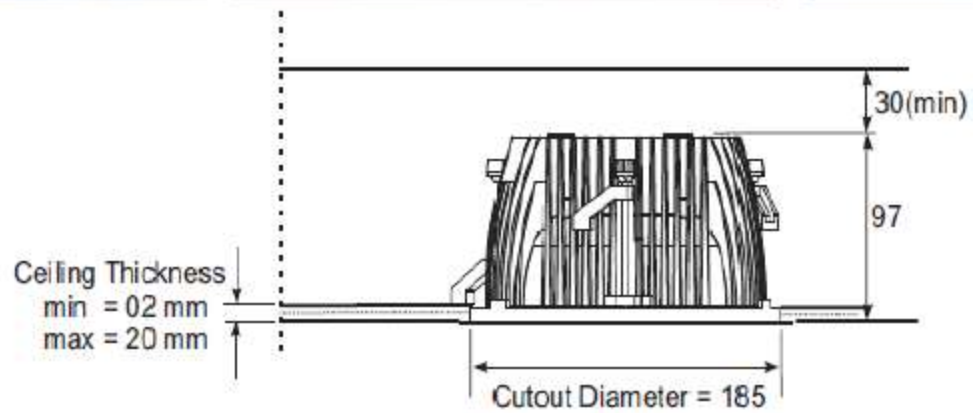
Ordering Data

| Type | 12 NC | Quantity per box | Dimension (mm) | Net Weight(kg) | Gross Weight(kg) | Volume (m ³) |
|-------------------------------------|--------------|------------------|----------------|----------------|------------------|--------------------------|
| BBS145 1xDLM1100/840 PSU-E 220-240V | 919515810007 | 4 | 510x510x185 | 1.6 | 9.3 | 0.05 |

NB – Specifications subject to change without notice

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Philips LEDO



LEDO – Product Overview

Proposition



Comparable to 2x18W CFL
Downlight
Green LED Product
Saves Energy & Money
Easy to install

Targets



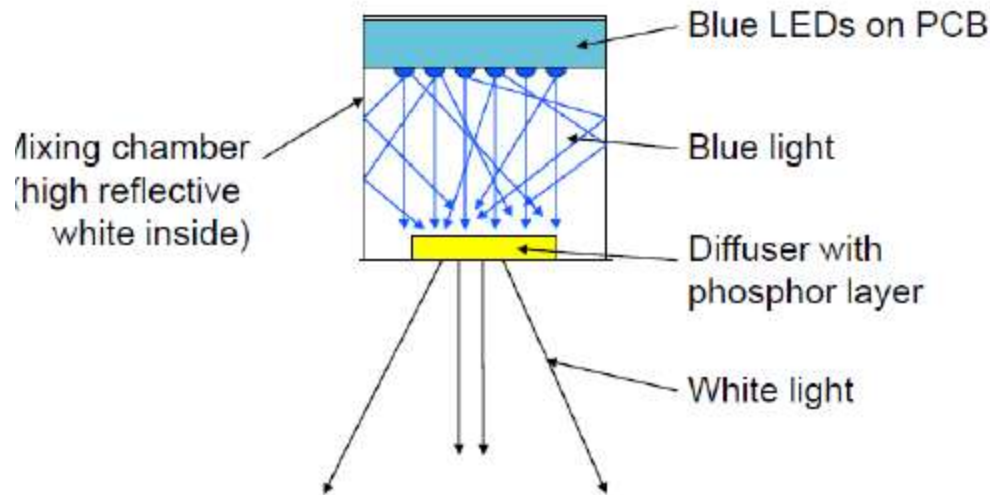
Offices – Meeting Rooms
Green Buildings
Retail – Sales Area
Hospitality – Reception Lobby
Healthcare – Corridors
Airports – Waiting Area

Benefits

Energy efficient solution (>60lm/W for the luminaire) for general lighting vs CFL based downlights
Advanced remote phosphor technology with better CRI ≥ 80
Smaller Size – 185mm Cut-out similar to conventional downlight
Die Cast Aluminum housing serving as heat sink for optimum performance
Sandblasted bright anodized reflector for higher L.O.R.
Interchangeable Front Ring attachment
Easy to Install

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Remote Phosphor Technology



Blue light from LEDs is mixed in high reflective mixing chamber and incident on a diffuser with phosphor layer.
Blue light is thus converted into high quality white light

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Design Features



Curved shape & elaborate finish gives hi-tech look



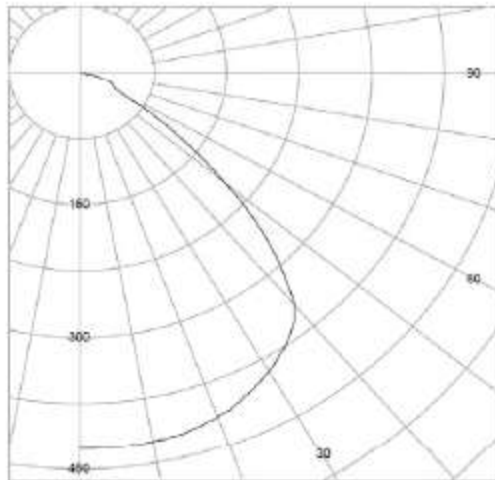
Professional designed clips for easy access



Changeable front ring to match interior decoration

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LEDO - Specifications



4000K

| Type | BBS145 1xDLM1100/840 PSU-E 220-240V |
|---------------------|-------------------------------------|
| Light Source | Fortimo DLM Module |
| CCT | 4000°K |
| Power Consumption | 18W (Including Driver) |
| CRI | 80 |
| Operating Voltage | 220 – 240V / 50 Hz AC |
| Ingress Protection | IP 20 |
| Weight | 1600 gms |
| Lifetime | 50000 hours |
| Ambient Temperature | -20°C < Ta < +45°C |

Facades

- Identity creation
- Attracting people
- Communication
- Energy saving / sustainability
- Night-preservation / no light pollution

Dream Mall, Taiwan



Sky City Casino

Sydney



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Ball Rooms



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Ball Rooms



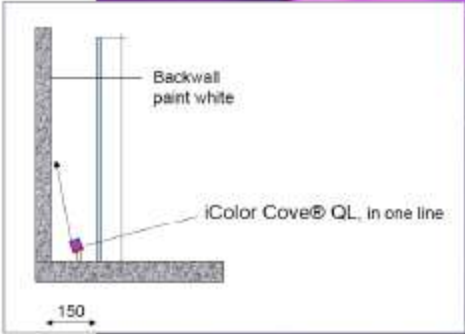
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Ball Rooms



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Pubs



36 Degree Bar, Sydney
iColor Cove QL

Confidential

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Pubs



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"LED lighting met all our expectations. We can now organise special events knowing that we can use lighting to support the theme of the occasion."

Jasper Smidhorst and René Looze, owners of restaurant Flinstering



Restaurant "Flinstering"
Breda, The Netherlands



Solid State Lighting

– Applications & Products for Outdoor

| Flood Lighting | Grazing Lighting | Contour Lighting | Accent Lighting | Guidance Lighting | Functional Lighting | Direct View |
|----------------|--------------------------|------------------|-----------------|-------------------|---------------------|----------------|
| | | | | | | |
| | | | | | | |
| Projector | - StripII+ - eW Graze | FlexiTube | Under water | Marker LED | | Lattis |
| Color+iW Blast | | | C-Splash 2 | Assymetrical | | iColor+eW Flex |
| Color Burst | | | | Obstivision | | iColor Accent |



Solid State Lighting

– Applications & Products Indoor

| Accent Lighting | General Lighting | Flood Lighting | Grazing Lighting | Cove/Shelf Lighting | Contour Lighting | Direct View |
|--|---|--|---|---|--|--|
|  |  |  |  |  |  |  |
|  Spot LED 1xK2 |  eW Downlight |  <i>Dyna flood</i> |  <i>Strip II(+) & eW Graze</i> |  eW Cove |  FlexiTube |  LineBar |
|  Spot LED 3xK2 | |  <i>Projector</i> |  Grazer |  eW Profile | | |
|  Zadora LED | |  <i>Color+iW Blast</i> | |  iColor+iW Cove | |  Color+eW Flex |
| | |  <i>Color Burst</i> | |  Cove QLX+EC | |  Module & Tile |
| | | | |  iW Profile g2 | | |

